A BUSINESS EDUCATORS CLASSIFIED GUIDE TO FREE
FILMS AND FILMSTRIPS IN CALIFORNIA

A PROJECT
Presented to
The faculty of the Business Administration Department of
The Sacramento State College

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Orpha W. Arnold
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A BUSINESS EDUCATORS CLASSIFIED GUIDE TO FREE FILMS AND FILMSTRIPS IN CALIFORNIA

Orpha W. Arnold
A. B., San Jose State College, 1949

PROJECT

Submitted in partial fulfillment of the requirements for the degree of

MASTER OF ARTS

AT

SACRAMENTO STATE COLLEGE

APPROVED:

Marion M. Lamb, Chair
Kenneth D. Norberg
Jack N. Wait

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INTRODUCTION

I. THE PROJECT

Definition of the project. This project is a guide for business educators to free films and filmstrips available from California distributors.

Importance of the project. "The teacher who succeeds in putting real life and vitality into his instruction has to be constantly on the look-out for appropriate visual aids."¹

The purpose of this project is to give the California business teacher a list of free films and filmstrips available in the state, classified according to subject matter, and described to such an extent that the teacher can determine for himself whether a film would fit his classroom need for the day.

A guide of this nature might be made for the entire world, for the nation, for the state, or for a particular community, and each would have its value; however, since education is the responsibility of the state, and since "any program which is to be effective must be tailored to the needs of the school and the community,"² it is logical


to think of aids to education within the state, and it seems highly desirable that teachers know the teaching aids which are available in their own region.

Although this list does not purport to include all free films and filmstrips available within the state, it will give the teacher of business and economics a wide selection from which to choose.

Many films in this guide would not be found in a national list, for they are local in character, while others could be found throughout the nation.

It is hoped that through the use of this classified guide more of our California teachers will make use of these free teaching aids which local business and industry so generously provide.

Definitions and delimitations. A guide is a descriptive list of items arranged according to specific classifications. Business educators include all teachers of business and economic subjects.

This study is limited to films and filmstrips applicable to junior and senior high school.

Organization of the report. This report is divided into two main sections: the first gives the explanation of the project, the method of procedure, and a summary statement with conclusions; the second is an annotated classified list of free films and filmstrips on business and economic subjects available in California.
II. SIMILAR PROJECTS AND PERTINENT LITERATURE

A review of research studies in business education revealed several educators' guides to free films and filmstrips from national sources. These contain films and slidefilms for business education, but they are not limited to business education and not many of the films are listed as available from California distributors.

Among the best of these guides are the Educators Guide to Free Films, and the Educators Guide to Free Slidefilms, both of which are published annually by the Educators Progress Service of Randolph, Wisconsin; and The Handbook of Free Films, published in New York in 1952 by Allaman Association, Incorporated.

South-Western Publishing Co. has published two monographs.

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5 Summaries of Studies and Research in Business Education, Vol. 1, 2, and 3, 1940 (Stillwater, Oklahoma: Beta Chapter of Delta Pi Epsilon and the Department of Business Education, Division of Commerce, Oklahoma A. and M. College).


and one service bulletin on the national level listing a number of films applicable to business and economic courses; however, most of these films are not listed as available from local sources, most are not free; none gives descriptions.

The Bureau of Business Education, of the California State Department of Education, published a Guide to Free Films in Business and Distributive Education, in 1953. This is another very short national guide to films. The films are classified according to subject matter; however, no descriptions are given and the titles are not sufficiently descriptive to enable the teacher to know whether he could use the film to advantage.

Another publication of the California State Department of Education, General Business in the Education of Young Adolescents, contains a short descriptive list of free and inexpensive films and slidefilms; however, the films are not classified according to subject matter.

The United Business Education Association published in its January, 1953, issue of The Forum a "Bibliography of Film and Filmstrip Sources for Business Education." The only publication in this list which is

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limited to free films is the *Educators Guide to Free Films*.  

The National Association of Business Teacher-Training Institutions has published a bulletin, *Projected Visual Aids in Business Education*, in which there is a very short classified list of visual aids from national sources, some of which are free.

A list of "Free Teaching Aids Available to Business Teachers from Sacramento Business Firms," was compiled by Louis J. Grab as a Master's Project at Sacramento State College. This study includes a number of free films and filmstrips available from Sacramento, classified according to subject matter.

A catalog of *Selected Resource Materials for Teachers of Business Subjects* was compiled in June, 1955, by Sam Dermengian, teacher of Merchandising Subjects at Santa Ana Junior College, and published by the California State Department of Education. Although this list does not purport to be a complete list of all available printed teaching aids from manufacturers, trade associations, governmental agencies, and other groups, it does give the business educator a wealth of classified free

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printed teaching aids for the classroom. These aids are from national
sources.

Another list of free and inexpensive printed materials for use
in the teaching of general business in high school was prepared by
Max Evan Garrett as a Master's Thesis at the University of Tennessee
in 1952.14

III. PROCEDURE

Since the investigator was living in San Francisco at the time
this project was undertaken, sources of free visual aids in San Francisco
were explored. It was decided to limit the project to films and film-
strips when it was found that the quantities of free printed visual aids
in San Francisco were practically limitless. Office machine and equip-
ment companies, banks, insurance companies, Chambers of Commerce, pro-
fessional associations, industrial companies, government offices, and
many others all have great quantities of free printed materials which
would be helpful to the teacher of business and economic subjects.

The first step toward developing the project was the making of
a personal call at South-Western Publishing Co. Mr. Donald Robertson,
Assistant Manager, said they had no knowledge of an existing list of
visual aids available from San Francisco offices, and assured the
investigator that they would be glad to cooperate on the compilation of

14 Max Evan Garrett, "Classification and Analysis of Free and
Inexpensive Materials for use in Teaching General Business in High
School," (unpublished Master's thesis, The University of Tennessee,
1952).
such a guide. All of the publishing company's existing materials, such as monographs, service bulletins, and the like, which might be of some help in making such a survey were gathered and contributed toward the project.

A letter to the Business Education Association, Department of N. E. A., requesting available lists of visual aids brought the Business Education Forum for January, 1953, which contained a bibliography of films and filmstrip sources for business education.

Telephone calls to the San Francisco School Board and the California Teachers Association revealed they had no knowledge of the existence of a guide to free films and filmstrips in San Francisco.

A review of books pertaining to research studies such as Haynes and Humphrey's Research Applied to Business Education; Tonne, Popham, and Freeman's Methods of Teaching Business Subjects; Delta Pi Epsilon's Summaries of Studies and Research in Business Education, Volumes 1, 2, and 3; The National Business Education Quarterly, Volume 21, No. 4,


19 Summaries of Studies and Research in Business Education, Vol. 1, 2, and 3, 1940 (Stillwater, Oklahoma: Beta Chapter of Delta Pi Epsilon and the Department of Business Education, Division of Commerce, Oklahoma A. and M. College).

A detailed study of South-Western Publishing Co.'s Service Bulletin, No. 2, 22 and Monographs 66 23 and 84 24 and the California State Department of Education's publication, General Business in the Education of Young Adolescents, 25 all of which contained lists of visual aids for business educators, revealed the various types of businesses and industries that might be expected to provide free visual materials.

Index cards were made for all free visual materials and filed alphabetically by source. On completion of this file, the San Francisco telephone directory was checked to ascertain whether the distributing

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company might have a branch office in San Francisco. Where there was no branch office, the directory was checked for a similar concern. To each San Francisco office that had been located in this manner, a letter was written asking whether the film (found in one of the lists studied) was available from their San Francisco office, and whether they might have additional free visual materials that would be available to teachers in our public schools.

The classified section of the San Francisco telephone directory was checked next, and letters sent to all associations, business offices, and industries where it was felt free materials might be available.

Answers to these many letters brought volumes of free materials, some of which were not applicable to the teaching of business and economic subjects; and many letters indicating a tremendous desire of both business and industry to cooperate in every way possible with the operation of our schools. Often, when the company had no free visual aids, they would suggest a company that might have. Some stated that they would be glad to send a representative to talk to a class, while others offered to send a projector and projectionist along with a film.

A tour of the Office Equipment Companies' exhibits at the National Office Management Association Conference in San Francisco during November, 1955, yielded a vast amount of free printed aids, but few films. In fact, it was after this tour that it was decided to limit this project to free films and filmstrips as the number of printed bulletin board displays, instructional materials, and pamphlets seemed limitless.
As the project grew to state-wide coverage, conferences were held with officials of the California State Department of Education: Regional Supervisor of Business Education, Mr. Lee Baldwin; Chief of the Bureau of Business Education, Mr. Rulon Van Wagenen; and Acting Chief, Bureau of Audio Visual Education, Dr. George Ormsby. All of these men were enthusiastic about the study; each stated it would be an extremely valuable contribution to the field of business education and gave many worthwhile suggestions to further its progress.

The Educators Guide to Free Films,26 The Educators Guide to Free Filmstrips,27 The Handbook of Free Films,28 and Mr. Grab's list of teaching aids available to business teachers from Sacramento business firms29 were used as additional guides to sources of free films and filmstrips in the state of California.

A thorough study was made of each of these source indexes, and index cards were made for each source not previously contacted where business and economic films were available and where there seemed even


the remotest possibility that there might be a California distributor.

Letters were then sent to each of these companies inquiring whether they might have a branch office in California from which their free films or filmstrips might be secured; or, in case of a California company, information was requested regarding any free films and filmstrips which they might have.

In all, 300 letters were written. Forty-three sources of free films and filmstrips were located. Each of their catalogs was carefully studied and index cards were made for all films applicable to business and economic education. On each index card was typed the name of the film, its description, and source.

At the suggestion of Mr. Van Wagenen, Chief of the Bureau of Business Education of the California State Department of Education, films and filmstrips were classified according to subjects as outlined in *Business Education in the Secondary Schools of California*, a publication of the State Department. Index cards were arranged in this order and the guide was typed from the cards.

There are two general classifications: (1) General Business Courses, and (2) Office Occupations. Under these headings films are grouped according to subject matter such as Advertising, Banking, Communications, etc. Some films fall under two subject matter headings

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and have been placed in both categories. Since Distributive Occupations and Business Management Fundamentals are not ordinarily taught in high schools, they have not been included in this classified guide.

IV. SUMMARY STATEMENT AND RECOMMENDATIONS

There is a wealth of free visual aids available to the teachers in the schools of California from state businesses and industries which should be secured and used to vitalize classroom teaching.

This guide is concerned only with free films and filmstrips, and is intended primarily for the teacher of business and economic subjects in the secondary school. In it will be found a wide selection from which to choose. Descriptions given have been written from the write-ups in the distributor's catalog. The films have not been pre-viewed or evaluated. It is hoped that teachers will pre-view all films before showing them to their students, to ascertain for themselves whether they meet their standards.

The investigator believes that a survey of business and industry in each community would reveal a still greater list of free films and filmstrips, and it is hoped such surveys will be made.

It is also believed that evaluative studies of these free films and filmstrips would increase their worth to business educators, and it is hoped that this follow-up study will be made.

No guide is of permanent value unless periodically revised, for new films are constantly in the making, and old films are constantly
discarded. Therefore, in order that this guide may continue to be of value, it should be revised from time to time.
CLASSIFIED GUIDE
TO FREE FILMS AND FILMSTRIPS IN CALIFORNIA
GENERAL BUSINESS COURSES

ADVERTISING

DESIGN IN YOUR LIFE (No. S-895) 16mm Sound 22 min.
Traces the development of the Rhode Island School of Design founded in 1877 as a result of the national awakening to the influence of design in our everyday lives.
Association Films, Incorporated

NOW WE KNOW (No. 876) 16mm Sound 20 min.
Dramatizes the problems of pre-Audit Bureau of Circulation days and the events leading to the creation of the bureau. Explains the Bureau’s methods of operation and the services it performs.
Modern Talking Picture Service

AUTOMATION

AMERICAN FARMER Color 16mm Sound 28 min.
The story of a modern farmer and the changes wrought in his life because of mechanization and scientific farming. Includes beautiful scenery, intimate family gatherings, and the drama of the harvest.
Ford Motor Company

LEVER AGE 16mm Sound 21 min.
A history of mechanical progress through applying the principle of the lever. Shows how man, having learned to move heavy objects by use of a crowbar, gradually developed more efficient applications of the leverage principle; how the windlass came into being, the toothed wheel, simple wooden gear, and finally how the development of steel made possible the Machine Age as we know it today.
Shell Oil Company

MATERIALS HANDLING (No. 2622) Color 16mm Sound 24 min.
Demonstrates the superiority of modern electric materials handling equipment over costly, time-consuming manual handling, and how the introduction of electric handling equipment can increase an industry’s productivity and effect great savings in cost.
General Electric Company

MOVEMENT IS LIFE (No. 473) 16mm Sound 19 min.
Modern Talking Picture Service
GENERAL BUSINESS COURSES - AUTOMATION

MOTORS IN INDUSTRY (No. 2631) Color 16mm Sound 27 min.
"Progressive Mechanization," a challenging new approach to greater productivity, better products, and lower costs. The story unfolds through the medium of a professional consulting engineer, who explains the successive stages of mechanization— from hand operations through continuous processing with electric motor drive and controls.
General Electric Company

OPERATION SNOWBOUND Color 16mm Sound 10 min.
Depicts the great snowstorm which swept our Western plains in 1949 and the emergency role industrial tractors played in saving the livestock.
Allis-Chalmers Manufacturing Company

SEEING IS BELIEVING Color 16mm Sound 22 min.
Demonstrates the performance features and the many assignments the HD-5 crawler tractor can tackle, such as basement excavation, gravel pit work, logging, snow removal, road work, etc.
Allis-Chalmers Manufacturing Company

SETTING THE PACE Color 16mm Sound 22 min.
Shows the abilities and types of work a modern motor grader can do.
Allis-Chalmers Manufacturing Company

TECHNIQUE FOR TOMORROW Color 16mm Sound 23 min.
This is the story of the great industrial revolution that is taking place in this half of the 20th century. It reveals a new industrial science created by some of the finest industrial minds of any century. It is called automation and it means letting machines do the hard work to save men for better jobs. The film looks beyond the horizons of today and provides a glimpse of a new and challenging way of industrial workers.
Ford Motor Company

BANKING

DAY AT THE FEDERAL RESERVE BANK OF CLEVELAND (1950) 16mm Sound 22 Min.
A visual tour of a Federal Reserve bank as a visitor might see it, showing many of the operations carried on in a typical day's work.
Federal Reserve Bank of San Francisco

FEDERAL RESERVE BANK AND YOU 16mm Sound 28 min.
Through a story device involving a boy and his father, this film endeavors to answer the question: "What is the Federal Reserve System and what does it do?" Emphasis is on the operations of the Federal Reserve banks as they affect us in our everyday financial transactions.
Federal Reserve Bank of San Francisco
GENERAL BUSINESS COURSES - BANKING

FEDERAL RESERVE SYSTEM, THE (1951) 16mm Sound 23 min.
The period from the money panic of 1907 through World War II is covered in this film, with emphasis on historical high spots in the development of the Federal Reserve System.
Federal Reserve Bank of San Francisco

FUTURE TO BANK ON, A 16mm Sound 11 min.
Concerns career opportunities.
Bank of America

HOW BANKERS SERVE 16mm Sound 12 min.
Shows how banks fit into the community.
Bank of America

PAY TO THE ORDER OF 16mm Sound 12 min.
Demonstrates the use of checking accounts.
Bank of America

USING BANK CREDIT 16mm Sound 10 min.
Fundamentals of bank lending.
Bank of America

COMMUNICATIONS

BEFORE YOUR TELEPHONE RINGS (1948) 16mm Sound 17 min.
Furnishing telephone service to your home involves more than a few wires and a telephone. This is a moving account of the things that must be done, the people doing them, and the teamwork needed to furnish service for any one telephone.
Pacific Telephone and Telegraph Company

FRIENDLY WAY, THE (1951) 16mm Sound 23 min.
This picture shows the basic aims of the telephone business. It is designed to present the meaning and importance of good service. Evidence is given that good service is based on friendliness and helpfulness.
Pacific Telephone and Telegraph Company

MAGIC IN THE AIR (1951) 16mm Sound 29 min.
A simple explanation with animated diagrams of the basic principles of television. A typical stage setting is visited as the actors perform before the television camera. The construction and operation of the Iconoscope (the transmitting tube) and the Kinescope (receiver) are shown.
General Motors Corporation

MILLION TIMES A DAY, A (1947) 16mm Sound 11 min.
A portrayal of the vast unseen telephone network, equipment, and personnel which are called upon to complete a long distance telephone call.
Pacific Telephone and Telegraph Company
MOBILE TELEPHONES (1949) 16mm Sound 11 min.
In cars and trucks, on city streets and open highways, this versatile combination of radio and wire is increasing the value and usefulness of telephone service. A step-by-step explanation shows how the service actually works.
Association Films, Incorporated (S-113)
Pacific Telephone and Telegraph Company

