

catalog
number

● 17

Filmstrips for Today's Schools



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Alphabetical Index of Set Titles on last two pages and Grade Level use of all sets.

In Catalog 17, Filmstrips for Today's Schools, we offer over 6,000 Titles covering most subject areas.

These are products of major companies listed below.

Producers listed in this Catalog.	Initials used after titles
McGraw-Hill	M-H
Encyclopaedia Britannica Films	EBF
Stanley Bowmar Co., Inc.	SB
Visual Science	VS
Enrichment Materials	E
Long Film Slide Service	LFS
Gunter	G
Modern Instructional Films	MIF
Stanbow Productions, Inc.	SP
Bowmar Records	BR
Budek	B
Filmstrip House	FH
Warren A. Schloaf Productions	WaSP
Bailey Films, Inc.	BFI
Imperial Film Co., Inc.	IFC
Kenworthy	K
Key Productions	KP
Basic Skills, Inc.	BSI
Guidance Associates	GA
Association Instructional Materials	AIM

All Filmstrips are Graded for use levels.

Levels are indicated by the following CODING letters after each set title.

GRADE LEVEL CODING (Shown after Set Title)

- (P) Primary (K-3)
- (I) Intermediate (4-6)
- (J) Junior High (7-9)
- (S) Senior High (9-12)
- (C) College and Adult

Key to letters after filmstrip numbers.

M.....manual with each filmstrip
MX.....manual included with set
X.....set, no manual needed
R.....record with each filmstrip
MR.....manual and record with filmstrip
MXR.....manual and record with set
XR.....set with records, no manual

All filmstrips listed in this Catalog No. 17, either individually or in sets, are available to you on—

10 DAY APPROVAL

PRICES

All prices in this catalog are net to schools, and are f.o.b. Valhalla, New York or shipping point. We normally prepay transport charges and add them to your invoice. (In most cases, Federal and State taxes, if and when applicable, are to be billed in addition to these prices.)

Prices are subject to change without notice.

TERMS

Terms: Net cash 30 days. Include postage on cash orders when shipment is by parcel post. (These terms apply to all items in this catalog unless otherwise stated.)

Please have remittance accompany orders of less than \$10.00.

FEDERAL LEGISLATION

The materials in this catalog, since they fall into the category of Audio-Visual Instructional Materials, with few exceptions, are available for purchase under:

NATIONAL DEFENSE EDUCATION ACT OF 1958 (NDEA TITLE III)

Matching funds at the rate of 50% for the purchase of Filmstrips and allied materials and equipment in most curriculum areas (originally Science, Math and Modern Foreign Language, amended in 1964 to include History, Geography, English, Reading and Citizenship Education basically.)

ELEMENTARY AND SECONDARY EDUCATION ACT (PL 89-10) TITLES I, II AND III

Title I: Grant of funds based upon "poverty" families residing in school district according to 1960 Census. Funds to be used to enrich curriculum throughout. Here the idea is to "Think Big". Filmstrip material, of course, can and should be a part of plans submitted under this Title. Also see the new Tachistoscopic Training Program for Reading—Percepta-Matic and the Reading Pacer—Readamatic.®

Title II: Grants to basically increase the number of volumes in Libraries and start Libraries where none presently exist. In the definition of Libraries, instructional materials (filmstrips) played an integral part in the formulation of the law. Grants are usually stipulated in a per capita amount, varying widely from state to state.

Title III: "Legislative Innovation" where grants are given for broad, all encompassing plans that will seek to find answers to many and varied problems in education. Plans are submitted directly to U.S.O.E.

Any and all the filmstrips may be obtained on 10-DAY APPROVAL, so that the school may, before buying, determine if the material has a valid use in a particular teaching situation. Because of the need for keeping an accurate record of where the material has gone, an invoice will be sent with APPROVAL orders. If the material is returned or partially returned, merely deduct the cost of the returned goods from the invoice and pay the balance. You will not be invoiced again.

LANGUAGE SKILLS

PRIMARY

LEARNING READINESS SERIES (P) BSI

For Pre-School, Headstart, Kindergarten and First Grade. The first of a new series whose aim is TO PROVIDE NATURAL LEARNING FOR THE CHILD EXPERIENCE. This program is designed to give living experiences for pre-school children of a nature not readily available in any other form. Some LP records will be available with each set. About 15 filmstrips will be in each set. This program is divided in three parts—each dependent on the others—one cannot be used without the others.

The First set is now ready—others will follow as soon as possible.

All are "Springboards for Discussion & Activities"

Your Family & My Family

1. Who is Coming to School? 2. Your Family & My Family. 3. We Tell Some Stories About Some Families.

Moving to Another Place

4. We are Moving Away. 5. We Pack to Move. 6. We Move. 7. Our New Neighbors.

The City Neighborhood

8. The City Neighborhood at Night. 9. Where Do I Live? 10. Exploring Our Neighborhood. 11. We Visit Neighborhood Stores.

The Country Neighborhood

12. A Day in Our Home in the Country. 13. We Explore Our Country Neighborhood. 14. We Shop in the Country. 15. A Little Bit of Country in the City.

1658XR Set, 15 color filmstrips, 2 LP records, boxed.....\$92.00

In Preparation—no definite release date—please write for further information.

Suggested Titles of the New Sets.

What Is It? — What Can It Do?
Our Bodies and Our Health
Things That Live
Things That We Eat
Safety & Those Who Help Us to Stay Safe
We Ride on Wheels
We Explore Stores
Building-Building-Building
Exciting Concepts
Some Basic Concepts

54 FUNCTIONAL WORDS

WaSP

Designed especially for classes of EXCEPTIONAL CHILDREN. Also useful in Primary Grades and Adult classes in English for the Foreign Born. Each word appears in a sequence of four pictures:

1st—a picture of the word in its natural setting,
2nd—the word in close-up as it appears on sign in first frame.
3rd—word shown in small manuscript letters,
4th—word shown for kinesthetic tracing in air, start and stop marks in color.

Large Flash Cards—11"x5 1/2"—word in natural setting—reverse side, letters with sandpaper texture for tactile finger tracing.

68 Page Workbook builds on the newly acquired skills to help letter formations with a pencil.

7264MX Set, 9 color filmstrips, 54 flash cards, 64 page workbook, teacher guide.....\$68.00

LANGUAGE ARTS

INDEPENDENT WORD PERCEPTION

(P) BSI

Practical 35mm filmstrip lessons in auditory and perceptual reading skills for Kindergarten, First and Second grades and for Remedial use at all levels. 45 to 70 frames each. Coordinator: Ruth Monroe.

For the first time a complete course in basic Reading Skills has been placed in filmstrip form for use by the classroom teacher. This is not an ordinary filmstrip series. It is a complete course coordinated by an expert reading teacher whose methods have been tested for years and have proven their effectiveness.

The salient feature of INDEPENDENT WORD PERCEPTION is that it requires active participation on the part of the child. In each lesson children employ every sense used in reading: They listen, speak, read, write, discriminate, discover, practice, play, take tests and review. A systematic sequential, step-by-step approach to learning is used in which each lesson becomes the springboard from which the next skill may be taught. Each filmstrip contains three or more lessons for three or more days of classroom work. All instructions are built directly into the filmstrip, eliminating the need for teacher guides.

The series uses pictures familiar to the child's spoken vocabulary in teaching the association between sounds and words and the recognition of letter sounds. The child discovers sounds and words, links like sounds, discriminates between sounds, associates sounds with key words, key pictures and letter symbols. Mastery is never left to chance. Practice is frequently repeated. Tests and review are built directly into the lesson.

Set 1

1. Initial Sound of m
2. Initial Sound of t
3. Initial Sound of f
4. Initial Sound of b
5. Initial Sound of p
6. Initial Sound of c
7. Initial Sound of d
8. Initial Sound of s
9. Initial Sound of
10. In a Word
11. Initial Sound of g
12. Initial Sound of l

1650X Set 1, 12 color filmstrips, captions, boxed.....\$72.00

Set 2

13. Initial Sound of h & n
14. Initial Sound of j & k
15. Initial Sound of r & v
- SHORT SOUND OF i
16. Initial Sound
17. In a Word
18. Practice: 16 Consonants With Short a & i
19. Consonants (16) as Final Word Sounds
20. Short Sound of u
21. Irregular Consonants w & y
- TWIN CONSONANTS
22. Initial Sound ch & sh
23. Initial Sound th & wh
24. Final Sound ch, sh, th

1651X Set 2, 12 color filmstrips, captions, boxed.....\$72.00

Set 3

PRACTICE: INITIAL AND FINAL WORD SOUNDS

25. Single Consonants With Vowels a, i, u
26. Twin Consonants With Vowels a, i, u
27. Short Sound of o
28. Short Sound of e
- SHORT VOWEL SOUNDS
29. Practice of all with Difference Between a, i, e Emphasized
30. Discovering Rule For
31. Long Vowel Sounds
32. Working With Vowel Sounds Through Perception
33. Discovering Rule For Long Vowel Sounds
34. Double Vowels With Discovery of Rule For
35. Practice: Short and Long Vowel Sounds Using All Skills Learned
36. Practice: Consonants and Vowel Sounds Using All Skills Learned

1652X Set 3, 12 color filmstrips, captions, boxed.....\$72.00

1653X, ABOVE 3 SETS \$186.00 (36 color filmstrips)





Do all the words, for all the pictures, have the same starting sound as the letter? Say the words and the letter.

What is this new word? Say it. Does it have the same starting sound as Mm?






Did you START to say table with the tip of your tongue on the back of your top teeth? Practice. Can you feel air on your hand?

Is the starting sound for both words for both pictures the same as or different from the starting sound of the word Mm? Say each word.

LANGUAGE ARTS

LANGUAGE SKILLS

PRIMARY

GLAD BOOK, SAD BOOK (Sound) (P) LFS

With color photos this sound filmstrip will help boys and girls appreciate the fine books they enjoy in their libraries. It will help the teacher and librarian teach children the first library skill: care of books. By Allen Sugden, Librarian, Kern Co. Schools, Calif.

7178MXR Color Sound filmstrip, 12" long play record, guide.....\$11.50

READING READINESS (P) EBF

Attractive and interesting material for use in pre-reading activities. They contribute to oral language development by building and extending word meaning and usage and teach children to discriminate visually by noting likenesses, differences, etc. Each with guide.

- 9976M Going Places
- 9977M Going Shopping
- 9978M Going Downtown
- 9979M Going to the Country
- 9980M Going to the Zoo
- 9981M Playing Community Helpers
- 9982M All Kinds of Houses
- 9983M Roy's Toys
- 9984M What's Wrong?

Each color filmstrip, guide\$ 6.00
9984MX Set, 9 filmstrips boxed, guides ..\$54.00

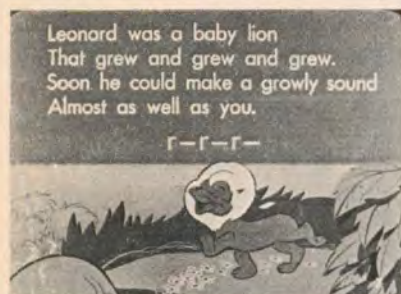
TALKING TIME SERIES (P) M-H

More than 400 lively instruction frames to teach children to speak better. Clever "sound" characters help young children see the letters, hear the sounds, say them, and relate them to their speech organs. There are questions to answer, imaginative "sound" poems, games to play, and instruction in speech organs. Educational Adviser: Louise Binder Scott, Assoc. Prof. of Speech Educ., L.A. State College. About 29 frames each.

Set 1

- 4812 My Talking Helpers
- 4813 The p and b Sounds
- 4814 The t and d Sounds
- 4815 The m, n, and ng Sounds
- 4816 The f and v Sounds
- 4817 The wh, w, and h Sounds
- 4818 What We Have Learned
- 4819 Sounds We Hear on a Farm

Each color filmstrip, captions\$ 6.00
4819X Set, 8 filmstrips boxed\$42.00



Leonard was a baby lion
That grew and grew and grew.
Soon he could make a growl sound
Almost as well as you.

Set 2

- 4820 The k and g Sounds
- 4821 The th Sound
- 4822 The sh Sound
- 4823 The ch and j Sounds
- 4824 The s and z Sounds
- 4825 The r Sound
- 4826 The l Sound
- 4827 What We Have Learned

Each color filmstrip, captions\$ 6.00
4827X Set, 8 filmstrips boxed\$42.00

All Filmstrips Available On

10 DAY APPROVAL

NEW SPELLING GOALS SERIES (P) M-H

Provides an easy, visual way to teach simple spelling skills in the first grade. "Sounds" and "symbols" are taught through the use of colorful pictures of familiar objects. Educational Advisers: William Kottmeyer, Asst. Supr., St. Louis and Kay Ware, Consultant in Reading, St. Louis Schools. About 30 frames each.



- 6186 Hearing Rhymes
- 6187 Beginning Consonant Sounds, A
- 6188 Beginning Consonant Sounds, B
- 6189 Hearing Vowel Sounds, A
- 6190 Hearing Vowel Sounds, B
- 6191 Consonant Sounds and Letters, A
- 6192 Consonant Sounds and Letters, B

Each color filmstrip, captions\$ 6.00
6192X Set, 7 filmstrips boxed\$37.50

PRIMARY — INTERMEDIATE

LEARNING ABOUT OUR LANGUAGE (P-I) M-H

Provide multisensory techniques in the teaching of language skills through aural, oral, and visual skills. For use in grade 1 through 4, these filmstrips augment the teaching of reading, aid in the pre-writing activities, and help sharpen aural discrimination and improve articulation. Author: Louise Binder Scott, CSC at Los Angeles. About 32 frames each.