NATION AT YOUR FINGERTIPS, THE (1951) 16mm Sound 10 min.
A vivid portrayal of customer long distance dialing. From Englewood, New Jersey, telephone subscribers can reach 11,000,000 telephones in the United States and Canada by dialing their own calls direct. You will discover that all the information about these calls—the number dialed, date, time of day, length of call, etc.—are recorded and interpreted by machines.
Association Films, Incorporated (S-857)
Pacific Telephone and Telegraph Company

PARTY LINES (1946) Color 16mm Sound 15 min.
Marionettes, photographed in full color, combined with a lively musical score, present a humorous yet thought-provoking film. The advantages of neighborly cooperation on a party line are well illustrated by the marionette characters. Their telephone habits are amusing to the audience, but no fun for their victims.
Pacific Telephone and Telegraph Company

STEPPING ALONG WITH TELEVISION (Revised 1950) 16mm Sound 11 min.
This film shows how television broadcasts now speed their way across the country. How the Bell System's vast telephone network does this job is told to the accompaniment of Tschaikovsky's "Sleeping Beauty" ballet.
Association Films, Incorporated (S-176)
Pacific Telephone and Telegraph Company

STORY WITHOUT END (1950) 16mm Sound 18 min.
A look into the past sets the stage for a look into the future of your telephone service. Here we see telephone men and women tackling the problems of today, as they did those of yesterday, to keep your telephone service constantly improving.
Pacific Telephone and Telegraph Company

TELEPHONE SCREEN REVIEW NO. 9 (1949) 16mm Sound 10 min.
In this film three subjects are covered briefly: scenes of a versatile one-ton vehicle doing a variety of jobs; telephone engineers in action as they plan for the needs of a community; and finally, the actual cut-over of an old telephone system to a brand new one.
Pacific Telephone and Telegraph Company
GENERAL BUSINESS COURSES - COMMUNICATIONS

TELEPHONE SCREEN REVIEW NO. 10 (1950) 16mm Sound 10 min.
This is a newreel-type film covering three subjects. First, a telephone cable splicer is shown at work skillfully joining thousands of wires in the job of building and repairing the nation's cable network. Next is shown how switchboard lamp caps are made and the importance of these small things to good telephone service. Finally, the "Home to School" telephone system is portrayed.
Pacific Telephone and Telegraph Company

WORLD AT YOUR CALL (1950) Color 16mm Sound 10 min.
This travelogue film contains scenes showing the glamour, beauty, and historical interest of sections of the United States, and includes one foreign city. The marvels of modern travel and communication place the world at your call.
Pacific Telephone and Telegraph Company

CONSUMER GUIDE TO BUYING

ASSIGNMENT FOR PENNY (1950) Color 16mm Sound 20 min.
Deals with the advantage of using a home freezer.
General Electric Company

BEAUTY AND THE BRIDE (No. 323) Color 16mm Sound 27 min.
Shows how housekeeping can be made easy through the use of labor-saving devices and appliances. It also shows how simplified furnishings can make a home cheerful and attractive.
Modern Talking Picture Service

BEAUTY THAT LIVES FOREVER (No. 180) Color 16mm Sound 22 min.
Describes quality standards which govern the fashioning and finishing of flat and hollow ware silver. Courtesy, International Silver Company.
Modern Talking Picture Service

BRIGHT FUTURE Color 16mm Sound 29 min.
Illustrates how scientific, tested light conditioning can entirely transform the appearance of a home, both inside and out.
General Electric Company
Modern Talking Picture Service (No. 184)

CANDY AND NUTRITION (No. 50) (1947) 16mm Sound 20 min.
In addition to illustrating the nutritional needs of the body, and explaining the processes by which our bodies convert food into energy, this film shows the ingredients of candy in their raw state and the many parts of the world from which they come. Courtesy, Council on Candy of the National Confectioners' Association.
Modern Talking Picture Service
GENERAL BUSINESS COURSES - CONSUMER GUIDE TO BUYING

FIGURE FORUM (No. 350)  Color 16mm Sound 27 min.
Modern Talking Picture Service

HARNESSING THE RAINBOW (1946)  16mm Sound 29 min.
Explains what is meant by color fastness in yarns and fabrics. Presents basic facts and shows how colors are applied to fabrics, as well as emphasizing fastness to washing, sunlight, and perspiration. Also shows how laboratory tests are used to determine the fastness of a dye.
Du Pont De Nemours and Company, Incorporated, E. I.

HOW A WATCH WORKS (No. S-276)  Color 16mm Sound 18 min.
Illustrates what makes a watch tick by using large scale models of watch parts. Also includes sequences on watch-making showing the difference between the workmanship of a fine watch and an ordinary one.
Association Films, Incorporated

IT'S GOT TO BE GOOD  16mm Sound 10 min.
Shows the torture tests that Allis-Chalmers equipment is put through on the proving ground and in the laboratory before it is released for sale.
Allis-Chalmers Manufacturing Company

MILLION DOLLAR CASTLE (No. 377)  Color 16mm Sound 54 min.
Demonstrates that today a man’s home is really a castle. It is a feature-length film played by four Hollywood stars. Courtesy, National Association of Home Builders.
Modern Talking Picture Service

NEW FOODS MAKE NEWS (No. S-115)  Color 16mm Sound 25 min.
This is an entertaining film, partly in color, about Birds Eye Frosted Foods.
Association Films, Incorporated

SOFT AS A CLOUD  Color 16mm Sound 24 min.
Illustrates the values of soft water.
The Dow Chemical Company

THIS IS NYLON  Color 16mm Sound 30 min.
Combines a chemist’s story of the properties of nylon, told in non-technical language, and his wife’s flashback report of a fashion show in which the versatility of nylon is demonstrated in various types of wearing apparel for all seasons of the year.
Du Pont De Nemours and Company, Incorporated, E. I.

WHERE THE HEART IS (No. 341)  16mm Sound 27 min.
Shows how houses are bought and sold. Courtesy, United Savings and Loan League.
Modern Talking Picture Service
WINNING SEALS OF APPROVAL (No. 57) 16mm Sound 20 min.
How kitchen equipment is tested by the American Gas Association and how "approved" gas ranges are made. Courtesy, American Gas Association.
Modern Talking Picture Service

YOU CAN TAKE IT WITH YOU (No. 197) Color 16mm Sound 27 min.
Trailer coaches and properly planned trailer parks. Courtesy, Mobile Homes Manufacturing Association.
Modern Talking Picture Service

CONSUMER PROTECTION

APPROVED BY THE UNDERWRITERS (1947) 16mm Sound 30 min.
Actual tests of products used every day by persons in all walks of life; products upon which we rely for our everyday safety. Shows how the tests are conducted and why.
National Board of Fire Underwriters
Underwriters' Laboratories, Incorporated

DANGER SLEUTHS (1951) 16mm Sound .20 min.
This is a story of "Anytown, U. S. A." and the way a typical family is protected from fire, shock, and casualty hazards by the precise, exacting testing work of Underwriters Laboratories, Incorporated. A recent theatrical release.
National Board of Fire Underwriters

MAGNOLIA STORY 16mm Sound 20 min.
This is a documentary picture of an inspection of a small town by a state fire prevention association. Members of the association are special agents of stock fire insurance companies who use varied techniques to bring a fire safety message to people of the community.
National Board of Fire Underwriters

QUALITY CONTROL IN MODERN MERCHANDISING (S-66) Color 16mm Sound 25 min.
Laboratory testing processes that assure Mr. and Mrs. Shopper of full value for their dollar when they buy on Main Street, U. S. A.
Association Films, Incorporated

CREDIT

CREDIT, MAN'S CONFIDENCE IN MAN (No. 138) (1951) 16mm Sound 30 min.
This award winning film probes the history of credit, its role in the growth of the United States, and presentday practices in establishing credit ratings. Courtesy, Dun & Bradstreet.
Modern Talking Picture Service
EVERY SEVENTH FAMILY (No. 79) 16mm Sound 26 min.
A reporter changes his news assignment into a feature story as he digs out the facts about consumer credit in his community. Courtesy, National Consumer Finance Association.
Modern Talking Picture Service

KINGS (No. X-506) 16mm Sound 27 min.
Shows how you benefit by a higher standard of living when you use your credit union wisely. Explains the purpose, history, and philosophy of credit unions. Courtesy, Credit Union National Association.
Modern Talking Picture Service

USING BANK CREDIT 16mm Sound 10 min.
Fundamentals of bank lending.
Bank of America

ECONOMIC CITIZENSHIP

ATOMIC ENERGY, A FORCE FOR GOOD 16mm Sound 25 min.
A small town reacts to the impending construction of an atomic energy plant--understanding by the citizenry of the peacetime applications of atomic energy influence their attitude.
United States Atomic Energy Commission

THE BIG JOB Color 16mm Sound 15 min.
What it takes to build a dam.
Allis-Chalmers Manufacturing Company

BUILDING FOR THE NATION Color 16mm Sound 35 min.
This is a Kodachrome motion picture on the building of an important skyscraper. Scenes include preparation of the site and building the foundation--manufacture and fabrication of the structural members--erection of the giant column sections and beams--operation of the huge guy-derricks--bolting the members and plumbing the structure--riveting, "topping out" and dedication.
United States Steel Corporation

BUILDING THE GOLDEN GATE BRIDGE (No. 421) 16mm Sound 45 min.
Follows the construction of the world's largest suspension bridge. Courtesy, Bethlehem Steel.
Modern Talking Picture Service

CHANCE TO PLAY, A 16mm Sound 20 min.
This film points out how great a part supervised, well-equipped recreation areas play in promoting the nation's physical and mental health.
General Electric Company
GENERAL BUSINESS COURSES - ECONOMIC CITIZENSHIP

CLEAN WATERS (No. 2588) (1945) Color 16mm Sound 20 min.
Portrays the importance of our natural waters. Illustrates the dangers of pollution to our fish and wild life, our city water supply systems, our recreational facilities, and our public health, and stresses the urgency of preventing this pollution through proper sewage treatment.
General Electric Company

COMMUNICATIONS FOR CIVIL DEFENSE 16mm Sound 32 min.
Shows how the various civil defense agencies would operate after an A-bomb attack.
Pacific Telephone and Telegraph Company

DRAMA OF PORTLAND CEMENT, THE (No. 95) Color 16mm Sound 30 min.
Modern Talking Picture Service

FREEDOM OF THE AMERICAN ROAD 16mm Sound 27 min.
This film shows how the private citizen can help promote needed highway, traffic, and safe driving improvements in his community.
Ford Motor Company

HIDDEN HIGHWAY 16mm Sound 10 min.
The building of cross-country pipelines and how they benefit our economy.
Allis-Chalmers Manufacturing Company

MAN OF ACTION (No. S-688) (1955) Color 16mm Sound 30 min.
A color cartoon on America's number one social and economic problem: slum prevention and neighborhood conservation. Evidence of the degeneration of neighborhoods is dramatically illustrated, and Mr. Citizen proves that something can be done when people are aroused to action.
Association Films, Incorporated

OPEN ROAD, THE Color 16mm Sound 33 min.
Shows how steel serves in modern highway construction. Courtesy, Bethlehem Steel.
Modern Talking Picture Service

SAFE AS YOU THINK 16mm Sound 27 min.
Stresses the need for "safety consciousness" in the minds of all of us ... at home, in school, on the job, or in the street. Shows a day in the life of an average man who took one chance too many ... but who was lucky enough to receive a "suspended" sentence instead of having to pay the extreme penalty.
General Motors Corporation
SECURE THE BLESSINGS 16mm Sound 27 min.
This film explains how the schools have been a bulwark of democracy and how today in our public schools we can secure the blessings of liberty to ourselves and our posterity.
California Teachers Association

STEEL SPANS THE CHESAPEAKE (No. 420) Color 16mm Sound 36 min.
Shows the erection of a 4-mile steel bridge across Chesapeake Bay.
Courtesy, Bethlehem Steel.
Modern Talking Picture Service

SUSPENSION BRIDGE, THE Color 16mm Sound 16 min.
The story of the Paseo Bridge, spanning the Missouri River at Kansas City, and the Delaware Memorial Bridge, spanning the Delaware River at Wilmington. It is an authentic story of the many phases of suspension bridge construction.
United States Steel Company

ECONOMIC PROBLEMS

of the Consumer

CHALLENGE TO AMERICA 16mm Sound 30 min.
Economic forecast for the United States to 1965.
Bank of America

JOE LEARNS A THING OR TWO 16mm Sound 25 min.
Joe Doaks, a caveman, learns that he must work to exist. He finds that the more he produces, the better he lives. He later learns how to use tools, and how to trade with others.
General Motors Corporation

WHERE JOE'S LIVING COMES FROM 16mm Sound 25 min.
Joe learns that production is the creation of real wealth and that wide distribution makes it more valuable.
General Motors Corporation

YOU AND YOUR MONEY 16mm Sound 12½ min.
Traces the travels of a dollar bill, illustrating the relationship between the flow of spending and the flow of goods and services. There is also a brief discussion of factors in our economy that affect prices and the value of money.
Federal Reserve Bank of San Francisco
FIBER

DU PONT STORY, THE (1951) 16mm Sound 39 min.
This technicolor picture, made in Hollywood, presents the highlights in the history of the Du Pont Company from its founding 150 years ago to the present day, telling the colorful story behind the company producing "Better Things for Better Living ... through Chemistry."
Du Pont Nemours and Company, Incorporated, E. I.
Modern Talking Picture Service

KINGDOM OF PLASTICS 16mm Sound 10 min.
This is the story of plastics--materials unheard of a few years ago, but which today enjoy a remarkable diversity of application. The picture points up the important contribution that plastics have made to our daily living.
General Electric Company

PLASTICS FROM PETROLEUM 16mm Sound 13 min.
Laboratory demonstrations vividly explain the derivation of certain synthetic resins from petroleum hydrocarbons, showing the different types of plastics obtainable from these resins and several methods used in manufacturing them into an amazingly varied number of articles used today in home and industry.
Standard Oil Company of California

FOOD

BEHIND THE CUP (S-130) Color 16mm Sound 40 min.
A visit to coffee-land, giving the complete story of coffee from the tree to vacuum packing. Scenes of life in Central America add interest and color.
Association Films, Incorporated

BETTY'S FRUIT GROVES (1952) Color 16mm Sound 22 min.
Betty, with her father and mother, take a "pretend" airplane trip to the fruit sections of Michigan, Ontario, Virginia, Florida, Utah, and the west coast states. At each point they observe fruit growing and harvesting operations.
Case Company, J. I.
BIG KITCHEN, THE (No. 122)  Color 16mm Sound 26 min.
A tour of many of the richest agricultural regions in the United States. Included among the states visited are New Jersey, New York, Pennsylvania, Ohio, Virginia, Michigan, Iowa, and California. Scenes of fruit and vegetable harvesting and processing give a full understanding of the areas and the people, all over America, contributing to our strong and healthy nation.
Modern Talking Picture Service

CANDY AND NUTRITION (No. 50)  16mm Sound 20 min.
From all the corners of the world come the foods--fruits, nuts, chocolate, sugar--that are used in candy making. You visit those places and then see the actual making of candy in a modern candy factory. Courtesy, National Confectioners' Association.
Modern Talking Picture Service

COLOMBIA--LAND OF MOUNTAIN COFFEE (S-874)  16mm Sound 30 min.
Planting, growing, and harvesting of coffee, as well as the work of the Federation of Coffee Growers of Colombia in improving the standard of living. In color.
Association Films, Incorporated

FROM GOOD EARTH TO GOOD TABLES (1947) Color 16mm Sound 22 min.
Food growing and processing--opens with scenic shots of typical farmland and gradually builds up to the main theme of food-growing and processing. Courtesy, Green Giant Company.
Modern Talking Picture Service (No. 53)

GOOD THINGS HAPPEN OVER COFFEE (No. 1227) Color 16mm Sound 30 min.
The life and customs of Latin American countries and the importance of coffee in their international trade with North America.
Association Films, Incorporated

INSIDE MIDDLE AMERICA 16mm Sound 21 min.
Middle America's colorful cities, rural areas, culture, and history are combined in this film with a thorough look at the banana's contribution to the economy and industry.
Institute of Visual Training

MILKY WAY, THE (S-868)  Color 16mm Sound 10 min.
The story of milk production and distribution from the cow to your doorstep. Shows how milk is produced in the country under sanitary conditions, and speedily transferred to the city. Laboratory inspection, pasteurization, bottling, and the many steps in distribution including delivery are pictured.
Association Films, Incorporated
STORY OF TUNA, THE (S-105) Color 16mm Sound 20 min.
The story of commercial tuna fishing off the coast of California where fishermen brave mountainhigh breakers and salty brine to bring back the toughest, fightingest fish that ever snapped a rod. Association Films, Incorporated

THIS IS LIFE (No. 26) Color 16mm Sound 25 min.
The full and complete story of meat. You see the ranches, farms, and fields of America and the busy meat packing plants, the research laboratories, railroads, and all the work and skill that delivers meat to our tables. Courtesy, American Meat Institute. Modern Talking Picture Service

TREASURE ISLANDS (No. 78) Color 16mm Sound 30 min.