- 4961 Listening to Sounds
- 4962 Single-Letter-Sounds
- 4963 More Single-Letter-Sounds
- 4964 Sounds in Rhymes
- 4965 Two-Letter-Sounds
- 4966 More Sounds in Rhymes

Each color filmstrip, captions\$ 7.50
4966X Set, 6 filmstrips boxed\$42.00

NEW WEBSTER LANGUAGE SERIES (P-I) M-H

Develops in children a favorable attitude to language learning because they gain an understanding of the reasons why we follow certain practices in reading, speaking, writing and listening to the English language. About 34 frames each.

- 6116 Using Sentences
- 6117 Using Parts of Speech
- 6118 Using Language Correctly
- 6119 Using Punctuation
- 6120 Using Capital Letters
- 6121 Using a Dictionary
- 6122 The Story of Writing

Each color filmstrip, captions\$ 5.50
6122X Set, 7 filmstrips boxed\$34.50

GOALS IN SPELLING (I) M-H

Develops an understanding of the sounds that make up words and speech. About 42 frames each.

- 6179 Hearing Sounds in Words
- 6180 Consonant Sounds
- 6181 Tricky Consonant Sounds
- 6182 Long Vowel Sounds
- 6183 Letters Which Work Together
- 6184 Studying Long Words

Each color filmstrip, captions\$ 6.50
6185MX Set, 6 filmstrips boxed, manual ..\$36.00

Records for the Classroom—Catalog 17R
If you need one, please write for it.

INTERMEDIATE — JR. HIGH

ALL ABOARD THE PUNCTUATION EXPRESS (I-J) M-H

Appealing cartoon characters for each basic punctuation mark are effective in providing understanding in the uses of punctuation marks. About 44 frames each.

- 6099 Presenting the Comma, Pt. 1
- 6100 Presenting the Comma, Pt. 2
- 6101 Presenting the Comma, Pt. 3
- 6102 Presenting the Apostrophe
- 6103 Presenting Colon, Semi-Colon, Dash
- 6104 Presenting Quotation Marks

Each color filmstrip, captions\$6.50
6105MX Set, 6 filmstrips boxed, manual ..\$36.00

PILOT TO GOOD ENGLISH (I-J) M-H

Describes different kinds of sentences; shows importance of verbs in sentences; explains adjectives, prepositions, adverbs, nouns and pronouns. About 50 frames each.



- 6199 Learning about Simple Sentences
- 6200 Verbs, the Motors of Sentences
- 6201 Verbs, and Their Subjects
- 6202 More About Verbs
- 6203 Other Words That Help Build Sentences
- 6204 How Pronouns Help

Each color filmstrip, captions\$ 6.50
6205MX Set, 6 filmstrips boxed, manual ..\$36.00

BEGINNING GRAMMAR (I-J) EBF

Stylized art drawings provide a learning experience as pupils work with paper and pencil. About 49 frames each.

- 5852 Words That Name Things
- 5853 Words that Show Action
- 5854 What Is a Sentence?
- 5855 Words Used Instead of Names
- 5856 Words that Describe Things
- 5857 Words Telling How, When & Where
- 5858 Using Punctuation Marks
- 5859 Writing Conversation

Each color filmstrip, captions\$ 6.00
5859X Sets, 8 filmstrips boxed\$58.00

SIGNS WE SEE (P-I-J-S-C) LFS

Good for enrichment in lower grades, remedial reading in high school, Driver Education, and for English classes for foreigners.



- 7120 Information Signs
- 7121 Warning Signs
- 7122 Parking Signs
- 7123 Driving Signs—A
- 7124 Driving Signs—B

Each color filmstrip, captions\$ 5.00
7124X Set, 5 filmstrips boxed\$23.50

CONSTRUCTING REPORTS (I-J) EBF

Collaborator: Dr. Ruth Strickland, Indiana Univ. This set clearly answers the questions—Why is it important for everyone to know how to express himself in writing? What are the steps involved in writing a report? About 49 frames each.

- 5230 Digging for Facts
- 5231 Selecting the Theme
- 5232 Building Reports
- 5233 Painting with Words
- 5234 Finishing Reports
- 5235 Using Reports

Each color filmstrip, captions\$ 6.00
5235X Set, 6 filmstrips boxed\$36.00

INTER. — JR. — SR. HIGH

LANGUAGE ARTS SERIES (I-J-S) FH

6 Sets, 24 Color filmstrips, are for teachers and pupils who believe in a disciplined study of grammar as the foundation for effective speaking and writing.

Parts of Speech

- 5689 Eight Jobs; Eight Kinds of Words
- 5690 Nouns and Pronouns
- 5691 Verbs
- 5692 Modifiers

5692X Set, 4 color filmstrips boxed.....\$20.00

Sentence Parts

- 5520 Subjects: Simple and Complete
- 5521 Predicates with Complements & Objects
- 5522 Phrases
- 5523 Clauses

5523X Set, 4 color filmstrips boxed.....\$20.00

Punctuation

- 5524 Period, Question Mark and Exclamation Point
- 5525 Comma and Semicolon
- 5526 Colon, Dash, Parentheses, and Quotation Marks
- 5527 Examples and Exercises

5527X Set, 4 color filmstrips boxed.....\$20.00

Adventures in Words

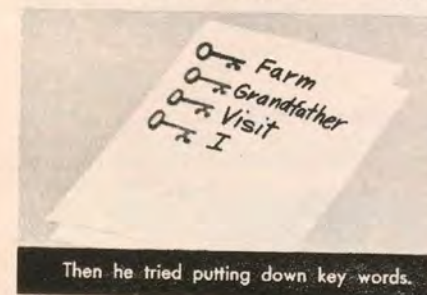
- 5617 Words From Many Countries
- 5618 Introduction to Word Study
- 5619 Suffixes and Prefixes
- 5620 Synonyms, Antonyms and Homonyms

5620X Set, 4 color filmstrips boxed.....\$20.00

Adventures in Communicating

- 5649 How We Communicate
- 5650 What is a Sentence?
- 5651 Sentence Variety
- 5652 Sentence Do's and Don'ts
- 5652 Sentence Do's and Don'ts

5652X Set, 4 color filmstrips boxed.....\$20.00



Writing and Revising

- 5584 Title and Opening Sentence
- 5585 Body of Composition
- 5586 Body and Closing Sentence
- 5587 Revising and Final Editing

5587X Set, 4 color filmstrips boxed.....\$20.00

Any Set of Language Arts \$20.
Each Additional Set \$15.
Each color filmstrip \$6.
ALL 6 SETS ABOVE \$95.

PUNCTUATION SERIES (I-J-S) M-H

These explain and demonstrate function and everyday use of the commonly used punctuation marks. About 34 frames each.

- 4398 The Comma, Part 1
- 4399 The Comma, Part 2
- 4400 Semi-Colon and Colon
- 4401 End Punctuation Marks
- 4402 Quotation Marks and Italics

Each color filmstrip, captions\$ 6.50
4402MX Set, 5 filmstrips boxed, guide ..\$29.50

JR. — SR. HIGH

HOW TO READ LITERATURE (J) M-H

Designed to teach principles and structures in various types of literature. Gives an example of each type, showing its development. About 50 frames each.

- 6372 How to Read a Short-Story
- 6373 How to Read a One-Act Play
- 6374 How to Read a Narrative Poem
- 6375 How to Read an Historical Novel
- 6376 How to Read Ivanhoe—1
- 6377 How to Read Ivanhoe—2

Each color filmstrip, captions\$ 7.00
6377MX Set, 6 filmstrips boxed, Manual \$37.50

FUNDAMENTALS OF ENGLISH (J-S) M-H

Designed to implement and enrich the study of English grammar. Each is built around the nature and function of the parts of speech with a careful balance between text and pictures. About 50 frames each.

- 4348 Nouns and Their Uses
- 4349 Pronouns and Their Uses
- 4350 Adjectives and Adverbs
- 4351 Simple Sentences
- 4352 Prepositions and Conjunctions
- 4353 Verbs

Each color filmstrip, captions\$ 7.00
4353MX Set, 6 filmstrips boxed, guide ..\$37.50

COACH FOR GOOD ENGLISH M-H

Develops an understanding of the various parts that make up a sentence. About 45 frames each.

- 6231 Adverbial Clauses and Complex Sentences
- 6232 Adjective Clauses and Relative Pronouns
- 6233 Linking Verbs and Predicate Nominatives
- 6234 Transitive Verbs and Direct Objects
- 6235 Using Perfect Tenses; Building Sentences
- 6236 Compound Sentences; General Review

Each color filmstrip, captions\$ 7.00
6236MX Set, 6 filmstrips boxed, manual ..\$37.50

HOW TO WRITE (J-S) M-H

Designed to develop: 1. Skill and pleasure in writing; 2. Greater maturity in reading. Based on assumption that all language skills are closely related. Reading and writing can be more successfully practiced if the principles of composition are better understood. Edited by Dr. Stella Carter. About 50 frames each.

How to Write a Narrative:

- 6437 An Adventure with a Bear—Charles Reade
- 6438 How I Killed a Bear—Charles D. Warner
- 6439 A Race with the Wolves—Hamlin Garland
- 6440 Shipwreck in Mid-Ocean—F. R. Stockton

How to Write a Description:

- 6441 The Jungle Voyage—Ben Lucien Burman
- 6442 Storm on the Mississippi—Ben L. Burman

Each color filmstrip, captions\$ 7.00
6442MX Set, 6 filmstrips boxed, manual.....\$37.50

UNDERSTANDING POETRY (J-S) M-H

Aimed at guiding the student to a better appreciation of poetry. About 48 frames each.

- 6602 Getting the Meaning from Poetry
- 6603 Rhythm in Poetry
- 6604 Sound Effects in Poetry
- 6605 Figures of Speech
- 6606 Stanza Forms and Forms of Verse
- 6607 How to Write a Poem

Each color filmstrip, captions\$ 7.50
6607MX Set, 6 filmstrips boxed\$39.50

ADVANCED ENGLISH SERIES (J-S) FH

An excellent series developed on a step-by-step procedure to help students toward better writing and understanding of the English language.

Composition

- 5657 Organizing an Outline
- 5658 Writing an Opening Paragraph
- 5659 Writing Paragraphs
- 5660 Editing and Rewriting

5660X Set, 4 color filmstrips boxed.....\$20.00

Sentence Structure with Diagrams

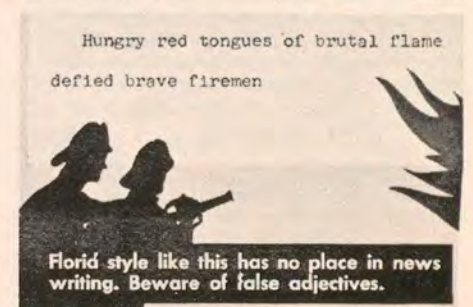
- 5673 Basic Principles of Sentence Structure
- 5674 The Simple Sentence
- 5675 The Compound Sentence
- 5676 The Complex Sentence

5676X Set, 4 color filmstrips boxed.....\$20.00

The Paragraph

- 5693 The Paragraph Sense
- 5694 Developing a Topic
- 5695 Unity and Coherence
- 5696 Transitions and Connectives

5696X Set, 4 color filmstrips boxed.....\$20.00



Hungry red tongues of brutal flame
defied brave firemen

Florid style like this has no place in news writing. Beware of false adjectives.

News Writing

- 5653 News Story Structure
- 5654 What Makes News?
- 5655 Writing the Lead
- 5656 News Words, Sentences, Paragraphs

5656X Set, 4 color filmstrips boxed.....\$20.00

A Research Paper on Shakespeare

- 5552 Determining Sources
- 5553 Gathering Facts
- 5554 Writing a Draft
- 5555 The Final Copy

5555X Set, 4 color filmstrips boxed.....\$20.00



Look It Up!

- 5556 Discovering the Dictionary
- 5557 Finding Facts and Figures
- 5558 Periodicals, Biographies, Quotations
- 5559 Pinpointing What You Want

5559X Set, 4 color filmstrips boxed.....\$20.00

Any Set of Advanced English \$20.
Each Additional Set \$15.
Each color filmstrip \$6.
ALL 6 SETS ABOVE \$95.

LANGUAGE ARTS

JR.-SR. HIGH—COLLEGE

WORD STUDY SERIES

(J-S) M-H

For use in English, Reading and Languages. These strips help you present and explain interesting and useful information about words. Advisers: Hardy R. Finch, Greenwich, Conn. H. S. and Ruth N. Macoy, Riverside, Conn. Jr. H. S. About 45 frames each.

- 4588 Synonyms, Antonyms, Homonyms, Heteronyms
4589 Words Derived from Latin and Greek
4590 Words Derived from Other Languages
4591 Keys to Word Building
4592 Word Meanings Change
4593 Unusual Word Origins
Each color filmstrip, captions\$ 7.00
4593MX Set 6 filmstrips boxed, guide\$37.50

ORGANIZING YOUR WRITING (J-S) EBF

A practical reinforcement for a vital area, it concentrates wholly on composition. The series makes a definite contribution to the attainment of clear, concise writing.

- 5023 The Five Steps in Writing a Composition
5024 Outlining a Written Composition
5025 Main Parts of a Written Composition
5026 Introduction of a Written Composition
5027 Body of a Written Composition
5028 Conclusion of a Written Composition
5029 Patterns of Paragraphs
5030 Making Transitions in Written Composition
Each color filmstrip, captions\$ 6.00
5030X Set, 8 filmstrips boxed\$48.00

MASS COMMUNICATION SERIES

(b&w) (J-S-C) KP

Four filmstrips exploring and discussing the important media of mass communication that affect our daily life, in terms of how each reaches us, what it does, and what some of its effects are. About 45 frames each.