WHEAT--ITS GROWTH, TRANSPORTATION AND MARKETING 16mm Sound 28 min.
One of the nationally recognized "How Does Your Garden Grow" series featuring John Ott of television and time-lapse photography fame. Documents the history of wheat; planting, growing, and harvesting techniques, testing and grading, and selling at the Kansas City Board of Trade. It also shows storage problems and elaborate railroad operations involved in moving the harvest. Santa Fe Railroad Company

FOREST

DEEP ROOTS (No. 291) Color 16mm Sound 39 min.

EVERYMAN'S EMPIRE Color 16mm Sound 19 min.
An over-all look at the national forests. California shots include Shasta Dam, Lake Tahoe, and orange groves. United States Forest Service

EXTRA FOREST DOLLARS Color 16mm Sound 13 min.
Sources of products not usually linked with the forest, such as stuffing for furniture, candy, cascara, and others. It shows how wise use and protection of our forest resource, coupled with American ingenuity and industry, can keep our forests growing their special products for extra dollars. United States Forest Service
GRASS AND CATTLE  Color 16mm Sound 15 min.
Shows how the range resources of the national forests are used for grazing, at the same time safeguarding watershed and other values. Presentation is through a group of cowboys in a camp on the range.
United States Forest Service

IN PARTNERSHIP WITH NATURE (No. 151)  Color 16mm Sound 33 min.
The forests of Canada and the Eastern United States, and the steps that are being taken to save this vital natural resource. 
Courtesy, International Paper Company.
Modern Talking Picture Service

MIRACLE OF RUBBER, THE  Color 16mm Sound 22 min.
Portrays the vital role played by rubber in the American Way of Life. Traces the discovery of rubber, and shows the part it played in winning World War II. A modern rubber plantation is shown as well as one of the great Firestone factories where raw material goes through its many processes before emerging as a finished automobile tire.
Association Films, Incorporated

PLYWOOD--THE MIRACLE IN WOOD  Color 16mm Sound 35 min.
Logging operations in the Douglas fir lumber regions, the manufacture of plywood, and its major uses for industry and home.
Association Films, Incorporated

SPEAKING OF RUBBER (No. 270)  Color 16mm Sound 27 min.
In this film you'll see exciting scenes of Far East plantations, great new synthetic rubber plants, how a tire is made, and a host of other rare sights in this story of rubber. 
Courtesy, United States Rubber Company.
Modern Talking Picture Service

THIS IS RUBBER  Color 16mm Sound 16 min.
The story of one of America's vital imports--natural rubber; where it comes from and how it is processed. It shows many of its hundreds of uses--from toys to industrial equipment.
United World Films

TONGASS TIMBERLAND  Color 16mm Sound 18 min.
This is a picture of the undeveloped region of southeastern Alaska and its industries. Emphasis is on timber-producing potential.
United States Forest Service

TREES  Color 16mm Sound 12 min.
Stresses the value of trees as a cash crop. Emphasis is placed on the importance of "Tree Farms" as a source of timber to meet the Nation's growing demands. It also shows conservation, logging, and points up good methods of tree farm planning and planting.
Allis-Chalmers Manufacturing Company
TREES FOR TOMORROW 16mm Sound 18 min.
Up-to-date techniques of forest conservation and fire prevention as the primary step toward maintaining an adequate timber supply.
National Board of Fire Underwriters

MINERAL

AMERICAN HARVEST Color 16mm Sound 29 min.
Across fertile plains to breath-taking mountains, from majestic forests to rich oil fields, one views scenes of our natural resources. Also included are scenes in busy factories and helps give an understanding of the interdependence of one and another in American enterprises.
General Motors Corporation

ART OF KERAMOS (No. 178) (1951) Color 16mm Sound 26 min.
A brief history of ceramics, going back to prehistoric days when a clay pot put by the fire to dry might have tumbled in and become thoroughly baked. Examples from the museum of early Egyptian, Greek, and other ancient pieces are shown. The story includes the present day making of ceramics and ends with a series of table settings.
Modern Talking Picture Service

BIG AND BASIC 16mm Sound 30 min.
Iron ore to the final product and the people who operate the industry are shown in this picture.
Ford Motor Company

DECISION (No. 166) (1951) Color 16mm Sound 28 min.
The story of the American oil industry as it appears to an engineer from a country behind the Iron Curtain in Europe. As this visitor examines oil transportation in the United States, he discovers the freedom without fear that we sometimes take for granted. "Decision" was awarded a Freedoms Foundation Award for its contribution to a better understanding of the American way of living. Courtesy, the Ohio Oil Company.
Modern Talking Picture Service

DIAMOND IS FOREVER, A (S-906) Color 16mm Sound 25 min.
The story of diamonds--where the diamonds are mined in Africa, how they are cut, shaped, and polished. Also shows replicas of historical diamonds, and diamond jewelry.
Association Films, Incorporated

GLASS CENTER OF CORNING, THE (S-910) Color 16mm Sound 25 min.
A trip through Corning's new Glass Center showing historic pieces from the pre-Christian era to the present day. Award Winner.
Association Films, Incorporated
LIVES OF THEIR OWN (No. 536) Color 16mm Sound 22 min.
A dazzling display of Royal Doulton figurines—masterpieces of beautiful color and ingenious craftsmanship. Courtesy, Doulton and Company.

Modern Talking Picture Service

MAKING OF FINE CHINA, THE Color 16mm Sound 20 min.
This film, in color, shows a magic workshop where the finest and most colorful China in America is produced.

United World Films, Incorporated

MAKING AND SHAPING OF STEEL, THE 16mm Sound 11 min.
for each seven reels

Slow motion scenes explain operations too fast for the human eye to follow. Animated diagrams describe the functioning of blast furnaces and open hearth furnaces, the manufacture of seamless tube and welded pipe—to give an unbroken, easily understood, yet detailed story of how steel is made and converted into useful forms.

United States Steel Corporation

PIONEER OF PROGRESS (No. 233) 16mm Sound 15 min.
This award winning film gives an exciting close up of steel production, with dramatic shots of blast furnaces, giant ladles, molten metal, and continuous rolling mills. Courtesy, American Iron and Steel Institute.

Modern Talking Picture Service

PROSPECTS UNLIMITED 16mm Sound 27 min.
The 1948 Annual Report of Union Oil shows geologists and seismograph crews discovering crude petroleum. Men are shown at work in the refineries and transporting oil by truck and ship. Activities of exploration, research, marketing, and facts on taxes and dividends are given in conversations between vice-presidents.

University of Southern California

STEEL BUILDS THE WEST Color 16mm Sound 28 min.
The major role played by steel in the many industries located west of the Rockies. Gives the inside look at steel on the job and an appreciation of the way steel has helped to improve the standard of living.

Scenes depicting the use of steel in nearly every phase of western development are shown in an interesting and informative manner.

Modern Talking Picture Service

STEEL FRONTIERS (No. 344) Color 16mm Sound 28 min.
A complete story of the making of steel and how new methods are advancing our steel frontiers.

Modern Talking Picture Service
STEEL--MAN'S SERVANT  
Color Both  Sound  38 min.

The story of steel—from the time the raw ore leaves the mines until the finished product leaves the mills.
United States Steel Corporation

10,000 FEET DEEP  
16mm  Sound  20 min.

This film begins with a brief explanation of oil's prehistoric origin, and relates episodes in oil exploration, showing how modern science has replaced superstition. It demonstrates how geologists chart a region likely to bear oil, including various tests made to determine the location and depth of the underground arch or anticline of rock. The sequences of the film which were taken in the bayous of Louisiana show the deepest drilling operations in the country in virtually inaccessible swamps.
Shell Oil Company

24 HOURS OF PROGRESS (No. 321)  
16mm  Sound  28 min.

This award winner is a swiftly-paced, documentary of the American oil industry. It shows the thousands of ways in which oil companies and oil people contribute to the progress, strength, and security of the American people.
Modern Talking Picture Service

POWER

A IS FOR ATOM  
Color  16mm  Sound  15 min.

Explains atomic structure, nuclear fission, and the peacetime applications of the atom.
United States Atomic Energy Commission

ATOM GOES TO SEA, THE  
16mm  Sound  12 min.

This is the story of one atomic submarine (USSN-575, the "Sea Wolf"). In the Knolls Atomic Power Laboratory at Schenectady it shows utilization of nuclear energy as motive power.
United States Atomic Energy Commission

ATOM AND AGRICULTURE, THE  
16mm  Sound  10 min.

Explains the areas in which radioactivity can be used in the field of agriculture.
United States Atomic Energy Commission

ATOM AND BIOLOGICAL SCIENCE, THE  
16mm  Sound  12 min.

Identifies and illustrates the uses of radioactivity in several areas of biology: the effects of radiation on growth and heredity of plants and animals; tracer studies; photosynthesis studies; and measures to protect the investigating scientists.
United States Atomic Energy Commission
ATOM AND INDUSTRY, THE

The uses of atomic tracers in industrial processes, such as pipelines, thickness gauges, testing engine wear, etc.

United States Atomic Energy Commission

ATOM AND THE WEATHER, THE

Scenes of weather installations at various AEC plants. Shows how smoke is used to trace wind currents. Illustrates why tests of atomic weapons have no effect on the weather; how radioactive fallout is carefully traced to protect the public, and how radioactivity from atomic tests is used as a research tool by the weatherman.

United States Atomic Energy Commission

ATOM AND YOU, THE

Shows the uses of radioisotopes in biology, medicine, agriculture, industry, and the development of atomic power.

United States Atomic Energy Commission

ATOMIC ENERGY, A FORCE FOR GOOD

How a small town reacts to the impending construction of an atomic energy plant, and how understanding by the citizenry of the peacetime applications of atomic energy influences their attitude.

United States Atomic Energy Commission

ATOM FOR PEACE

Combines scenes from "The Atom and You" and "The Atom and Industry" with additional AEC and USIA material, energy in industry, biology, medicine, agriculture; and outlines the possibilities of nuclear power, showing the work at the Experimental Breeder Reactor.

United States Atomic Energy Commission

BIRTH OF AN OIL FIELD (1948)

Shows how an oil well is drilled and how crude oil is brought up from the ground and started on its way to the refinery. Describes the erection of the derrick, the operation of the drilling machinery, follows the drill-bit as it makes its way through various geological strata and tells how chemically treated mud is an invaluable aid to drillers. Also shows how artificial methods are employed to lift oil from the ground when natural pressures decline.

Shell Oil Company

DAWN'S EARLY LIGHT, A

The story of the development of atomic energy for submarine propulsion against the overall background of peacetime applications of atomic energy.

United States Atomic Energy Commission
LEASE ON THE FUTURE (No. 2615) 16mm Sound 20 min.
This is the story of the petroleum industry, its contributions to our standard of living, growth in recent years, and the role that electricity has played in this development. It is primarily designed to illustrate the many ways in which electricity has simplified and increased oil production and can continue to do so to an even greater extent in the future.
General Electric Company

MAN ON THE LAND (No. 239) 16mm Sound 16 min.
This award winning film presents an account of farming through the ages and the revolution in productive power through petroleum that made agriculture America's biggest business. Courtesy, American Petroleum Institute.
Modern Talking Picture Service

OPERATION CROSSROADS (No. MN-6817) 16mm Sound 26 min.
Ushering in a new age, the atom bomb will effect the destiny of all men. On this small stage in a remote corner of the Pacific, a new force is demonstrated that can well change the course of all future history.
Department of the Navy

POWER BY WHICH WE LIVE (1950) 16mm Sound 20 min.
This is the story of the source of the power which operates the appliances in our home, the lights we see by, the machines we work with. Somewhere in each locality giant turbines make this supply of electricity possible.
General Electric Company

POWER UNLIMITED 16mm Sound 12½ min.
The development of nuclear power—how electricity is produced by atomic energy—with a complete story on the first generation of useful power at the Experimental Breeder Reactor.
United States Atomic Energy Commission

POWERING AMERICA'S PROGRESS (No. 281) Color 16mm Sound 26 min.
In this film one is taken deep underground where the story of coal mining is told. Courtesy, National Coal Association.
Modern Talking Picture Service

PROSPECTING FOR PETROLEUM Color 16mm Sound 23 min.
The story of the geological formation of oil deposits and their origin in prehistoric ages. Takes up the science of oil exploration, and shows how it advanced from the days of playing "hunches" to the employment of devices for "seeing" into the ground.
Shell Oil Company
REFINING OIL FOR ENERGY   (1950)  Color 16mm Sound 20 min.
Shows how crude oil is transformed into finished products.
Shell Oil Company

SOIL

ADVENTURES OF JUNIOR RAINDROP  (1948) Color 16mm Sound 6 min.
How raindrops cause erosion and floods when they fall on bare or denuded soil. Requires pre-showing explanation of what erosion is and what a watershed is.
United States Forest Service

COAST TO COAST GEOGRAPHY FROM THE AIR  Slidefilm
Through aerial views, this slidefilm shows major cities and sections of the United States from New York City to Seattle. Topography, climate, and industry are also included.
United Air Lines

LIVING EARTH
Consists of four parts, color, with narration. Parts 1 and 2 have been spliced together into one reel and Parts 3 and 4 into one reel. Reels may be ordered separately.
Reel 1
Part 1, "Birth of the Soil," explains how topsoil is produced from rocks by action of water, air, and sunlight, with the slowness of the process emphasized. It also shows how lichens, insects, and bacteria vitalize the soil.
Part 2, "This Vital Earth," explains the relation of life to its environment, pointing out the balance in the living community. The logic and organization of plant and animal ecology is stressed.
Reel 2
Part 3, "Arteries of Life," presents the water cycle, the role of forests in regulating run-off, how beavers serve, and demonstrates damage from floods and silt.
Part 4, "Seeds of Destruction," shows how resources may be exploited and damaged.

PLANNING TO PROSPER  Color 16mm Sound 22 min.
Shows the latest successful farming practices with special emphasis on soil conservation, erosion, prevention, and soil rebuilding.
Allis-Chalmers Manufacturing Company

THIS IS OUR LAND  (1946)  16mm Sound 31 min.
Covers erosion and soil conservation.
United States Forest Service
GENERAL BUSINESS COURSES - ECONOMIC RESOURCES - SOIL

UNDER WESTERN SKIES (1946) Color 16mm Sound 28 min.
Conservation practices for forest, farm, and sand dune lands of California and the Northwest.
United States Forest Service

WATER

CLEAN WATERS Color 16mm Sound 20 min.
Portrays the importance of our natural waters. Tells the story of the $100,000,000 annual loss in the United States due to water pollution. Illustrates the dangers of pollution to our fish and wild life, our city water supply systems, our recreational facilities, and our public health, and stresses the urgency of preventing this pollution through proper sewage treatment.
General Electric Company

HEALTH--AND THE CYCLE OF WATER (No. 385) 16mm Sound 22 min.
Shows how you and your family are able to use water—without fear of the dread typhoid—thanks to scientific sanitary engineering. Courtesy, Cast Iron Pipe Research Association.
Modern Talking Picture Service

IMPORTANCE OF WATER (1950) Color 16mm Sound 11 min.
How water yield is studied in the brushland type of southern California, and points out principles of watershed management.
United States Forest Service

LIFEBLOOD OF THE LAND (1947) Color 16mm Sound 18 min.
The story of forest conservation and water.
United States Forest Service

PIPELINE TO THE CLOUDS (1951) Color 16mm Sound 25 min.
The story of water supply in the American community of today. Gives an explanation of both the sources of water and the techniques of water treatment. Experiments for meeting shortages are illustrated. The film concludes with suggestions as to what the average citizen can do to assure an abundant supply of safe, fresh water.
General Electric Company

RUNNING WATER ON THE FARM Color 16mm Sound 20 min.
Explains how farm life can be made more convenient and comfortable and how the production and value of poultry, livestock, and crops can be greatly increased through the introduction of an adequate farm water supply system.
General Electric Company
WATER FOR THE CITY (1951) 16mm Sound 20 min.
This is a watershed picture, filmed in color entirely in California. It traces the route of a city's water supply back to the watershed, and emphasizes the concept that watersheds must be managed properly if abundant water of high quality is to be obtained.
University of California Extension

WATER--FOUNTAIN OF LIFE 16mm Sound 34 min.
This color film effectively portrays the story of the eternal water cycle. The processes of evaporation and transpiration are made clear by means of animations, as is the beginning of life upon the earth.
Standard Oil Company of California

FILING

IT MUST BE SOMEWHERE (1948) 16mm Sound 28 min.
Contains supplementary material on the subject of filing—combines a portrayal of a typical situation which students may face when they enter employment and a factual presentation of the various methods of filing used to meet specific demands in office procedures. Shows the necessity for speed and accuracy in handling papers and documents.
Remington Rand Incorporated

FREE ENTERPRISE

AMERICAN HARVEST (1952) Color 16mm Sound 29 min.
Shows how raw materials are fashioned by machines into usable wealth. Helps to give an understanding of how we are all interdependent upon one another in our American enterprises that have made us the most prosperous nation on earth.
General Motors Corporation

AMERICAN PORTRAIT (1940) 16mm Sound 25 min.
This is a story of America during the past 100 years—its progress through salesmanship to a better way of life and the highest known standard of living.
Association Films, Incorporated (3-206)
Modern Talking Picture Service (No. 123)

BIG IDEA, THE (No. 162) (1951) 16mm Sound 30 min.
A tour of a typical American industry where free people work together and prosper under a competitive economic system. It shows "what makes America tick," and provides a good story lesson of the conflict of ideas now dividing the world. Award Winner. Courtesy, Swift and Company.
Modern Talking Picture Service
ENTERPRISE (No. 75)  Color 16mm Sound 31 min.
This true story of a small town, Buchanan, Georgia,—a town located in a cotton-growing area, but going downhill because the soil had failed. The film shows how, by community action, the townspeople brought industry to their town and how the coming of industry brought new life. It is an example of free enterprise in action. Award Winner. Courtesy, Cluett, Peabody and Company, Incorporated.
Modern Talking Picture Service

GOOD BUSINESS (No. 293)  Color 16mm Sound 30 min.
This award winning, color film tells of a company and its friends and neighbors—one chapter in the American story of free competitive enterprise. The company says: "All must profit, not only the stockholders but the employees and the community itself—that's good business."

LEGEND OF DAN AND GUS, THE (No. 196)  Color 16mm Sound 26 min.
Makes complicated business problems such as the law of supply and demand, franchise controls, and profit management easy to understand through this cartoon comparison of a private enterprise and a government regulated public utility.
Modern Talking Picture Service

MAGIC KEY, THE  16mm Sound 20 min.
Shows the relatively slow progress made by mankind through the ages. Tells how in the past 100 years, the world was changed. American women were emancipated from household drudgery... all made possible through free enterprise coupled with the tremendous driving force of advertising.
Association Films, Incorporated

NO LONGER WORRIED 16mm Sound 28 min.
Uses real history to show how free enterprise and our democratic way of life grew together. Pictures Ben Franklin's free enterprise idea of "spreading risk among the many to meet the losses of the few contributors visited by misfortune," and shows how it has developed over two centuries into one of the truly dynamic factors in modern life.
United World Films

SIX THOUSAND PARTNERS (1950)  Color 16mm Sound 20 min.
The story of the interdependence of American industries. Dramatic proof of how small shops, medium sized firms, and big corporations work together for the benefit of all. More important—this film is the story of our American economy at work.
Ford Motor Company

STORY OF A MAIN STREET MERCHANT, THE (S-865)  16mm Sound 41 min.
A manager of a retail store looks back over the years and wonders if he has lived up to the Golden Rule. A Freedoms Foundation Award Winner.
Association Films, Incorporated
TIME OF DAY, A (No. 526)  
Color 16mm Sound 30 min.  
The vital story of YOU and American business—and how a typical  
"Big Business" is contributing to your comfort, security and everyday  
Modern Talking Picture Service

GOVERNMENT SERVICES

HELPING THE TAXPAYER (S-983)  
16mm Sound 11½ min.  
Your viewers will see what happens when the Government disallows  
the expenses of a business trip, and when a businessman is faced with a  
Government claim for several thousand dollars in back taxes.  
The actual procedure of the preparation of a tax case by a certified  
public accountant and of the final adjustment with the Internal Revenue  
Service is revealed in dramatic case histories.  
The inside operations of the Internal Revenue Service are also  
shown—handling, checking, and processing 60,000,000,000.  
Association Films, Incorporated

MAGNOLIA STORY, THE  
16mm Sound 20 min.  
This is a documentary picture of an inspection of a small town  
by a state fire prevention association.  
National Board of Fire Underwriters

INSURANCE

FOR SOME MUST WATCH (No. 124)  
(1949) 16mm Sound 28 min.  
Scholastic Teacher Magazine presented this film its Third Annual  
National Award during 1952 as one of the ten outstanding sponsored films.  
It is a true story of one insurance agent's sympathetic help and influence  
on the lives of three real families in Oneida, New York. It gives a real  
understanding of life insurance in terms of human need and the importance  
of using services that your life insurance company is equipped to perform.  
Courtesy, Institute of Life Insurance.  
Modern Talking Picture Service

FROM EVERY MOUNTAIN SIDE (No. 213)  
16mm Sound 33 min.  
This entertaining drama tells you facts you should know about  
insurance and also points out an important answer to totalitarianism.  
Courtesy, New York Life Insurance Company.  
Modern Talking Picture Service

PEACE OF MIND (No. 610)  
16mm Sound 24 min.  
Traces the history of the idea of insurance from its beginnings in  
Babylonia and ancient China.  
Movies, U. S. A., Incorporated
SEARCH FOR SECURITY, THE (S-205) (1946) 16mm Sound 17 min.
Portrays the close relationship of modern life insurance to the social and economic life of the country. The history of life insurance and its versatility in meeting various individual and family needs are also shown.
Association Films, Incorporated

SECOND SIGHT SAM (No. S-995) Color 16mm Sound 5 min.
Portrays what happens to the man who overlooks health insurance. Association Films, Incorporated.

TEXAS CITY COMES BACK 16mm Sound 10 min.
Shows the role fire insurance played in rebuilding thousands of homes and businesses after the town of Texas City suffered one of America's worst peacetime disasters.
National Board of Fire Underwriters

THESE ARE THE FACTS 16mm Sound 18 min.
This semi-documentary film depicts the public services of the fire insurance companies and the vital role fire insurance plays in the life of the nation today. It also shows the inspection of fire departments, engineering and research that help protect you from fire.
National Board of Fire Underwriters

TWO CHEERS FOR CHARLIE (No. 647) Color 16mm Sound 31 min.
Portrays health and accident insurance.
Movies, U. S. A.

WIND AND THE FURY, THE 16mm Sound 19½ min.
This is a documentary film showing the terrible effect windstorms have on life and property, the damage they do, and the rebuilding insurance makes possible. It was filmed immediately after tornadoes in Georgia, Texas, Michigan, and Massachusetts.
National Board of Fire Underwriters

MANUFACTURING

ACHIEVEMENT IN STEEL 16mm Sound 27 min.
A fascinating tour of a giant steel plant where raw ore is converted into metal for everything from pins to battleships.
Visual Training, Incorporated

AMERICAN HARVEST Color 16mm Sound 29 min.
The story of how raw materials are fashioned by men and machines into usable wealth. Lends to an understanding of how all of us are interdependent upon one another in our American enterprises that have made us the most prosperous people on earth.
General Motors Corporation
This picture shows that for efficiently planned mass production there can be no bottlenecks. It visualizes the intensive planning, engineering and machinery necessary to achieve a balanced production line on an item which, compared to trucks or locomotives, seems relatively small and easy to produce.

General Motors Corporation

BEAUTY BY THE YARD  
Shows how striking decorator designs become durable, practical linoleum, tastefully textured for any room.  
Association Films, Incorporated

BEAUTY IN PRECIOUS METAL (S-877)  
Tells the story of the creation of school rings.  
Association Films, Incorporated

BODY BOUNTIFUL  
Portrays a story of craftsmanship and how old hand skills are applied in mass production. Pictures the conception, design, testing, and production, of an automobile body.  
The central theme is that of man's creative ability and his evolution from a creature fashioning things with his hands to an individual presiding over fabulous machines invented to satisfy his instinct for both quality and quantity--and the important part still played by craftsmen skilled in handwork.

General Motors Corporation

BUILDING OF A TIRE, THE (S-277)  
In this film Walt Disney's cartoon magic shows how tire scientists transform rubber, rayon, and steel into tires of tremendous strength and durability. By means of diagrammatic sketches and live-action inside an immense tire factory, the whole process becomes simple and fascinating.

Association Films, Incorporated

DOLL IS BORN, A (S-973)  
A visit with the craftsmen, artisans, and designers who create girls' dolls with amazing lifelike features. It shows the many skilled hand operations necessary in the production of a wide variety of other dolls as well.

Association Films, Incorporated

DRAMA OF PORTLAND CEMENT, THE (No. 95)  
Shows the production of portland cement from raw material to the finished product. Describes the research and development work of the Portland Cement Association, and presents outstanding examples of cement and concrete construction which are helping to build a better America.

Courtesy, Portland Cement Association.

Modern Talking Picture Service
FIERY MAGIC Color 16mm Sound 22 min.
This film, sponsored by the National Carbide Company, tells the fascinating story of the manufacture of calcium carbide at the world's largest calcium carbide plant. It also documents the testing, quality control, and packaging of this almost miraculous material, and shows the basic uses of calcium carbide and its product, acetylene, in such diverse activities as the headlights of a 1906 automobile, a gray iron foundry, modern plastics, and synthetic rubbers, and the field of medicine.
Air Reduction Audio-Visual Library

FINE CAMERAS--AND HOW THEY ARE MADE (268) Color 16mm Sound 28 min.
Helps give an understanding of 36mm cameras. Shows how cameras and different kinds of lenses are made and how they work. The film takes you into the Argus plant for an instructive view of the equipment and effort that lie behind these instruments: the research, precision, engineering, tooling, grinding, polishing, testing, and coating the sensitive lenses, assembling the camera, and setting the shutter. It is a fascinating tour of camera assembly lines. Courtesy, Argus Cameras, Incorporated.
Modern Talking Picture Service

FROM BRISTLES TO BRUSHES 16mm Sound 30 min.
This picture shows the wide variety of machines designed for the fast, faultless production of brushes of every description.
United World Films

GLASS AND YOU (S-979) Color 16mm Sound 28½ min.
Presents the history of glass from its earliest natural state.
Award Winner.
Association Films, Incorporated.

GOLDEN LEAF, THE (No. 517) Color 16mm Sound 26 min.
This technicolour film shows life on a family tobacco farm, and the operations of a modern cigarette factory. Courtesy, The American Tobacco Company, Incorporated.
Modern Talking Picture Service

HOW STEEL IS MADE 16mm Sound 42 min.
Covers the production of steel from the raw materials throughout the various operations up to and including the rolling of the ingots on the blooming mill.
Modern Talking Picture Service

IF THE SHOE FITS Color 16mm Sound 15 min.
This film takes one through a modern shoe factory. One sees the 200 intricate operations required to turn a piece of leather hide into a pair of shoes, and the standards of craftsmanship which are maintained.
Visual Training, Incorporated
GENERAL BUSINESS COURSES - MANUFACTURING

IN THESE HANDS (No. 376)  Color 16mm Sound 26 min.
Gives one a first-hand idea of how drugs and medicines are manufactured. Shows the machines used, and the men and women in whose hands rests the health of people everywhere. It was given an award at the Cleveland Film Festival. Courtesy, Eli Lilly and Company.
Modern Talking Picture Service

KING'S OTHER LIFE, THE  16mm Sound 20 min.
Tells the story of cotton, from the planting of the seed, through its processing and weaving, to its manufacture into sacks.
Bemis Brothers Bag Company

MAGAZINE MAGIC (No. 105)  (Revised 1950) Color 16mm Sound 27 min.
Tells the story of magazines, from the planting of pulpwood seedlings to the delivery of finished copies to readers. Shows the editorial departments, artists at work, engraving cameras, and printing presses.
Modern Talking Picture Service

MAKING OF FINE CHINA, THE  (1949) Color 16mm Sound 30 min.
Shows a magic workshop where the finest and most colorful china in America is produced. Also shows artists working out the decorations, firing the brilliant colors, and all the other steps in manufacturing tableware and lovely ornaments.
United World Films, Incorporated

MARK OF "C" (No. 192)  Color 16mm Sound 34 min.
This award winning film is the story of an unsung hero of the Revolutionary War--a baker--and how he began the saga of American bread. It brings one to the present to show how bread is baked today. Courtesy, Bakery Products Department, Anheuser-Busch, Incorporated.
Modern Talking Picture Service

METALLURGY IN MINIATURE  (1953) Color 16mm Sound 10 min.
Shows the unique type of metallurgical research required in modern fine watch manufacturing. Also shows how an industry not supplied by regular producers has achieved self-reliance in the development and production of special alloys.
Association Films, Incorporated

METALLURGY PLUS (No. 515)  Color 16mm Sound 14 min.
Modern Talking Picture Service

MOTORS IN INDUSTRY (No. 2631)  Color 16mm Sound 27 min.
The story of "Progressive Mechanization," a challenging new approach to greater productivity, better products, and lower costs.
General Electric Company
ORCHID TO MR. JORDAN, AN (1949) Color 16mm Sound 25 min.
Shows the production, fabrication and application of U. S. S.
Stainless Steel. Includes scenes from the food, beverage, and dairy
industries--in textile plants, hospitals, skyscrapers, kitchens, labora-
tories, retail stores--of planes, trains, automobiles, trucks, and
trailers.
United States Steel Corporation

OF TOWN AND COUNTRY (No. S-99) 16mm Sound 13½ min.
This film presents ice cream as a dairy food and the ice cream
industry as illustrations of the interdependence of town and country.
Elementary factors in economics and science which influence growth of an
industry are pointed up.
Association Films, Incorporated

O'SULLIVAN STORY, THE (No. S-684) Color 16mm Sound 28 min.
Shows the manufacture of rubber heels and soling material and the
vinyl plastic sheeting processes. Takes one through a tour of the
O'Sullivan factory, in historic Old Winchester, Virginia, showing the
many interesting manufacturing methods, mass production machinery, and the
different skills necessary in the manufacture of shoes, heels, and plastics
for the home.
Association Films, Incorporated

PAPER IN THE MAKING (No. 500) Color 16mm Sound 24 min.
Shows tons of paper being made in an account of the entire paper-
Modern Talking Picture Service

PAPER WORK (No. 292) Color 16mm Sound 30 min.
This film is about the important industry of paper. It starts by
showing how crude paper can be made by hand, then it goes on to cover the
professional making of fine papers, from pine woodlot to the final step
when yellow pine wood has been changed into smooth white or colored paper.
You'll see how many different kinds of paper can be produced
with various combinations of physical properties. Courtesy, Champion
Paper and Fibre Company.
Modern Talking Picture Service

PAPERBOARD PACKAGING Color 16mm Sound 30 min.
Covers the manufacture of paperboard and folding cartons. Takes
one from the beginning of the board-making process to the purchased product.
Association Films, Incorporated

ROPES OF STEEL (No. 415) Color 16mm Sound 35 min.
Shows the designing, production, and application of wire rope.
Modern Talking Picture Service
STEEL-PLUS
The production and widespread use of tin plate.
Modern Talking Picture Service

STEEL TREATING AND TESTING
This film shows the highlights in steelmaking. The second part covers the operation in the final processing of the intermediate products made in blooming, slabbing, and billet mills; it also shows rolling on continuous rod mills and stripsheet mills, cold rolling, and wire drawing.
Modern Talking Picture Service

SWEETNESS AND LIGHT (No. S-682)
The manufacturing processes that industry uses to produce sugar on a mass scale. Also shows how the sugar beet is grown, shipped, and made ready for the extraction operation.
Association Films, Incorporated

THUNDERMAKERS
The manufacture and assembly of J-57 turbo-jet engines.
Ford Motor Company

TOMORROW MEETS TODAY
Shows the birth of an automobile. It shows how the car of tomorrow is conceived in creative minds and then transformed into reality.
Ford Motor Company

WHAT MAKES A FINE WATCH FINE (No. S-271)
This film takes one through an amazing watch factory where employees are highly skilled and tools are masterpieces of precision. The manufacture of watch parts, as tiny as flecks of dust, is just one of the features of this film.
Association Films, Incorporated

WHITE TRACKWAY, THE
"Paper, the living link between minds, the master trackway of communication."
Following the introduction showing how "American Business Runs on Tracks of Printed Paper," viewers are taken on a detailed trip through Hammermill from the pulpwood dock to the wood yards, to the new million dollar wood room, and on through pulpmaking, pulp washing, bleaching, beating, papermaking, finishing, warehousing.
Hammermill Paper Company

WISHES ON WHEELS (No. 167)
Shows how automobiles are custom-made right on the assembly line.
Courtesy, Chrysler Corporation.
Modern Talking Picture Service
GENERAL BUSINESS COURSES

MOTION STUDIES

EASIER WAY, THE 16mm Sound 13 min.
This film deals with motion study, and shows that in the home or in the factory, the easiest way is the most efficient way to handle the job.
General Motors Corporation