- 4468 Newspapers 4470 Radio
4469 Television 4471 Motion Pictures
Each filmstrip, captions\$ 4.00
4471MX Set, 4 filmstrips boxed guide\$14.00

PARTS OF SPEECH

(J-S-C) EBF

Collaborator: Dr. J. C. Hodges, Univ. of Tenn. Basic foundations of English grammar assume new meaning through pictorial explanations. Valuable at levels from junior high thru college freshman English. About 48 frames each.

- 5416 Why Study Grammar? 5419 Adjectives
5417 Nouns 5420 Verbs
5418 Pronouns 5421 Adverbs
5422 Prepositions, Conjunctions, Interjections
5423 Phrases and Clauses
Each color filmstrip, captions\$ 6.00
5423X Set, 8 filmstrips boxed\$48.00

UNDERSTANDING THE SENTENCE

(J-S-C) EBF

For junior and senior high school and college freshman English classes, this series stresses basic principles necessary for a thorough understanding of sentence structure. Designed as a follow-up and extension of the earlier, best-seller series Parts of Speech. About 49 frames each.

- 7919 The Verb and the Sentence
7920 Recognizing Phrases
7921 Recognizing Clauses
7922 Kinds of Sentences
7923 Parts of the Sentence or Clause
7924 Using Personal Pronouns
7925 Reflexive, Relative, and Interrogative Pronouns
7926 Making Words Agree
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VALHALLA, NEW YORK 10595

LITERATURE

PRIMARY — INTERMEDIATE

STORYBOOK FILMSTRIP SERIES

(Sound) (P) M-H

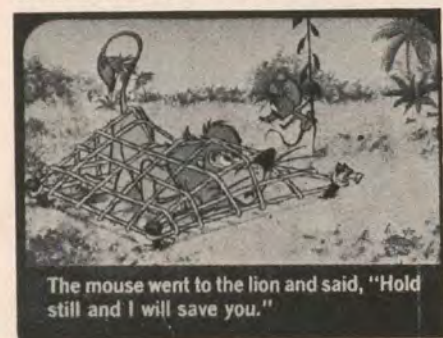
Designed to sharpen students' language arts skills. Help stimulate creative expression, broaden vocabulary, lengthen memory span, arouse interest in reading and literature, and show young pupils that books can indeed "come alive." About 50 frames each.



NEW! Tony's Good Luck
Miss Esta Maude's Secret
The Kid
The Girl in the White Hat
Bear Trouble
9526XR Sound Set, 5 color filmstrips, record\$40.00

FABLES OF AESOP (Sound) (P-I) WaSP

Each picture is captioned with large type. The narration and written word match exactly. This arrangement makes these new filmstrips suitable material for beginning. The musical background is original. It is carried throughout the entire filmstrip without an open break. For your protection, each record has a duplicate recording on its opposite side.



The mouse went to the lion and said, "Hold still and I will save you."
The Grasshopper and The Ants
The Rabbit and the Turtle
The Crow and The Pitcher
The Wind and The Sun
The Boy Who Cried Wolf
The Lion and The Mouse
7280XR Sound Set, 6 filmstrips, 6-10" long play records, boxed\$62.00

CHILDREN'S STORIES (P) M-H

Sound filmstrips in which familiar and ageless stories are told in recorded narration while the scenes, faithfully reproduced from original art work without captions, are shown on the screen. Titles in the Set:
Hansel and Gretel The Lion and the Mouse
The Little Red Hen The Cat Who Lost His Tail
Little Black Sambo Rumpelstiltskin
4723XR Set, 6 color filmstrips, 3 double-face, 3 1/3 rpm records boxed\$47.50

SKIPPER AND THE MAGIC RABBIT (P) BFI

An intriguing original story about a boy who was not satisfied to be a little boy. His experiences as a boy giant convince him that selfishness will not bring happiness.

- 1337 Skipper & the Magic Rabbit
Color filmstrip, captions\$ 6.00

STORYTOONS

(Sound) (P) S

A delightful group of well known stories presented with colorful drawings and narrated with voices which appeal to children. Grade levels shown (K-2).

Series A

- The Musicians of Bremen (K-2)
The Elves and The Shoemaker (I-3)
The Owl and The Pussycat—My Shadow
The Sleeping Beauty (I-3) (K-1)
The Legend of the Palm Tree (3-6)
The Wind and The Sun (K-3)

8903MXR Sound Set A, 6 color filmstrips, 3-10" 3 1/3 rpm records, guides\$42.50



- Series B
Three Billy Goats Gruff (K-1)
The Princess and The Pea (I-3)
Rip Van Winkle (3-6)
The Table and The Chair (K-1)
Little Red Riding Hood (K-2)
The Dog and His Shadow (K-3)
8907MXR Sound Set B, 6 color filmstrips, 3-10" 3 1/3 rpm records, guides\$42.50

- Series C
The Little Black-eyed Rebel (K-6)
Casey at the Bat (4-8)
The Gingerbread Boy (K-2)
Clever Grethel (4-6)
Mother Goose Rhymes, Part 1
Mother Goose Rhymes, Part 2
8911MXR Sound Set C, 6 color filmstrips, 3-10" 3 1/3 rpm records, guides\$42.50

CHILDREN'S WORLD

(P) SP

Those who are familiar with the motion pictures of Ti-Jean will find these helpful and entertaining.



- 3235 Ti-Jean and the Lumberjacks (30)
3236 Ti-Jean Saves the Harvest (32)
Each color filmstrip, captions\$5.00
3236X Set, 2 filmstrips\$9.50

MOTHER GOOSE RHYMES

(P) SP



- 7000 No. 1—Jack and Jill, Humpty Dumpty, Sing A Song of Six Pence, Old Woman in a Shoe. (25)
7001 No. 2—Mary Had a Little Lamb, This Little Pig, Hey Diddle Diddle, Peter Peter Pumpkin Eater. (24)
7002 No. 3—Old King Cole, Jack be Nimble, Little Boy Blue, Three Blind Mice. (20)
Each color filmstrip, captions\$ 3.50
7002X Set, 3 filmstrips\$10.00

SNIPP, SNAPP, SNURR

(P) M-H

Pictorial condensations of the appealing books of the same titles by Maj. Lindman. About 24 frames each.

- 6123 The Red Shoes 6127 The Yellow Sled
6124 The Gingerbread 6128 The Big Surprise
6125 The Magic Horse 6129 The Big Farm
6126 The Buttered Bread
Each color filmstrip, captions\$ 5.00
6130MX Set, 7 filmstrips boxed, manual\$31.00

PRIMARY GRADE STORIES

(P) M-H

Attention given to vocabulary load, phrasing, sentence structure, selection and arrangement of type to make them useful in supplementary reading, remedial reading, choral reading, sight-saving classes, and story-hour periods. About 45 frames each.