NATURAL RESOURCES

THE UNITED STATES

ARIZONA--LAND OF COLOR AND CONTRAST Color 16mm Sound 30 min.
Shows prehistoric ruins of ancient civilizations, relics of pioneer days, its Indians, and its unparalleled scenic attractions. Also shows the inhabitants, commerce, and agriculture of the state.
Standard Oil Company of California

CALIFORNIA AND ITS NATURAL RESOURCES Color 16mm Sound 41 min.
Shows the transformation of deserts into productive fields by irrigation, mountain slopes into mineral mining and milling centers, and coasts into petroleum-producing regions.
Richfield Oil Corporation

CALIFORNIA'S GOLDEN BEGINNINGS Color 16mm Sound 18 min.
This film turns back to 1848. James Marshall and General John A. Sutter agree to keep the discovery of gold a secret, but the news mushroom and the gold rush is on. A century later, California's wealth is in its fertile soil, abundant water power, extensive irrigation systems, oil wells, broad highways, educational institutions, and the energies of its people.
University of Southern California

NEVADA AND ITS NATURAL RESOURCES Color 16mm Sound 31 min.
Shows man's successful challenge to Nature in creating a broad industrial and agricultural empire in Nevada against odds of climate and terrain.
Richfield Oil Corporation

NEVADA--LAND OF SURPRISES Color 16mm Sound 30 min.
Covers the state's scenic beauties; the ghost towns, reminders of the mining days; today's ranches, economy, and sports.
Standard Oil Company of California

NEW HORIZONS (The Old South) (1948) Color 16mm Sound 20 min.
The South's natural resources and potential riches.
United World Films, Incorporated
OREGON AND ITS NATURAL RESOURCES  Color 16mm Sound 30 min.
Panoramic views of the State's natural resources, opening with minerals, including gold dredging, mining for silver, copper, lead, zinc, manganese, magnesite, perlite and diatomite, obsidian, and alumina deposits, and basaltic cliffs; mining and metallurgical research. Also includes views of forests, commercial fisheries, water resources, recreation areas, and important cities.
Richfield Oil Corporation

TEXAS, THE BIG STATE  (1951) Color 16mm Sound 29 min.
A pictorial story of this fabulous state of Texas, its industrial areas, its oil, farming, cattle and other livestock. Also shown are the ever growing cities and inviting vacation spots. Texas takes first place in many fields of production and supplies many of the needs of the nation.
Santa Fe Film Bureau

THIS IS OREGON Color 16mm Sound 32 min.
Presents Oregon's scenic attractions and recreational areas, its sweeping coastline, fertile valleys, and rugged mountain areas; and an interesting review of the State's natural resources and varied industries.
Standard Oil Company of California

UTAH--THE RAINBOW LAND Color 16mm Sound 31 min.
The resources and attractions of this friendly State of Utah. Pictured are the cities, its Mormon Temples, and its thriving industries.
Standard Oil Company of California

WASHINGTON AND ITS NATURAL RESOURCES  Color 16mm Sound 30 min.
Portrays all of the natural resource elements, industry, and the Washington way of life in terms of water, its most valuable mineral and greatest resource. It tells the story of how Washington, an unexplored wilderness 80 years ago, has become a well populated state, as well as a most important food and raw material supply source for the entire nation—and an ever important gateway to Alaska and the Orient, all through industrious utilization of water resources. The scenic grandeur of the state is captured throughout the film.
Richfield Oil Corporation

WASHINGTON--THE EVERGREEN STATE  Color 16mm Sound 32 min.
Presents the scenic attractions, natural resources, and diversification of advantages and opportunities in the state of Washington.
Standard Oil Company of California
OTHER COUNTRIES

AFRICAN JOURNEY Color 16mm Sound 30 min.
Portrays the beauty of East Africa; its principal cities, diamond mines, gold mines, the wild animals of Kenya and Tanganyika, the native dances of the Zulus, the Watussi tribe in Belgian Congo, and the Wakamba tribe in Nairobi.
Standard Oil Company of California

ALASKA Color 16mm Sound 36 min.
Shows the Territory of Alaska, its scenic attractions, people, and industries, including gold mining and fishing. There are airplane shots of glaciers and the ice cap, scenes of historical cities, Indians and totem poles.
Standard Oil Company of California

ARGENTINA TODAY Color 16mm Sound 33 min.
This picture opens at Buenos Aires, the nation's capital and next to New York the largest city in the Western Hemisphere. It shows a typical estancia or cattle ranch with its colorful gauchos, and the mighty cataracts of Iguazu, one of the world's most breathtaking spectacles.
Standard Oil Company of California

HAWAII--ALOHA LAND Color 16mm Sound 23 min.
The paradise of the Pacific in all its beauty--its flowers, beaches, volcanoes, and its sugar and pineapple industries.
Standard Oil Company of California

HONDURAS (No. S-923) Color 16mm Sound 40 min.
This "Scholastic Teacher" award winning film shows Honduras, where stone temples stand in mute tribute to a civilization lost in the mists of time, where orchids grow wild and village gardens are fragrant with the scent of roses and calla-lilies; where a bountiful nature yields coffee from the highlands, bananas from the valleys, gold and silver from the earth, and sugar cane, mahogany, and suyate for hats; where a people keep their rich heritage alive in song and dance and religious ceremony.
Association Films, Incorporated

MIDDLE AMERICA (No. S-922) Color 16mm Sound 30 min.
Middle America as it is today. The country is predominantly agricultural and retains many of the age-old traditions and crafts.
Association Films, Incorporated
PACKAGING

MAGIC BOX, THE (No. 144) (1951) Color 16mm Sound 30 min.
The story of modern packaging, showing how unit packaging of
products has changed merchandising and shopping patterns. Courtesy,
Folding Paper Box Association of America.
Modern Talking Picture Service

STORY OF PACKAGING, THE
Color 16mm Sound 15 min.
A new film that tells the exciting story of the packaging industry
and its contributions to our American way of life.
Contiental Can Company

PERSONALITY DEVELOPMENT

BIG LITTLE THINGS, THE (No. 205) (1952) 16mm Sound 30 min.
A vivid guide to the attitudes and approaches that mean success in
selling. Through a series of "behind-the-counter" incidents, it brings
to one's attention the most common reasons for customers patronizing
a particular store or leaving it to shop elsewhere. Courtesy, Coopers,
Incorporated.
Modern Talking Picture Service

CLEAN LOOK, THE (No. S-846)
Color 16mm Sound 30 min.
Shows how to achieve the shining, shower-fresh beauty that is the
clean look. Reveals the secrets of basic beauty for the face, body, and
hair. Gives practical tips for women of all ages on body and facial care,
hair care and styling, figure fitness, use of cosmetics, and posture
poise.
Association Films, Incorporated

CROSSROADS, U. S. A. (No. 333)
16mm Sound 25 min.
A tale of five people drawn together by fate on a dark and stormy
night. Their journeys interrupted by a bridge wash-out, each seeks
shelter at a crossroads gas station. They find themselves taking part
in shaping the destiny of a bitter youth who is tempted by "easy money."
Flashbacks recall important events in their own lives and reveal the
wonderful opportunities for self-advancement in this land of freedom.
Courtesy, American Petroleum Institute.
Modern Talking Picture Service

EXPERIMENT
Color 16mm Sound 12 min.
Conveys a real understanding of a fundamental in getting along with
people—people can't be "socked" into acting or thinking the way we want
them to, but will respond to a series of gentle pushes.
General Motors Corporation
FIGURE FORUM (No. 350) Color 16mm Sound 27 min.
Shows how girls can do a great deal toward improving their health and enhancing their clothes just by being smart about foundation garments. Presented by the courtesy of Warner Brothers it has been pre-tested by educational authorities before and after production to insure its usefulness and acceptance. Available only to girls and women.
Modern Talking Picture Service

HEADS UP FOR BEAUTY (No. S-930) Color 16mm Sound 20 min.
Shows good grooming for social and business success. It is the story of a typical American family where by flashback a young bride recalls some of the poignant memories leading to the "biggest day in her life." As her thoughts unfold, interesting, important facts about hair care, creative hair styling, and shampooing are demonstrated. This is the successor to the popular film, "Miss Dunning Goes to Town." Demand for this film is heavy.
Association Films, Incorporated

INNER MAN STEPS OUT, THE (1952) 16mm Sound 27 min.
Named the best industrial training movie in 1952, by the Cleveland Film Festival, "The Inner Man Steps Out," is a highly entertaining and educational study of the psychological aspects of human relations.
The picture tells the story of Jerry Allen, a supervisor, who has trouble handling people and himself and whose earnest efforts to be a "decent guy" is seen in actual problem situations with his family, with the men and women he supervises, and with his boss.
The film explains the two "inner men" that exist within every individual—one intent upon finding and holding security, and the other constantly striving for acclaim and importance.
This film leaves the viewer in a reflective frame of mind helping him to think and work out solutions to his own problems.
General Electric Company

IT'S ALL IN KNOWING HOW Color 16mm Sound 14 min.
Presents the "why and how" of good health habits. It shows the relationship of good health habits, including nutrition, to the enjoyment of life, to success in work and play, and to personality development.
Association Films, Incorporated

TEAMWORK AND YOU (1950) 16mm Sound 10 min.
A description of the importance of teamwork necessary to build the nation to what it is today. It was designed to impress the soldier with the importance of teamwork, whatever his job might be.
Department of the Air Force
Department of the Army

TELEPHONE COURTESY 16mm Sound 25 min.
When Mr. Burton telephoned his office one rainy morning he discovered his employees' telephone habits were not what they should be. He decided to stage a "telephone show" to illustrate the causes and effects of "telephone ills" in his business.
Pacific Telephone and Telegraph Company
MORE THAN MEETS THE EYE (No. 518) 16mm Sound 21 min.
This film demonstrates how your optometrist works hard to safeguard your eyesight, and how he makes vital contributions to the welfare of the community. Courtesy, American Optometric Association.
Modern Talking Picture Service

PROGRESS THROUGH RESEARCH

"A" IS FOR ATOM Color 16mm Sound 15 min.
This film is about the recently unleashed giant of atomic energy; how it represents an incredible potent force for destruction, and how it can be harnessed as a wonder-working servant, helping to bring about a new era of progress in the fields of industry, medicine, agriculture, and science.
General Electric Company

AMERICA'S FIRST SILVERPLATE (No. 59) Color 16mm Sound 25 min.
Traces the evolution of plated pieces from the perfection of electroplating in 1847 to the present, and from bars of metal to finished knives, forks, and spoons. Sequences on table settings instill a deep appreciation of the contribution silverplate makes to the charm and enjoyment of every meal. Courtesy, International Silver Company.
Modern Talking Picture Service

ATOM AND THE DOCTOR, THE 16mm Sound 12 1/2 min.
Illustrates applications of the atom in medicine.
United States Atomic Energy Commission

ATOMIC ALCHEMIST, THE 16mm Sound 12 1/2 min.
Illustrates how products of atomic energy are opening new fields for chemistry, and the effects of radiation on liquids and solids. Also shows the search for new elements.
United States Atomic Energy Commission

ATOMIC BIOLOGY FOR MEDICINE 16mm Sound 12 1/2 min.
Explains various research experiments with animals using atomic energy as an effective tool: dust inhalation tests, and radiation tests, to study the effects on cell division, bones, tissue and tumors.
United States Atomic Energy Commission

ATOMIC GREENHOUSE, THE 16mm Sound 12 1/2 min.
The use of radionuclides to trace fertilizer absorbed from the soil into a plant.
United States Atomic Energy Commission
ATOMIC RESEARCH--AREAS AND DEVELOPMENT 16mm Sound 12 1/2 min.
Illustrates the three lines of research: energy, atomic structure, and by-products. Shows how the atomic pile harnesses energy; how science studies the make-up, structure, and particles of atoms with particle accelerators; how science uses radioisotopes in research in biology, medicine, agriculture, industry, etc.
United States Atomic Energy Commission

ATOMIC ZOO, THE 16mm Sound 12 1/2 min.
Shows experiments with sheep, fowl, and fish to determine the effect of the Atomic Age on plants and livestock.
United States Atomic Energy Commission

BUILDERS, THE (No. 370) 16mm Sound 31 min.
A story of architecture and construction. Reflects the rise of civilization, and presents a new building material called "the backbone of a new structural age." Courtesy, Wire Reinforcement Institute.
Modern Talking Picture Service

DU PONT STORY, THE (1951) Color 16mm Sound 39 min.
This technicolor picture, made in Hollywood, presents the highlights in the history of the Du Pont Company from its founding 150 years ago to the present day, telling the colorful story behind the company producing "Better Things for Better Living . . . through Chemistry."
Du Pont De Nemours and Company, Incorporated, E. I.
Modern Talking Picture Service (No. 188)

FLIGHT TO THE FUTURE (No. 207) 16mm Sound 37 min.
This is a preview of tomorrow in the plastics of today--at home, at play, behind the scenes of industry. Courtesy, Bakelite Company.
Modern Talking Picture Service

FOUR WHEEL TEST TUBE Color 16mm Sound 10 min.
Shows how a completely unconventional car, built only as an experimental laboratory on wheels, is designed and built. Practically everything about it is new and different--the fibre glass reinforced plastic body with its aircraft motif, the entire power package from gasifier to wheels, the suspension and braking systems.
General Motors Corporation

FREEDOM AND POWER 16mm Sound 40 min.
Shows how x-rays were discovered in a quiet university laboratory late in the nineteenth century, how they were produced with crude apparatus, how scientists all over the world experimented with them, and how they were welcomed by medicine. The picture then shows how today's new and more powerful equipment has been put to new uses in medicine, dentistry and industry.
General Electric Company
GREAT WHITE TRACKWAY (1952) Color 16mm Sound 27 min.
This film brings to the screen the story that "American Business Runs on Tracks of Printed Paper." A world without paper would never have progressed to civilization as we know it today.
Hammermill Paper Company

LOOKING AHEAD Color 16mm Sound 20 min.
Shows the research laboratory of the Tractor Division of Allis-Chalmers Manufacturing Company.
Allis-Chalmers Manufacturing Company

METALLURGY IN MINIATURE (No. S-872) Color 16mm Sound 15 min.
Shows the unique type of metallurgical research required in modern fine watch manufacturing.
Association Films, Incorporated

MICKEY'S MIRACLE (No. S-891) 16mm Sound 28 min.
Presents the advances in saving lives and minimizing illnesses which have been made through the use of antibiotics and other new drugs. Mickey and Eddie move into their local drug store for the afternoon and do research into antibiotics and chocolate sundaes, under the tutelage of the pharmacist.
Association Films, Incorporated

OIL FOR ALADDIN'S LAMP 16mm Sound 20 min.
Provides a glimpse into the achievements of petroleum research scientists by taking the audience into a modern laboratory and describing some of the chemical miracles performed with the aid of crude oil.
Shell Oil Company

ON TO JUPITER 16mm Sound 20 min.
This is an inspiring prediction of how today's achievements in science can contribute to future progress. It pays tribute to the spirit of change, and shows how science is continually pushing back the horizon and leading America toward finer things and a better life. With concrete examples it illustrates that progress has not stopped, cannot stop as long as new scientific developments continue to interfere with the status quo.
General Motors Corporation

PICTURE JOURNEY THROUGH THE G-E LIGHTING INSTITUTE, A Slidefilm
A visual tour of the General Electric Lamp Department at Nela Park. Illustrates the many lighting research activities that are carried on there and shows some of the latest developments in home and commercial lighting.
General Electric Company
PLASTICS FROM PETROLEUM  Color 16mm Sound 12 min.
This film vividly explains through laboratory demonstrations the
derivation of certain synthetic resins from petroleum hydrocarbons, showing
the different types of plastics obtainable from these resins and several
methods used in manufacturing them into an amazingly varied number of
articles used today in home and industry.
Standard Oil Company of California

PROVING GROUND  Color 16mm Sound 18 min.
Behind the scenes in the great Central Research Laboratory in
Chicago you are shown the ingenuity and investment, the research that was
necessary before today's changeover to Diesel power was possible ... the work that underlies the increasing efficiency, capacity, and productivity of America's great railroads at work.
Movies, U. S. A., Incorporated

PULSE OF TIME, THE (No. S-912)  16mm Sound 10 min.
The story of the timepiece from man's earliest attempts to record
time by tracing the development of the timepiece and the many interesting
and unique instruments that were created. Concludes with the self-winding
movement, based on the science of the ball-bearing.
Association Films, Incorporated

QUESTING MIND, THE  Color 16mm Sound 20 min.
This film will remind you that human curiosity has led to practically
all of human progress. It shows the great variety of machines and apparatus
used in industrial research today, and the men who create and use this
equipment. It portrays dramatically the spirit of research--the organized
curiosity behind it and the future ahead of it.
General Motors Corporation

RESEARCH--PATTERN FOR PROGRESS (No. 104)(1949) Color 16mm Sound 25 min.
An interesting story in the research laboratories where scientists
work to develop new and better products for us--for our progress.
Courtesy, The Texas Company.
Modern Talking Picture Service

SAND AND FLAME  16mm Sound 20 min.
The many unusual developments obtained from research have resulted
in new uses for established materials and new materials for established
uses. Glass, as a well-known substance with many uses, is the subject of
this picture--a story of progress through research.
General Motors Corporation

SECOND HUNDRED YEARS, THE (No. 506)  16mm Sound 27 min.
An exciting hundred years of progress in America with a glimpse of
the future. Courtesy, Drane Company.
Modern Talking Picture Service
SHINING RAILS (1951) Color 16mm Sound 20 min.
The evolution of locomotive power from steam through electric and
diesel-electric to the latest super-powered gas-turbine electric. Emphasis
is given to the ways in which these developments have kept pace with the
ever-growing demands of a nation that today virtually "lives out of box
cars."

General Electric Company

SILICONES (1950) 16mm Sound 20 min.
This picture tells the story of an entirely new field of Chemistry--
the Science of Silicones. It explains how these compounds in various forms
are being applied in home and industry, and how advancements in production
and living standards through the use of Silicones are constantly being
discovered.

General Electric Company

STEPPING ALONG WITH TELEVISION (Revised 1950) 16mm Sound 11 min.
See how the latest in communications development makes it possible
for thousands to witness, in their own homes, a Broadway or Hollywood
show or a new event thousands of miles away.
This film shows how television broadcasts now speed their way across
the country. How the Bell System's vast telephone network does this job
is told to the accompaniment of Tchaikovsky's "Sleeping Beauty" ballet.

Association Films, Incorporated (No. S-176)
Pacific Telephone and Telegraph Company

STORY OF LIGHT, THE Color 16mm Sound 10 min.
Traces the history of artificial light sources from the time of
caveman to present day. Forecasts an even brighter future for all man-
kind.

General Electric Company

STORY OF RESEARCH (1952) Color 16mm Sound 19 min.
Shows an industrial chemical research project at Du Pont. The
development of orlon acrylic fiber from the original idea to the finished
usable fiber is shown to demonstrate the basic types of research, the
purpose of each and the techniques employed.

Movies, U. S. A., Incorporated

STORY OF STAINLESS, THE (No. 516) Color 16mm Sound 27 min.
The birth and growth of the stainless steel industry from its dis-
covery 30 years ago to the present. Courtesy, Republic Steel Corporation.
Modern Talking Picture Service

TOMORROW MEETS TODAY (1952) Color 16mm Sound 25 min.
Shows how the car of tomorrow is conceived in creative minds and
transformed into a reality.

Ford Motor Company
TIME--THE SERVANT OF MAN
16mm Sound 20 min.
Traces the steps in the measurement of time from sundials to today's clocks, relating this progress to historical events. Courtesy, Elgin National Watch Company.
Modern Talking Picture Service

TWENTY FOUR HOURS OF PROGRESS
16mm Sound 28 min.
A documentary record of a day in the life of this nation, showing the multitude of ways in which petroleum contributes to our comfort and security.
Standard Oil Company of California

SAVINGS

FAIR EXCHANGE (1951) 16mm Sound 20 min.
The story of Joe and Nancy Norton and how they learn the difference between taking a flyer in the market and investing their money wisely. Many misunderstandings about investing are cleared up... how stocks are bought and sold, how the Stock Exchange operates, and what you can and can't do with money.
Movies, U. S. A., Incorporated

OPPORTUNITY, U. S. A. (No. 204) 16mm Sound 27 min.
This is the story of the significance of savings and investment in the American economy showing whose savings... invested where... and how... have resulted in the most highly productive economy in the world.
The film shows the important services rendered by investment bankers, why business depends on them, and how they serve the investor.
This is a Freedoms Foundation and Scholastic Magazine Award winner. Courtesy, Investment Bankers Association of America.
Modern Talking Picture Service

SPECIAL REPORT TO STOCKHOLDERS Color 16mm Sound 7 min.
This film tells the story behind company policy of reinvesting earnings in the business. It introduces a spritely character, "The General," who personally escorts Mr. and Mrs. Stockholder on a review of company operations made possible by earnings plowed back into business. The result is increased earning potential, a growing stockholder equity, and new opportunity and security for employees.
General Mills, Incorporated

WHAT MAKES US TICK (No. 183) (1955) Color 16mm Sound 12 min.
An animated lesson in business and economics. It is the story of the New York Stock Exchange and the role that institution plays in the nation's economy. It outlines the function of capital in business and how savings are invested in business through stocks.
Modern Talking Picture Service
GENERAL BUSINESS COURSES - SAVINGS

YOURS TO KEEP (No. 567)  Color 16mm Sound 27 min.
A warm and humorous story of a typical young family and their Uncle Albroy, who teaches them a lesson in personal money management. Courtesy, United States Savings and Loan League.
Modern Talking Picture Service

TRANSPORTATION

AMERICAN ROAD, THE  (1953) Color 16mm Sound 43 min.
Portrays the dramatic and unprecedented growth of America over a span of 50 years--from the opening of the horseless carriage era to the threshold of the atomic age. It is the story of man's method of transportation, and how it has influenced his life, way of doing business, health, recreation, and methods of communication with his fellowmen.
Ford Motor Company

AT THIS MOMENT (No. S-924)  Color 16mm Sound 26 min.
The epic story of the men behind the switches and throttles and dispatch boards of our railroads. Explains how the railroads transport raw materials, finished products, food, and passengers. Also shows the latest safety devices used on the railroads.
Association Films, Incorporated

BETTER AND SAFER HIGHWAYS (No. S-879)  16mm Sound 7 min.
This film tells about "Project: Adequate Roads," the dynamic, positive solution to the nation's traffic problems. Glimpses of city streets and highways show why this project is important, and why our nation's future progress depends upon it.
Association Films, Incorporated

BIG TIM (No. 106)  (1950) Color 16mm Sound 10 min.
The cartoon story of a roller bearing locomotive and train, showing the importance of rapid transportation to our American economy. Courtesy, The Timken Roller Bearing Company.
Modern Talking Picture Service

BIG TRAINS ROLLING  Color 16mm Sound 27 min.
A report on Modern American Railroads--the sleek ones for travel, the sturdy ones for freight. Brings you up-to-date on the latest developments in both passenger and freight railroading ... new accommodations on modern passenger trains--faster, cheaper, safer freights.
Movies, U. S. A., Incorporated

CHALLENGE FOR TOMORROW  Color 16mm Sound 27 min.
How a railroad accepts and meets the challenge of modern transportation.
Santa Fe Film Bureau
CLEAR TRON (1953) 16mm Sound 15 min.
The story of the development of the RDC (Rail Diesel Car) and its use throughout the United States.
Western Pacific Railroad Company

DESTINATION AMERICA (Revised 1954) 16mm Sound 25 min.
This color film is the story of Western Pacific's freight operations as seen through the eyes of a prospective employee. It takes one on an actual trip from Oakland to Salt Lake City.
Western Pacific Railroad Company

FRESH FOR HEALTH Color 16mm Sound 25 min.
The transportation story of perishable produce from the farms, vineyards, and orchards of the West and Southwest to the markets of the Midwest and East. It tells about the handling of nature's vitamins; cooled in summer's heat and warmed in winter's cold, to help maintain our country as "the best fed nation on earth."
Santa Fe Film Bureau

GOOGLES AND GAUNTLETS (No. S-937) Color 16mm Sound 15 min.
A quaint cross-country cavalcade of antique autos featuring colorful examples of yesteryear's real beauties, all kept in perfect running order by auto enthusiasts.
Association Films, Incorporated

HORIZON UNLIMITED (No. 407) Color 16mm Sound 20 min.
This is an authentic record of the United State's Navy Viking Rocket experiments featuring exciting films of the earth, taken from rockets sent into space.
Modern Talking Picture Service

HORIZONS UNLIMITED (1948) 16mm Sound 17 min.
A journey across the country--you see the big cities, the small towns, the mountains, the plains, the sea--you go where the road--the magic highway leads--toward new horizons.
Because of highway transportation you will see farmers emancipated from loneliness and heartbreaking toil, living full and interesting lives. You will see commerce bringing a new standard of living to both big city and small, all with the help of highway transportation.
General Motors Corporation

INLAND VOYAGE 16mm Sound 30 min.
Transportation by cargo ship to ore vessel and towing from Baltimore to Chicago.
Modern Talking Picture Service
INTRUDER, THE (No. 476) Color 16mm Sound 13 min.
The story of jet planes in the skies over America. Courtesy,
The Glenn L. Martin Company.
Modern Talking Picture Service

IRON PONIES 16mm Sound 11 min.
Gives an insight into the subject of transportation by showing
America's most popular toy, the electric train.
Institute of Visual Training, Incorporated

JET POWER 16mm Sound 10 min.
Traces America's progress from the arrival in the United States of
the experimental British turbo-jet during World War II, to our planes
and engines which lead the world today. The film is a tribute to the
skill and ingenuity of the American aviation industry.
General Electric Company

JET STORY, THE 16mm Sound 25 min.
The fastest ten years in aviation history are documented here as
this motion picture follows the development by General Electric of the
first American-produced jet engine.
General Electric Company

LEST WE FORGET 16mm Sound 10 min.
Portrays early street scenes in various American cities when auto­
mobiles were indeed a rarity; the first automobile show in New York; the
annual reliability tours that aroused nationwide interest; the daredevil
road races that developed more dust than speed. It also shows the
latest specially built cars that give a hint of what automobiles may be
like in the future.
General Motors Corporation

LET'S GET OUT OF THE MIDDLE 16mm Sound 19 min.
A straightforward intelligent appraisal of our present highway
problems and what we can do to correct them. It features John Daly,
noted news commentator and TV personality, who impartially analyzes the
reasons why our highway system has become inadequate, points out the
nation's need for a first-class network of roads, and then consolidates
the recommendations of highway engineers and experts into a comprehensive
program of what must be done.
General Motors Corporation

MR. O'FLYNN'S FIFTY MILLION WHEELS (No. S-933) 16mm Sound 25 min.
This is the story of the Jones Family . . . apartment dwellers
whose one wish is to live in the country, and how they are helped by two
extraordinary and (extra-terrestrial) truckers.
Association Films, Incorporated
NEW "BIG TRAINS ROLLING," THE (No. S-173) 16mm Sound 20 min.
This is the new version of a very popular film updated to show how America's railroads are meeting the challenge of our expanding economy. Mighty mammoths of the rails are shown hauling people and products to the cities and way stations of America. Association Films, Incorporated

NORTH AMERICA MOVES AHEAD (No. 193) Color 16mm Sound 20 min.
The story of how the westward expansion of the United States resulted in a network of superhighways to replace Indian trails. As travel by foot and horse gave way to motor transportation, long distance trucking lines began a new service-transcontinental transfer of home furnishings and industrial equipment.
A van driver tells the story of how a modern moving company came into being; of the difficulties it first encountered in interstate commerce; the training schools it organized to insure careful handling of goods in transit; the packing methods it now employs; its amazing traffic control of all company carriers from a central dispatcher's office. Modern Talking Picture Service

OF MEN AND WINGS 16mm Sound 18 min.
This is a dramatic story of the progress of coast-to-coast air passenger service and air mail during the past quarter-century, chronologically highlighted by prominent historical events. United Air Lines

OIL--THE INVISIBLE TRAVELER (1952) Color 16mm Sound 19 min.
The story of the transportation of petroleum products. Shell Oil Company

ONCE UPON THE WABASH (No. 275) Color 16mm Sound 25 min.
Presents railroading in 1836 and brings you up-to-date to show a new $2 million sleek streamliner. Courtesy, Wabash Railroad Company. Modern Talking Picture Service

OUR AMERICAN CROSSROADS (1939) 16mm Sound 23 min.
This film shows what the typical little crossroads community was like in grandfather's day, and how it has been changed by the increasing popularity of the automobile. It illustrates how our horizons were broadened, and how these small, isolated villages were transformed into thriving communities. General Motors Corporation

PIPELINE (1950) Color 16mm Sound 24 min.
The dramatic story of America's underground oil transportation. Shell Oil Company
RAILROADING DOWNTOWN  Color 16mm Sound 10 min.

The story of a curious switching operation of a downtown freight train, and the vast improvements brought about in operational efficiency, maintenance, fueling, and tonnage capacity when the Union Freight Railroad replaced steam with modern diesel-electric locomotives.

General Electric Company

SHINING RAILS  (1951) Color 16mm Sound 20 min.

The story of the backbone of America's transportation system—the railroad—it traces the evolution of locomotive power from steam through electric and diesel-electric to the latest superpowered gas-turbine electric.

General Electric Company

STEELS NEW FRONTIER  16mm Sound 11 min.

Shows the hardships that are being conquered in building the 300-mile long railroad from Seven Islands, Canada, to the rich iron ore deposits in Labrador in order to feed the hungry steel furnaces of industry.

Allis-Chalmers Manufacturing Company

SUPER CHIEF  (1951) Color 16mm Sound 10 min.

The story of an attractive young lady who selects the Super Chief for her trip from Chicago to Los Angeles, and her reactions to luxury travel. It shows both interior and exterior of this modern means of travel.

Santa Fe Film Bureau

THUNDER MAKERS  16mm Sound 13 min.

Covers the manufacture and assembly of J-57 turbo-jet engines.

Ford Motor Company

225,000 MILE PROVING GROUND  (No. S-899) (1953) Color 16mm Sound 19 min.

The story of the ceaseless research, invention, ingenuity, and investment underlying the increasing efficiency of America's railroad network. It spotlights the great Central Research Laboratory in Chicago, the spectacular change-over from steam to Diesel power; and the push-button freight yards, centralized traffic control, and many other aspects of this modern transportation system.

Association Films, Incorporated

WHEELS A ROLLING  Color 16mm Sound 40 min.

The Chicago Railroad Fair of 1948 and the pageant of the same name.

Western Pacific Railroad Company

WHEELS A'ROLLING  (1948) Color 16mm Sound 28 min.

Transportation from ox cart to Diesel power and luxury trains of today.

Santa Fe Film Bureau
TRAVEL

AIRPLANE TRIP, AN

Portrays the experiences of two girls, Jean and Judy, ages 11 and 6, as they enjoy all the thrills of a 365-mile-an-hour flight from Chicago to San Francisco in one of the most modern airplanes.

United Air Lines

BEST THINGS IN LIFE, THE (No. S-683)

In this film the joys and satisfactions of an out-of-doors motor trip vacation are described by Ed Dodds, cartoonist creator of the "Mark Trail" adventure strip. He tells of the wonderful vacation adventures of a typical American family who discovers first hand the glory of the woods, and rivers, the mountains and lakes, and the birds and animals.

Association Films, Incorporated

BIG TRAINS ROLLING

This film takes one traveling with two young people on an eventful overnight trip from city to city through the scenic wonders of the great outdoors. You'll see first-hand the operation and maintenance of the transportation network as it affects agriculture, industry, commerce, and the general public.

United World Films, Incorporated

CALIFORNIA ZEPHYR (1950)

A trip from Chicago to San Francisco aboard the California Zephyr. Includes Colorado's Rockies, Utah's mountain ranges, the Sierra Nevada Mountains of California, and scenes of the Feather River Canyon.

Western Pacific Railroad

CARIBBEAN HOLIDAY

Covers the Grace line cruise as far as Puerto Cabello, Venezuela, and Cartagena, Colombia.

Grace Line, Incorporated

CRUISE SHIP

Covers shipboard activity aboard Grace Line's "Santa Paula" which operates in our Caribbean Passenger Service.

Grace Line, Incorporated

HIGHWAY BY THE SEA (1954)

A ballad about an American road, the spectacular and awe-inspiring United States Highway 101, flanking the Pacific Ocean from Mexico to Canada.