- Set A
4071 The Boy and His Goats
4072 Jack and the Beanstalk
4073 Puss In Boots
4074 The Straw Ox
4075 Dee Dee Chou and His Dog
4076 The Rabbits and the Frogs
Each color filmstrip, captions\$ 6.50
4077MX Set, 6 filmstrips boxed, guide\$35.50

- Set B
4078 Chicken Little
4079 Little Red Riding Hood
4080 Drakestail
4081 The Gingerbread Boy
4082 Noah and the Ark
4083 Kofi, An African Boy
Each color filmstrip, captions\$ 6.50
4084MX Set, 6 filmstrips boxed, guide\$35.50

- Set C
4085 Cinderella
4086 The Three Little Pigs
4087 The Four Musicians
4088 The Three Bears
4089 The Boy and the North Wind
4090 The Dog and the Cat
Each color filmstrip, captions\$ 6.50
4091MX Set, 6 filmstrips boxed, guide\$35.50

- Set D
4092 Hansel and Gretel
4093 The Little Red Hen
4094 Little Black Sambo
4095 The Lion and the Mouse
4096 The Cat Who Lost His Tail
4097 Rumpelstiltskin
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HANS CHRISTIAN ANDERSEN STORIES

(P) EBF

Text frames first present a short synopsis of the original Andersen story; then a series of colorful, delightful pictures illustrate the story for pupils to tell in their own words. Questions for review and discussion are included. 30 to 48 frames each.

- 5460 Hans Clodhopper
5461 The Tinder Box
5462 The Shepherdess and the Chimneysweep
5463 The Swineherd
5464 Thumbelina
5465 The Little Mermaid

Each color filmstrip, captions\$ 6.00
5465X Set, 6 filmstrips boxed\$36.00

HELPFUL STORIES FOR CHILDREN (P) LFS

Original true-to-life stories about the doings of animals. Through each story is woven one or more simple morals, hidden enough to allow development of pupils' conclusions. Increases the child's vocabulary by providing reading material of interest to him. About 26 frames each.



- Series 1
7017 Annie the Ant 7020 Sammy Squirrel
7018 Betty Butterfly 7021 Lano, Tropical Fish
7019 Freddie Frog 7022 Chippy Chipmunk
Each color filmstrip, captions\$ 4.50
7022X Set, 5 filmstrips boxed\$24.00

- Series 2
7161 Reddy Robin 7163 Elsie the Elephant
7162 Specky Spider
Each color filmstrip, captions\$ 5.00
7163X Set, 3 filmstrips boxed\$14.50

TALES OF FAR-AWAY FOLK

(P) FH

Dramatic folktales of six different cultures done in art style characteristic of each.



- 5635 Roy & the Donkey—A Tale from Haiti
5636—The Man Who Wouldn't Work—A Tale from Mexico
5637 The Lost Ring—A Tale from Japan
5640 Johnny & the Giant—A Tale from Ireland
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5640X Set, 4 filmstrips boxed\$15.00

STORIES FROM OTHER LANDS (P-I) EBF

Six famous stories vividly told with original color drawings. About 45 frames each.

- 5212 Dick Whittington 5214 William Tell
5213 Peter and the Dike 5215 Joan of Arc
5216 Pheidippides, the Marathon Runner
5217 Robert Bruce and the Spider
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5217X Set, 6 filmstrips boxed\$36.00

Walt Disney FILMSTRIPS

Walt Disney's STORY CLASSICS (P-I) EBF

Collaborator: Paul A. Witty, Ph.D., Northwestern Univ. Now — for the first time — famous Walt Disney classics in filmstrips. Actual scenes from the original motion pictures. Excellent incentive material for primary and middle grades language arts. About 50 frames each.



- 5788 Snow White and the Seven Dwarfs
5789 Pinocchio
5790 Bambi
5791 The Tar Baby
5792 The Laughing Place
5793 Bongo
5794 Mickey and the Beanstalk
5795 The Three Little Pigs
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Walt Disney's MAKE BELIEVE STORIES (P-I) EBF

All filmstrips adapted from Walt Disney motion pictures. Collaborator Paul A. Witty, Ph.D., Northwestern University. About 67 frames each.

- 5041 Mary, Mary, Quite Contrary
5042 Babes in Toyland
5043 Darby O'Gill and the Little People
5044 Darby O'Gill's Three Wishes
5045 Merlin the King Maker
5046 The Sword in the Stone
5047 A Princess Is Born
5048 Sleeping Beauty
5049 The First Life of Thomasina
5050 The Second Life of Thomasina
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5052 Goliath the Second
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Collaborator: Paul A. Witty, Ph.D., Northwestern Univ. A third series of Walt Disney motion picture stories adapted to filmstrips. Boys and girls love these stories, especially when they are illustrated in the unique style of Walt Disney. About 50 frames each.

- 5816 Peter Pan
5817 Lady and the Tramp
5818 The Adventures of Johnny Appleseed
5819 The Adventures of Pecos Bill
5820 The Adventures of Mr. Toad
5821 The Legend of Sleepy Hollow
5822 Peter and the Wolf
5823 The Brave Little Tailor
Each color filmstrip, captions\$ 6.00
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Walt Disney's FANTASY STORIES (P-I) EBF

Collaborator: Paul A. Witty, Ph.D., Northwestern Univ. Eight additional Walt Disney motion pictures adapted to filmstrip form. Picture stories with easy-to-follow continuity. Dr. Witty contributes much to make them effective as classroom learning aids. About 50 frames each.

- 5802 Alice in Wonderland
5803 Cinderella
5804 Dumbo
5805 Ferdinand the Bull
5806 Ben and Me
5807 The Little House
5808 Morris the Midget Moose
5809 Lambert the Sheepish Lion
Each color filmstrip, captions\$ 6.00
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Continued on page-8

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LANGUAGE ARTS

LITERATURE

PRIMARY — INTERMEDIATE

Walt Disney WONDER TALES (P-I) EBF

Educator-designed for effective group experience in language arts and reading. Adaptations made from authentic Disney drawings. Discussion questions and suggestions are included. About 50 frames each.

- 7830 Adventures of Paul Bunyan
7831 Casey at the Bat
7832 Brer Rabbit Runs Away
7833 Willie, the Operatic Whale
7834 Pedro, the Little Airplane
7835 Susie, the Little Blue Coupe
7836 Little Toot
7837 Johnny Fedora and Alice Bluebonnet
Each color filmstrip, captions\$ 6.00
7837X Set, 8 filmstrips boxed\$48.00

Walt Disney STORIES OF YESTERDAY (P-I-J) EBF

Two stories each from six Disney live-action films, about 60 frames each.

- 7604 Hans Brinker, Boy of Holland
7605 Hans Brinker's Great Decision
7606 Adventures in Search of Castaways
7607 End of Search for Castaways
7608 The Pauper Prince
7609 The Princely Pauper
7610 Two Men on a Mountain
7611 Third Man on the Mountain
7612 The Great Locomotive Capture
7613 The Great Locomotive Chase
7614 Swiss Family Shipwrecked
7615 Swiss Family Rescued
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Walt Disney's DISNEYLAND (P-I-J) EBF

These colorful, exciting filmstrips provide excellent incentive for countless language arts activities in oral and written composition from primary through junior high. Vivid color photographs are woven together with carefully worded captions to tell the absorbing story of each of the five "lands."