Ford Motor Company
HIGH-WAY TO HAWAII  
A fanciful flight from California across the Pacific to Honolulu and Oahu, thence to the Islands of Hawaii, Kauai, and Maui.  
United Air Lines

LETTER TO A PILOT  
16mm Sound 30 min.  
Behind the scenes planning of a passenger flight. Presents fascinating details which contribute to the comfort and safety of passengers.  
Visual Training, Incorporated

MERCURY, THE (No. S-994)  
Color 16mm Sound 29 min.  
A non-stop flight from New York to Los Angeles on a DC-7 Flagship. It follows actual pre-flight preliminaries, shows passengers boarding, the take-off, ascent, and level-off at assigned altitude.  
Association Films, Incorporated

ON WEST TO SAN FRANCISCO  
A trip on the "California Zephyr" from Salt Lake City to San Francisco. Also includes a sight-seeing trip of the San Francisco Bay Area.  
Western Pacific Railroad Company

SKY IS FOR EVERYONE, THE  
This film takes you aboard the powerful twin-engine planes of the United's new fleet of 270-mpf Mainliner Convairs, where it shows you the operation and luxury features. It also points up the ways in which the Mainliner Convair brings a new standard of service to intermediate cities on United's Main Line Airway.  
United Air Lines

SKYWAY TO YOSEMITE  
This film begins at the airport at Merced, California, where touring parties are met by Park Motor coaches. It records the scenic drive to Yosemite Valley, excursions to Glacier Point, Mariposa Grove, Yosemite Falls, Half Dome, and many other noted points of interest in the Park.  
United Air Lines

SOUTHERN OF THE LAND OF THE CONQUISTADORES  
Color 16mm Sound 50 min.  
Covers Grace Line's passenger service sailings from New York through the Panama Canal to the West Coast of South America, depicting interior shots of inland cities along the route which includes Panama, Colombia, Ecuador, Peru, and Chile.  
Grace Line, Incorporated

TRAIN ROLLING, THE  
Color 16mm Sound 25 min.  
A trip in a luxury streamliner. It shows how our railroads serve industry, commerce, and you, the passenger. Courtesy, Association of American Railroads.  
Modern Talking Picture Service
VISITING VENEZUELA
Color 16mm Sound 30 min.
Covers Grace line cruise as far as Puerto, Gabello, and Maracaibo, Venezuela; the interior of Venezuela and into the interior and up to Angel Falls.
Grace Line, Incorporated

WORLD IN A WEEK--CALIFORNIA, A
Color 16mm Sound 30 min.
This movie takes you over an entire world of vacation fun--all within the borders of diversified California. It's like seeing the Alps, China, the Sahara, the French Riviera, and Old Spain in quick succession as you fly a United Mainliner over California, viewing the towering Sierras, San Francisco's Chinatown, the scenic wastes of Death Valley, the Beach Cities, and Santa Barbara during the Spanish Fiesta. Also included are quaint ghost towns, Los Angeles, Hollywood, and scenic Yosemite National Parks and Shasta Dam.
United Airlines

ACCOUNTING, THE LANGUAGE OF BUSINESS (No. S-907) 16mm Sound 20 min.
This "Scholastic Teacher" Award winning film illustrates the significance of public accounting in modern business by specific cases in which a CPA helps to solve practical problems for his clients.
Association Films, Incorporated

ALL I CAN DO (No. 205) (1950) 16mm Sound 23 min.
Salesmanship as a worthwhile career with definite functions of self-satisfying service.
Modern Talking Picture Service

AMERICAN COWBOY, THE
Color 16mm Sound 30 min.
Shows the year-round activities of the people who devote their lives to the raising of beef cattle.
Ford Motor Company

AMERICAN PORTRAIT (No. 123) 16mm Sound 25 min.
The work of a life insurance agent. Courtesy, Institute of Life Insurance.
Modern Talking Picture Service

ASSIGNMENT: TOMORROW
16mm Sound 26 min.
The story and opportunity of education. Portrays teaching as an exciting job, second to no other in importance.
California Teachers Association
GENERAL BUSINESS COURSES - VOCATIONAL GUIDANCE

ATOMIC ENERGY CAN BE A BLESSING
Career opportunities in the atomic energy field.
United States Atomic Energy Commission

BODY BOUNTIFUL
This film shows the many people and departments involved in mass production, and points out the individual labor and handwork that go into making patterns, tools, and dies that are necessary before even one piece can be mass-produced.
General Motors Corporation

BRIDGE TO THE FUTURE (No. S-843)
This film is designed to answer the questions high school students face as they consider engineering as a career.
Association Films, Incorporated

DEAR BOSS (No. MN-7400)
A letter from a girl in the Waves to her former office boss telling him about her life and experiences in the service.
Department of the Navy

DECISION FOR CHEMISTRY
This film shows why youth will answer the challenge of progress tomorrow—it is a film about our "chemical century." Courtesy, Monsanto Chemical Company.

DESIGN IN YOUR LIFE (No. S-895) (1949) Color
Traces the development of the Rhode Island School of Design, founded in 1877 as a result of the national awakening to the influence of design in our everyday lives. Provides a glimpse into the training and education necessary for careers in architecture, interior decorating, textile and apparel designing, painting, sculpturing, and in the fields of advertising, illustrating, and industrial designing.
Association Films, Incorporated

ETERNAL FLAME, THE (No. 72)
Color
Describes the work of the men who are responsible for a steady flow of natural gas through a vast network of underground pipes. Courtesy, Colombia Gas System.

FOREST SMOKECHASER (1948)
Color
A training film for attack on small "one-man" fires. Shows how a lookout-fireman sights a fire, how he finds it, attacks it, and mops it up.
United States Forest Service
FUTURE TO BANK ON, A
Career opportunities in banking.
Bank of America

GLASS CENTER OF CORNING, THE
This winner of "Scholastic Teacher" Award of Merit takes one through Corning's new Glass Center where the art of fine glassmaking is demonstrated by Steuben glass craftsmen blowing, shaping, and engraving the world-renowned Steuben crystal.
Association Films, Incorporated

GUARDIANS OF THE WILD (1943)
The job of the Forest Ranger. Includes smokejumping to fires.
United States Forest Service

KEYSTONE OF MASS PRODUCTION (No. 294)
Shows a master craftsman at work on actual problems and the training of an apprentice. Courtesy, National Tool and Die Manufacturing Association.
Modern Talking Picture Service

MEN OF GLOUCESTER (1947)
This picture takes the audience on a deep sea fishing trip with a Gloucester fishing crew. It shows the toil of providing part of the two hundred million pounds of "deep sea produce" that Gloucester supplies each year.
Ford Motor Company

NAVY NURSE (MN-7339) (1953)
The job of the navy nurse.
Department of the Navy

ONE OUT OF SEVEN (1954)
Points out that one out of every seven Americans makes his living somewhere in the motor vehicle transportation industry. There are all kinds of jobs for all kinds of people.
Ford Motor Company

PROFESSIONAL PORTRAIT, A
The selection and training of truck drivers.
General Motors Corporation

QUESTING MIND, THE
Brings out the importance of industrial research. Shows the great variety of machines and apparatus used in industrial research today, and the men who create and use this equipment. Portrays the spirit of research, the organized curiosity behind it, and the future ahead of it.
General Motors Corporation
REAL MISS AMERICA, THE (MC-7847) 16mm Sound 16 min.
The story of women in service and the important part they are playing in the defense program all over the world.
Department of the Navy

SCOTTY WINS HER WINGS Color 16mm Sound 23 min.
The story of "Scotty" Sinclair and her selection, training, and duties aloft as a stewardess for United Air Lines. It follows her through five weeks of intensive training to the day when she receives her wings.
United Air Lines

SECRET SERVICE, THE (1952) 16mm Sound 19 min.
This film was written by a United States Secret Service agent and was produced in close collaboration with that organization. It describes the training and duties of a typical Secret Service Agent.
Aetna Life Affiliated Companies

SMOKEJUMPERS (1949) Color 16mm Sound 9 min.
Shows how smokejumpers are trained and how they carry out their assignments.
United States Forest Service

SNOW RANGER (1951) Color 16mm Sound 15 min.
Shows how the Snow Ranger, official representative of the Forest Service, works in cooperation with the National Ski Patrol for the enjoyment and safety of winter sports enthusiasts.
United States Forest Service

STORY OF RESEARCH, THE (1952) Color 16mm Sound 18 min.
This Scholastic Award winning color film shows a young chemical engineer on his first job as he takes on a big assignment—the development of a synthetic fiber.
Movies, U. S. A., Incorporated

TEST DRIVER Color 16mm Sound 13 min.
Features today's automotive test driver. Shows how he grinds out over 100,000 grueling miles each year so you can safely drive next year's model. Shows that in this work there is no room for the dare-devil—it reveals why test drivers are the world's safest drivers.
Ford Motor Company

THIS IS LIFE (1951) Color 16mm Sound 28 min.
Portrays the meat industry, taking you across the United States to see people at work on the ranges, along transportation lines, in stockyards and livestock terminals, in packing plants, and behind retail counters.
Modern Talking Picture Service
THOUGHT FOR TOMORROW (1951) 16mm Sound 19 min.  
Aimed primarily to help vocational guidance counselors and others in the schools explain the job opportunities to be found in the telephone business. Stresses the importance of good attitude as well as accuracy, diligence, and sense of responsibility.  
Pacific Telephone and Telegraph Company

UNITED 6534 16mm Sound 30 min.  
An "over-the-shoulder" look at the ceaseless round of activity performed by airline personnel.  
United Air Lines

WHAT GREATER GIFT 16mm Sound 28 min.  
Dramatizes the teacher as a professional person and shows something of what teaching is all about.  
California Teachers Association

YOUR DOCTOR (No. 236) 16mm Sound 15 min.  
This film takes one into the nation's medical schools showing the rigorous study and work required of those who have chosen careers in medicine. You are shown how each physician continues his education throughout his life to keep abreast of new methods and techniques.  
Courtesy, American Medical Association.  
Modern Talking Picture Service
OFFICE OCCUPATIONS

BOOKKEEPING

ACCOUNTING, THE LANGUAGE OF BUSINESS (No. S-907) 16mm Sound 20 min.
This "Scholastic Teacher" Award Winner illustrates the significance of public accounting in modern business by specific cases in which a CPA helps to solve practical problems for his clients. It shows why public accounting is the fastest growing of all professions.
Association Films, Incorporated

ASSIGNMENT--GENERAL MILLS (1951) Color 16mm Sound 15 min.
In this picture, Helen Smith and Ted Clark, university business students, visit General Mills to find out about the year's operations of the company. They meet the chairman of the board, other top executives, and a cross section of employees, who tell them about the work and highlights of the past twelve months. After the tour, the financial results of the year are given.
General Mills, Incorporated

HANDWRITTEN WORD, THE Color 16mm Sound 20 min.
This film concerns legibility of handwriting. It does not attempt to teach specifically, but rather it aims at making the student want to write more legibly. It shows that good handwriting isn't obsolete, and that it is of real importance in our daily lives.
Movies, U. S. A., Incorporated

HELPING THE TAXPAYER 16mm Sound 14½ min.
This documentary film shows what happens when the Government disallows the expenses of a business trip and when a businessman is faced with a Government claim for several thousand dollars in back taxes. The actual procedure of the preparation of a tax case by a certified public accountant and of the final adjustment with the Internal Revenue Service is revealed in case histories.
The inside operations of the Internal Revenue Service are also shown--handling, checking, and processing 60,000,000 income tax returns a year, amounting to more than $50,000,000,000. Your audience will find out how this amazingly complex task is handled swiftly, efficiently, in the district IRS offices throughout the country.
Association Films, Incorporated

IN BALANCE (No. 96) (1948) 16mm Sound 38 min.
Explains principles of profit management and shows why profits are necessary if any business is to survive. Courtesy, Burroughs Corporation.
Modern Talking Picture Service
OUR SHAREHOLDERS INVEST IN TOMORROW

A specialized film showing how corporation stock is offered on the financial market. It is a documentary record of the largest stock ever offered by a single corporation. It shows how General Motors made 4,300,000 shares of new common stock available to its existing shareholders on a preferential basis.

General Motors Corporation

SECRET SERVICE STORY (1952)

This film contains several excellent sequences dealing with the methods used by the check forger and the counterfeiter and prescribes preventive measures.

Aetna Life Affiliated Companies

SPECIAL REPORT TO STOCKHOLDERS

The story behind company policy of reinvesting earnings in the business. It shows how operations of the company are made possible by reinvested earnings, and how it results in increased earning potential, a growing stockholder equity, and new opportunity and security for employees.

General Motors Corporation

AND A VOICE SHALL BE HEARD

This film shows the importance of communications, and is a winner of the Freedom Foundation Honor Medal award.

Communications is the key factor in co-ordinating the relief activities of a disaster-stricken American city, and this film shows how a well-trained, well-equipped Civil Defense organization can spring into action when an atom bomb strikes the city, and how they can minimize the devastating effects of fire, radiation, contamination, and panic.

General Electric Company

ATOMIC ENERGY CAN BE A BLESSING

Emphasizes career opportunities in the atomic energy field.

United States Atomic Energy Commission

BETTER TYPING--AT YOUR FINGERTIPS (No. 200)

Norman Saksvig, world typing champion, gives a remarkable demonstration of how to type--better, faster, and easier. Courtesy, Smith-Corona, Incorporated.

Modern Talking Picture Service
BETWEEN THE LINES 16mm Sound 22 min.
The story of the development of handwriting from the hieroglyphics and picture writing of ancient times to today's modern fountain pen.
Institute of Visual Training, Incorporated

CLEAN LOOK, THE (No. 3-846) Color 16mm Sound 30 min.
Shows how to achieve the shining, shower-fresh beauty that is the clean look! It gives the secrets of basic beauty for the face, body, and hair. It includes practical tips for women of all ages on body and facial care, hair care, figure fitness, use of cosmetics, and posture poise.
Association Films, Incorporated

DANGEROUS LINE, THE 16mm Sound 18 min.
This film will show your students how correct walking habits improve posture and health. They will also learn about growing feet and the importance of wearing properly fitted shoes.
Institute of Visual Training, Incorporated

DAY AT THE FEDERAL RESERVE BANK OF CLEVELAND, A 16mm Sound 22 min.
A visual tour of a Federal Reserve bank as a visitor might see it showing many of the operations carried on in a typical day's work.
Federal Reserve Bank of San Francisco

DUTIES OF A SECRETARY 16mm Sound 30 min.
This is the story of a young girl just out of high school who gets her first job. Through a nightmare, and by following her through her first day at work, the film shows up both good and bad office procedure.
Movies, U. S. A., Incorporated
Underwood Corporation

EXPERIMENT Color 16mm Sound 12 min.
Combines photography with cartoon animation to convey a real understanding of a fundamental in getting along with people—that people cannot be forced into acting or thinking the way we want them to but they may respond to a series of gentle pushes.
General Motors Corporation

FIGURE FORUM (No. 350) Color 16mm Sound 27 min.
Available only to girls and women. Shows how girls can do much toward improving their health and enhancing their clothes just by being smart about foundation garments. It answers typical questions about the selection, use, and care of bras, girdles, and corsets, such as what types of garments are suitable for each figure type, how to measure for a girdle, how to put on and adjust a bra, what to do about the bulge between the bust and waist, and how to launder foundation garments. This film was pre-tested by educational authorities before and after production. Courtesy, The Warner Brothers Company.
Modern Talking Picture Service
FRIENDLY WAY, THE

This picture is designed to present the meaning and importance of good service. It shows that good service is based on friendliness and helpfulness.

Pacific Telephone and Telegraph Company

HANDWRITTEN WORD, THE

This film is about legibility in handwriting. It does not attempt to teach specifically, but rather aims to make the student want to write more legibly. It shows that good handwriting isn't obsolete but that it is of real importance in our lives.

Movies, U. S. A., Incorporated

HEADS UP FOR BEAUTY (No. 9-930)

Through the touching memories of Ann on her wedding day, you see how a family gained the poise, self-assurance, and confidence necessary for happiness and success. This film also contains pointers on hair care, hair styling, and all-around grooming.

Association Films, Incorporated

IT MUST BE SOMEWHERE

Supplementary material on the subject of filing. Combines a portrayal of a typical situation which students may face when they enter employment and a factual presentation of the various methods of filing used to employ specific demands in office procedures. It also shows the necessity for speed and accuracy in handling papers and documents.

Remington Rand, Incorporated

KEYS TO ELECTRI-CONOMY

The story of the many advantages realized by a small manufacturer when he was persuaded to replace the conventional typewriters in his office with Remington Rand Electri-conomy typewriters.

Remington Rand, Incorporated

MAGIC TOUCH, THE (No. 83)

Deals with office modernization. Shows how proper office planning contributes to greater efficiency.

Modern Talking Picture Service

MAGIC WHEEL, THE (No. 271)

In this technicolor film you will see how business machines have literally revolutionized our lives. You'll also learn about the research and manufacture behind them. Courtesy, National Cash Register Company.

Modern Talking Picture Service

MILLION TIMES A DAY, A

Shows the vast unseen telephone network necessary to complete a long distance telephone call.