- 5753 Fantasyland 5756 Adventureland
5754 Frontierland 5757 Main Street U.S.A.
5755 Tomorrowland
Each color filmstrip, captions\$ 6.00
5757X Set, 5 filmstrips boxed\$30.00

GRADE LEVEL CODING (Shown after Set Title)

- (P) Primary (K-3)
(I) Intermediate (4-6)
(J) Junior High (7-9)
(S) Senior High (9-12)
(C) College and Adult

STORIES FOR CHILDREN (P-I) EBF

Vivid and interesting drawings tell the story with lucid text frames. About 47 frames each.

- 5866 Gulliver Among the Lilliputians
5867 The Lady of Shalott
5868 The Wild Swans
Each color filmstrip, captions\$ 6.00
5868X Set, 3 filmstrips boxed\$18.00

CHILDREN'S STORIES OF FAMOUS AMERICANS (P-I) EBF

Famous men of American history come to life in this group. Told with vivid color drawings, emphasis is laid on the background influences that made each man great. About 45 frames each.

- 5206 Capt. John Smith 5209 Peter Stuyvesant
5207 Ethan Allen 5210 Paul Revere
5208 William Penn 5211 John Paul Jones
Each color filmstrip, captions\$ 6.00
5211X Set, 6 filmstrips boxed\$36.00

INTER. — JR. — SR. HIGH

FOLK TALES FROM MANY LANDS (I) M-H

Designed to stimulate an interest in books and reading. Each is an adaptation of a world-famous folk tale. Puppets were chosen as the photographic medium for these stories because they are less realistic than human actors, hence well-adapted to folk tales. About 45 frames each.



Then one morning Pinocchio awoke to find that overnight he had grown donkey ears and was braying like a real donkey.

- 4374 Clever Manka—Czechoslovakia
4375 Pinocchio—Italy
4376 The Tinker and the Ghost—Spain
4377 Gudbrand-on-the-Hillside—Scandinavia
4378 The Goose Girl—Germany
4379 The Five Chinese Brothers—China
Each color filmstrip, captions\$ 6.50
4379MX Set, 6 filmstrips boxed, guide\$35.00

Walt Disney FAMOUS STORIES RETOLD (I-J) EBF

The excitement of the original novels is retained in retelling these six famous stories through filmstrip adaptations of Walt Disney feature motion pictures in live action with authentic costumes and settings. About 62 frames each.

- 7824 Twenty Thousand Leagues Under the Sea
7825 Kidnapped
7826 The Sword and the Rose
7827 Pollyanna
7828 Toby Tyler with the Circus
7829 Old Yeller
Each color filmstrip, captions\$ 6.00
7829X Set, 6 filmstrips boxed\$36.00

Walt Disney DOG STORIES (I-J) EBF

Adapted from six well-known Walt Disney motion pictures. They provide a group of interesting stories for use as basic language arts material. Also include many science concepts of animal life, habits and adaptations. About 57 frames each.



- 7986 Seventeen Dalmatians
7987 One Hundred and One Dalmatians
7988 Greyfriar's Bobby Loses a Friend
7989 Greyfriar's Bobby Finds a Home
7990 Nikki Faces the Wilderness
7991 Nikki, Wild Dog of the North
7992 Big Red's New Trainer
7993 Big Red to the Rescue
7994 Arizona Sheep Dog
7995 Wetback Hound
Each color filmstrip, captions\$ 6.00
7995X Set, 10 filmstrips boxed\$60.00

Filmstrips on 10 day approval — Order blanks on middle pages.

AMERICAN FOLKLORE (I-J) M-H

Each a re-enactment of a famous folk tale of America — dramatized by means of puppets. About 45 frames each.

- 4489 Johnny Appleseed 4491 Joe Magarac
4490 Pecos Bill 4492 Paul Bunyan
Each color filmstrip, captions\$ 6.50
4492MX Set, 4 filmstrips boxed, guide\$23.50

Walt Disney ACTION STORIES (I-J) EBF

Adapted from the motion pictures using live actors they vividly portray the people and events in the books. About 51 frames each.



- 9985 Treasure Island
9986 Robin Hood
9987 Rob Roy
9988 Johnny Tremain, Minuteman
9989 True Son, American Frontier Boy
9990 Tonka—The Horse That Survived
Custer's Last Stand
Each color filmstrip, captions\$ 6.00
9990X Set, 6 filmstrips boxed\$36.00

AMERICAN FOLK HEROES (I-J-S) EBF

Fascinating drawings tell the dramatic stories of eight great Americans who have become a part of the nation's most cherished folklore. About 52 frames each.

- 5198 Miles Standish 5202 Sam Houston
5199 Johnny Appleseed 5203 Wild Bill Hickok
5200 Davy Crockett 5204 Buffalo Bill
5201 Mike Fink 5205 Kit Carson
Each color filmstrip, captions\$ 6.00
5205X Set, 8 filmstrips boxed\$48.00

FAMOUS AMERICAN STORIES (I-J-S) EBF

Six of America's greatest story tellers are covered in this colorful set. Realistic art drawings supplemented by captions in authors' own words make each story understandable and absorbing. Review questions follow. Collaborator: Dr. Ruth Strickland, Indiana Univ. About 48 frames each.

- 5448 The Gold Bug—Poe
5449 Tom Sawyer White Washes Fence—Twain
5450 Evangeline—Longfellow
5451 The Man Without a Country—Hale
5452 The Great Stone Face—Hawthorne
5453 The Luck of Roaring Camp—Harte
Each color filmstrip, captions\$ 6.00
5453X Set, 6 filmstrips boxed\$36.00

AMERICAN AUTHORS (I-J-S) M-H

Aimed to help the student gain a better understanding and appreciation of some of America's best known authors. Life and works shown in color drawings. About 40 frames each.

- 4534 Louisa May Alcott
4535 Samuel Clemens (Mark Twain)
4536 Henry Wadsworth Longfellow
4537 Washington Irving
4538 Edgar Allan Poe
4539 John Greenleaf Whittier
Each color filmstrip, captions\$ 6.50
4539MX Set, 6 filmstrips boxed, guide\$35.00

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

JR. — SR. HIGH

AMERICAN LEGENDARY HEROES (I-J-S) EBF

Stories of six of America's best loved legendary heroes. Color drawings. About 52 frames each.



Finally, Rip turned his steps toward home; but how stiff and tired he was!

- 5172 Ichabod Crane 5175 Pecos Bill
5173 Rip Van Winkle 5176 Hiawatha
5174 Paul Bunyan 5177 Uncle Remus
Each color filmstrip, captions\$ 6.00
5177X Set, 6 filmstrips boxed\$36.00

GREAT WRITERS (J-S) FH

A new series with records and guides. Emphasizes human interest, quotations read aloud, examples of techniques, author's philosophy, historical background, influence today.