Pacific Telephone and Telegraph Company
MOBILE TELEPHONES (No. S-113) (1949) 16mm Sound 11 min.
   Explains how telephones in moving vehicles are furnished in both urban areas and on the highways connecting important cities.
   Pacific Telephone and Telegraph Company

NATION AT YOUR FINGERTIPS, THE (1951) 16mm Sound 10 min.
   Shows the new type telephone service enabling the user to dial long distance calls. It is presented through a dramatization of a personal story of a mother who dials her daughter in San Francisco.
   Association Films, Incorporated
   Pacific Telephone and Telegraph Company

NEW SKYWAYS FOR THE TELEPHONE (No. S-882) (1952) 16mm Sound 10 min.
   Tells the story of the microwave relay network that permits transmission of speech from coast to coast by air.
   Association Films, Incorporated

NOW YOU CAN DIAL—DIALING TIPS 16mm Sound 10 min.
   "Now You Can Dial" presents some of the background of a change to dial operation. The need for the 2-5 numbering plan is described and the use of the dial telephone illustrated.
   The second film, "Dialing Tips," is essentially the dial instruction part of "Now You Can Dial."
   Pacific Telephone and Telegraph Company

OF MANY VOICES (No. S-851) (1951) 16mm Sound 35 min.
   Shows 75 years of the changing American scene, high-lighting the development of the telephone system and other industrial miracles in terms of one man's career.
   Association Films, Incorporated

PARTY LINES (1946) 16mm Sound 15 min.
   The advantages of neighborly co-operation on a party line are illustrated in this film through marionette characters.
   Pacific Telephone and Telegraph Company

PIERCING THE UNKNOWN (No. 378) (1945) Color 16mm Sound 22 min.
   This is a futuristic film in color which explains how "electronic brains" helped bring civilization to the threshold of the Atomic Age.
   Courtesy, International Business Machines Corporation.
   Modern Talking Picture Service

PIGEONHOLES AND PROGRESS (No. 283) 16mm Sound 20 min.
   Shows how Uncle Sam delivers mountains of mail and reveals new methods and mechanized equipment in the post office.
   Modern Talking Picture Service
OFFICE OCCUPATIONS - OFFICE PRACTICE

PRODUCTION 5118 (No. 588) Color 16mm Sound 30 min.
Deals with the basic problem of communications, that of understanding one another. Courtesy, Champion Paper and Fibre Company.
Modern Talking Picture Service

STEPPING ALONG WITH TELEVISION (Revised 1950) 16mm Sound 11 min.
Shows how television broadcasts now speed their way across the country.
Pacific Telephone and Telegraph Company

STOP FIRES--SAVE JOBS (1950) 16mm Sound 18 min.
This film was especially designed to be used in employee training programs. It encourages an alert attitude toward fires, tells how to recognize common fire hazards, and emphasizes the fact that fire is an enemy of jobs.
National Board of Fire Underwriters

STRANGE INTERVIEW 16mm Sound 35 min.
A story illustrating the principle that the way to get along with people, and to get them to get along with you, is simply to treat them with consideration and as individual human beings.
General Motors Corporation

TELEPHONE COURTESY (No. S-145) 16mm Sound 25 min.
The story of a business man, who, running into difficulties one day as he tries to use his phone, calls his office workers together and with the aid of a telephone company representative, puts on a telephone show to point out obvious poor habits and underscore the value of good telephone manners.
Association Films, Incorporated

TEN COPIES, PLEASE (No. 613) (1953) Color 16mm Sound 22 min.
A story of the history of writing—from the days before typewriters and carbon paper to the present. George L. Hossfield, ten times world's typing champion, also gives some professional instructional tips.
Movies, U. S. A., Incorporated
Underwood Corporation

THANKS FOR LISTENING (1951) Both Sound 30 min.
The story of "Harry," who gets off to a bad start at the office because of his telephone habits. After seeing himself in a new light, Harry corrects his ways and begins his day over in a more efficient and pleasant manner.
Pacific Telephone and Telegraph Company
SALESMA NSHIP

AMERICAN PORTRAIT (No. 123) (1940) 16mm Sound 25 min.
Tells of the improvements in our way of life which have come into being during the last century, and the part the salesmen have played in getting people to accept new things. Courtesy, Institute of Life Insurance.

Modern Talking Picture Service, Incorporated

BIG LITTLE THINGS, THE (1952) 16mm Sound 30 min.
Through a series of "behind the counter" incidents, this film brings to the student's attention the most common reasons for customers patronizing a particular store or leaving it to shop elsewhere.
Based on studies by several leading colleges, it points out that little things can help make sales. Right and wrong examples show that customers like courtesy, prompt service, interest in needs, personal attention, and helpful suggestions, while they do not like high pressure, lack of product knowledge, indifference, familiarity, or misrepresentation. The film is a vivid guide to the attitudes and approaches that mean success in selling. Courtesy, Coopers, Incorporated.

Modern Talking Picture Service

LIGHTING THAT MOVES MERCHANDISE  Color Sound Slidefilm
Mr. Tucker, a storeowner, learns how to increase his sales through the use of tested, scientific lighting. Also covers the psychology of layout and color arrangements in increasing sales.

General Electric Company

SALESMAN, THE 16mm Sound 15 min.
How not to get the most out of a sales meeting.

Bank of America

SALLY SEES THE LIGHT  Sound Slidefilm
Sally, a typical sales girl, learns that a sound understanding of the product is essential to successful selling. The film contains many helpful hints on merchandise display and selling psychology, specifically in relation to G-E lamps, but also applicable to other types of selling.

General Electric Company

SEEKING IS THE HIGHEST THING IN SELLING 16mm Sound 25 min.
This picture illustrates the important role that proper store lighting plays in stimulating customers to buy.

General Electric Company
OFFICE OCCUPATIONS - SALESMANSHIP

SELLING AMERICA TODAY

This film was made to illustrate the principles of good salesman­
ship. In it, Ben Franklin, who fully appreciated the value of sales­
manship and thoroughly understood what it takes to be successful in that
field, demonstrates how to be friendly, how to capitalize on the customer's
needs, and how to give good counsel on the product.

General Motors Corporation

TYPEWRITING

BEETTER TYPING--AT YOUR FINGERTIPS (No. 200)

Norman P. Saksvig, authority on correct typing and former World's
Professional Typing Champion, demonstrates typewriter skills and techniques.
Use of slow motion and the examples of bad habits compared with good
techniques make this film of value to beginners as well as to advanced
students.

Modern Talking Picture Service

KEYS TO ELECTRI-CONOMY

This film tells the story of the many advantages realised by a
small manufacturer when he was persuaded to replace his conventional
typewriters with Remington Rand Electri-conomy typewriters.

Remington Rand, Incorporated

TEN COPIES, PLEASE

This film presents a history of writing. It concludes with George
L. Hossfield, ten times world's typing champion, giving some professional
instructional tips on typing.

Movies, U. S. A., Incorporated

Underwood Corporation

TIPS ON TYPING

George L. Hossfield demonstrates his typing tips in this film.
Some of the points covered are accurate methods of operation, correct
posture, concentration, rhythm, elimination of unnecessary motions,
knowledge and usage of time-saving features, pointers on correct usage
of the aligning scales, the variable line spacer, the automatic line
finder, the paper bail, the paper release lever, and tabulating
equipment.

Underwood Corporation
SOURCE AND AVAILABILITY INDEX
The Source and Availability Index is an alphabetical list of the organizations from which films may be obtained. Following each is the complete address and conditions under which films are loaned. Information regarding the probable availability of each film is given where possible.

ADVERTISING ASSOCIATION OF THE WEST
425 Bush Street
San Francisco 8, California
Terms: Borrower pays the return transportation charges.
Availability: Book well in advance.

AETNA LIFE AFFILIATED COMPANIES
220 Montgomery
San Francisco 1, California
Terms: Available from the above address or from any Aetna representative. Borrower pays the return transportation charges.
Availability: Book at least four weeks in advance.

AIR REDUCTION PACIFIC COMPANY
1485 Park Avenue
Emeryville 8, California
2423 E. 58th Street
Los Angeles 11, California
Terms: Borrower pays the transportation both ways.
Availability: Book well in advance.

ALLIS-CHALMERS MANUFACTURING COMPANY
1400 Park Avenue
Oakland 8, California
Terms: Borrower pays return transportation charges.
Availability: Book at least thirty days in advance.

ASSOCIATION FILMS, INCORPORATED
351 Turk Street
San Francisco 2, California
Terms: Borrower pays the transportation charges and insurance costs.
Availability: Can fill most requests. Book at least two weeks in advance.
BANK OF AMERICA
San Francisco Headquarters
San Francisco 20, California
Terms: Borrower pays return transportation.
Availability: Only one print of each film. Book well in advance.

BEMIS BRO. BAG CO.
1000 Sansome Street
San Francisco 26, California
Terms: Borrower pays transportation both ways.
Availability: Book at least three weeks in advance.

CALIFORNIA TEACHERS ASSOCIATION
693 Sutter Street
San Francisco 2, California
Terms: Borrower pays return transportation.
Availability: Only one print of each film. Book well in advance.

CANADIAN PACIFIC RAILWAY COMPANY
530 West Sixth Street
Los Angeles 14, California
185 Post Street
San Francisco 8, California
Terms: Borrower pays transportation both ways. Give alternate date and film. Film must be returned day after showing.
Availability: Due to limited number of prints, many requests cannot be filled. Book well in advance.

CASE COMPANY, J. I.
1933 Peralta Street
Oakland 7, California
Terms: Borrower pays the return transportation charges.
Availability: Can fill 95% of all requests. Book from six to eight weeks in advance.

CONTINENTAL CAN COMPANY, INC.
P. O. Box 1648
Sacramento, California
Terms: Borrower pays return transportation.
Availability: Book well in advance. Give first, second, and third preference for date.

DU PONT DE NEMOURS AND COMPANY, INC., E. I.
612 Howard Street
San Francisco 5, California
Terms: Borrower pays return transportation charges.
Availability: Book one month in advance.
FEDERAL RESERVE BANK
Sansome & Sacramento
San Francisco, California
Terms: Borrower pays the return transportation charges.
Availability: Can fill all requests. Book two weeks in advance.

FORD MOTOR COMPANY
4303 Telegraph Avenue
Oakland 2, California
Terms: Borrower pays the return transportation charges. Films
must be returned as soon as possible after use.
Availability: Book at least three weeks in advance.

GENERAL ELECTRIC COMPANY
212 N. Vignes Street
Los Angeles 54, California
235 Montgomery Street
San Francisco 6, California
Terms: Borrower pays return transportation charges.
Availability: Book at least two weeks in advance. Give second
or third choice where possible.

GENERAL MILLS, INC.
116 New Montgomery Street
San Francisco 6, California
Terms: Borrower pays the return transportation charges.
Availability: Book at least three weeks in advance. Give
alternate dates if possible.

GENERAL MOTORS CORPORATION
508 San Francisco Bank Building
405 Montgomery Street
San Francisco 4, California
Terms: Borrower pays the return postage and insurance.
Availability: Book from two to three weeks in advance. Give
alternate dates if possible.

GRACE LINE, INC.
2 Pine Street
San Francisco 11, California
Terms: Borrower pays express charges both ways.
Availability: Book from three to six weeks in advance.

HAMMERMILL PAPER COMPANY
235 Montgomery Street
San Francisco 3, California
Terms: Borrower pays transportation both ways.
Availability: Book at least three weeks in advance.
INSTITUTE OF VISUAL TRAINING, INC.
2506½ West 7th Street (Dennis Film Libraries)
Los Angeles, California
350 Battery Street (Westcoast Films)
San Francisco, California
Terms: Borrower pays transportation both ways.
Availability: Book for entire school year. Can fill all requests.

MODERN TALKING PICTURE SERVICE
1963 S. Vermont Street (Frank Church Films)
Los Angeles 7, California
6117 Grove Street (Frank Church Films)
Oakland, California
Terms: Borrower pays transportation both ways. Return films promptly and complete a show-report for each booking.
Availability: Schedule films for the entire year early as this will permit confirmation of definite dates. Additional requests may be made at any time.

MOVIES, U. S. A., INC.
116 Natoma (Photo and Sound)
San Francisco, California
Terms: Borrower pays return transportation charges.
Availability: Can fill all requests. Book three weeks in advance.

NATIONAL BOARD OF FIRE UNDERWRITERS
Film Library
465 California Street
San Francisco 4, California
Terms: Borrower pays the return transportation charges.
Availability: Book at least six weeks in advance.

NEW YORK STOCK EXCHANGE
Los Angeles 7, California
111 Sutter (William R. Staats & Co.)
San Francisco 4, California
Terms: Borrower pays return transportation charges.
Availability: Book at least three weeks in advance.

PACIFIC TELEPHONE AND TELEGRAPH COMPANY
Requests for these films should be made through your local Pacific Telephone and Telegraph Company Business Office.
Terms: Borrower pays the transportation charges.
Availability: Films are usually available on a few days notice, but booking should be made as far in advance as possible.
DEPARTMENT OF THE ARMY
Sixth Army Central Film and Equipment Exchange
Signal Section, Building 603
Presidio of San Francisco, California
Terms: Borrower pays transportation charges.
Availability: Book at least two weeks in advance.

DEPARTMENT OF THE NAVY
Public Information Officer
Twelfth Naval District
Federal Office Building
San Francisco, California
Terms: Borrower pays return transportation charges.
Availability: Cannot book film more than one month in advance of showing date.

REMINSTON RAND
41 First Street
San Francisco 5, California
Terms: Borrower pays the return postage.
Availability: Book two months in advance.

RICHFIELD OIL CORPORATION
645 S. Mariposa Street
Los Angeles 5, California
333 Montgomery Street
San Francisco 4, California
Terms: Borrower pays the return parcel post and insurance.
Films must be returned promptly.
Availability: Book at least sixty days in advance. Give alternate choices of film subject and dates, if possible.

SANTA FE FILM BUREAU
Room 100, 121 East Sixth
Los Angeles 14, California
11th Sansome Street
San Francisco, California
Terms: Borrower pays return postage.
Availability: Book at least three months in advance.

SHELL OIL COMPANY
100 Bush Street
San Francisco 6, California
Terms: Borrower pays the transportation charges.
Availability: Book at least three weeks in advance and give alternate date.
STANDARD OIL COMPANY OF CALIFORNIA
Requests for these films should be made through your local Standard Oil Company of California representative.
Terms: Borrower pays return transportation charges.
Availability: Book at least two weeks in advance.

UNDERWRITERS' LABORATORIES, INC.
500 Sansome Street
San Francisco 11, California
Terms: Borrower pays return transportation charges.
Availability: Book at least six weeks in advance.

UNITED AIR LINES
South San Francisco, California
Terms: Borrower pays the transportation charges.
Availability: Book well in advance.

UNITED STATES ATOMIC ENERGY COMMISSION
San Francisco Operations Office
518 17th Street
Oakland 12, California
Terms: Borrower pays the transportation charges.
Availability: Book at least two weeks to a month (no earlier than two months) in advance. Normally, not more than two films are loaned to a single group during the period of a month.

UNITED STATES FOREST SERVICE
Alameda Supply Unit
Building No. 16, Government Island
Alameda, California
Terms: Borrower pays the return shipping charges.
Availability: No more than one-hour's showing of film will be shipped at one time.

UNITED STATES STEEL CORPORATION
Columbia-Geneva Steel Division
120 Montgomery Street
San Francisco 6, California
Terms: Borrower pays the return transportation charges. Must show date, type, location, and size of audience and give complete shipping instructions.
Availability: Bookings should be made as far in advance as possible.

UNITED STATES TREASURY DEPARTMENT
Federal Office Building
San Francisco, California
Terms: Borrower pays the return transportation charges.
Availability: Book at least four weeks in advance.
SOURCE AND AVAILABILITY INDEX

UNITED WORLD FILMS, INC.
2408 7th Street
Los Angeles, California
350 Battery Street
San Francisco, California
Terms: Borrower pays the transportation charges.
Availability: Book at least three weeks in advance.

UNIVERSITY OF CALIFORNIA
Department of Visual Instruction
University Extension, University of California
Berkeley 4, California
Department of Visual Instruction
University Extension, University of California
Los Angeles 24, California
Terms: Borrower pays transportation charges.
Availability: Order well in advance. Give a second and third choice of both films and dates.

UNIVERSITY OF SOUTHERN CALIFORNIA
3518 University Avenue
Los Angeles 7, California
Terms: Borrower pays transportation charges and insurance.
Availability: Book well in advance.

WESTERN PACIFIC RAILROAD COMPANY
510 W. Sixth Street
Los Angeles 14, California
526 Mission Street
San Francisco 5, California
Terms: Borrower pays return transportation charges.
Availability: Book from four to six weeks in advance.
September 1, 1956

Modern Talking Picture Service
6117 Grove Street
Oakland, California

Gentlemen:

Please book my order for free films as described below for showing on the dates indicated.

<table>
<thead>
<tr>
<th>Film</th>
<th>Date</th>
</tr>
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<tbody>
<tr>
<td>Beauty That Lives Forever (No. 180)</td>
<td>Sept. 17, 1956</td>
</tr>
<tr>
<td>Bright Future (No. 184)</td>
<td>Sept. 24, 1956</td>
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Alternate Film

<table>
<thead>
<tr>
<th>Film</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beauty and the Bride (No. 323)</td>
<td>Sept. 27, 1956</td>
</tr>
<tr>
<td>Candy and Nutrition (No. 50)</td>
<td>Oct. 1, 1956</td>
</tr>
</tbody>
</table>

I agree to pay postage both ways.

Yours very truly,

(Mrs.) Orpha Arnold, Head
Department of Business Education
Clarksburg High School
Clarksburg, California
BIBLIOGRAPHY
BIBLIOGRAPHY


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