- Shakespeare
His Life His Works
His Times His Style
3555MXR Sound Set, 4 color filmstrips, 2-10"
long play records boxed\$30.00

- Thoreau
His Life His Works
His Times His Style
3559MXR Sound Set, 4 color filmstrips, 2-10"
long play records boxed\$30.00



- Dostoevski
His Life His Works
His Times His Style
3560MXR Sound Set, 4 color filmstrips,
2-10" long play records, guide\$30.00

- Any Set of Great Writers\$30.
Each Additional Set\$25.
ALL 3 SETS ABOVE\$80.

AMERICAN AUTHORS (b&w) (J-S) EBF

Leads to better appreciation of these authors and their works. About 51 frames each.

- 5832 Washington Irving
5833 James Fenimore Cooper
5834 Henry Wadsworth Longfellow
5835 John Greenleaf Whittier
5836 Oliver Wendell Holmes
5837 Louisa May Alcott
Each filmstrip, captions\$ 3.00
5837X Set, 6 filmstrips boxed\$18.00

AMERICAN POETS (J-S) EBF

Drawings tell the story and show major influences affecting each poet and his effect on American literary culture. About 49 frames each.

- 5316 William Cullen Bryant
5317 Emily Dickinson
5318 Sidney Lanier
5319 James Russell Lowell
5320 Edgar Allan Poe
5321 Walt Whitman
Each color filmstrip, captions\$ 6.00
5321X Set, 6 filmstrips boxed\$36.00

GREAT CLASSICS OF LITERATURE (J-S-C) EBF

A cross-section of great literature, with exciting drawings from Spain, - bring alive these stories. The Pardoner's Tale is made from color photographs of live actors. Excellent to develop an interest to read these books. About 47 frames each.



- 9991 Iliad 9997 Oedipus the King
9992 Odyssey 9998 Faust
9993 Aeneid 9999 Paradise Lost
9994 Don Quixote
9995 Prologue to the Canterbury Tales
9996 The Pardoner's Tale
Each color filmstrip, captions\$ 6.00
9999X Set, 9 filmstrips boxed\$54.00

THE ANCIENT MARINER (b&w) (J-S) MIF

Illustrations taken from engravings of Gustave Dore. Choice lines and stanzas give highlights of this dramatic tale. 58 frames each.

- 7015 The Dreadful Deed
7016 The Mariner Repents
Each filmstrip, captions\$3.50
7016X Set, 2 filmstrips\$6.00

STORIES FROM SHAKESPEARE (J-S-C) EBF

Collaborator: T. A. Barnhart, S.T.C., St. Cloud, Minn. Very effective for use with study of the plays, almost each is a complete story in itself. Drawings show authentic costumes and settings. About 45 frames each.

- 5328 Hamlet
5329 Macbeth
5330 Julius Caesar
5331 Henry V
5332 As You Like It
5333 A Midsummer Night's Dream
Each color filmstrip, captions\$ 6.00
5333X Set, 6 filmstrips boxed\$36.00

Records for the Classroom—Catalog 17R
If you need one, please write for it.

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

SHAKESPEARE'S THEATER (J-S-C) EBF

Most of the pictures used are gorgeous paintings executed by the British Shakespearean scholar and artist, C. Walter Hodges. Some are photographs of an authentic model of the Globe Theatre constructed under the supervision of Dr. Richard Southern. Captions tie the visuals together into fascinating continuity. Accompanying the series is an illustrated teacher's manual containing valuable utilization suggestions. About 45 frames each.



Hoisting flag indicating "Play Performance Today".

- 7869 Prologue of the Globe Theater
7870 The Playhouse Comes to London
7871 The Globe Theater: Its Design and Construction
7872 A Day at the Globe Theater
Each color filmstrip, captions\$ 6.00
7872MX Set, 4 filmstrips boxed, manual\$24.00

SHAKESPEARE SERIES (b&w) (J-S-C) M-H

Deals with Shakespeare's life, times and plays. Each taken from a photo-play. Gives complete synopsis based on Shakespeare's text. 40 to 62 frames.

- 4056 Introduction to Shakespeare
4057 Shakespeare's Theater
4058 Hamlet
4059 Macbeth
4060 Romeo & Juliet
4061 A Midsummer-Night's Dream
4062 As You Like It
4063 Henry V
Each filmstrip, captions\$ 4.50
4064MX Set, 8 filmstrips boxed, guide\$32.50

LIFE IN ELIZABETHAN TIMES (J-S-C) M-H

A picture of England in which Shakespeare lived and wrote. About 45 frames each.



- 6608 England During the Reign of Queen Elizabeth
6609 Life in Elizabethan London
6610 The Life of William Shakespeare
6611 The Theater and the Players
Each color filmstrip, captions\$ 6.75
6611MX Set, 4 filmstrips boxed\$24.50

Continued on next page. 9

LANGUAGE ARTS

SR. HIGH — COLLEGE

GREAT BRITISH NARRATIVE POEMS (Sound) (J-S-C) EBF

Six of the best-known storytelling poems by English poets. C. Walter Hodges, British artist-illustrator, gives visual form to each poem with his imaginative watercolors. He also edited the poems for classroom use. These abridgements are on the record jackets. Their aural interpretations make students more aware of the beauty and rhythm of the poetry.



- 5104R The Rime of the Ancient Mariner
5105R The Deserted Village
5106R The Eve of St. Agnes
5107R The Prisoner of Chillon
5108R The Pied Piper of Hamelin
5109R The Lady of Shalott

Each color filmstrip & LP record.....\$ 9.00
5109XR Set, 6 Sound filmstrips,
6 LP records, boxed.....\$54.00

JULIUS CAESAR (b&w) (S-C) M-H

Based on Shakespeare's text, stills from MGM's screen version make this series a must.

- 4466 Julius Caesar, 1 (55)
4467 Julius Caesar, 2 (42)

Each filmstrip, captions.....\$4.50
4467MX Set, 2 filmstrips.....\$8.00

CLASSICS OF MEDIEVAL ENGLISH LITERATURE (S-C) EBF

Collaborator: J. Burke Severs, Ph.D., Lehigh University. Presents a cross section of outstanding, representative works of medieval English literature. Captions have been adapted from recognized translations and authenticated by the collaborator. To enrich the student's appreciation of these classics through the use of colorful woodcut prints specially executed for this series. About 41 frames each.



From *Sir Gawain and the Green Knight*

- 7974 Beowulf
7975 Sir Gawain and The Green Knight
7976 The Nun's Priest's Tale
7977 The Second Shepherd's Play
7978 Morte D'Arthur
7979 Everyman

Each color filmstrip, captions.....\$ 6.00
7979X Set, 6 filmstrips boxed.....\$36.00

STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

LIBRARY AND STUDY SKILLS

INTER. — JR. — SR. HIGH

BETTER STUDY HABITS (I-J) M-H

Original color art work. Designed to overview and stress certain important study and learning skills. About 40 frames each.

- 4284 Improve Your Study Habits
4285 Improve Your Handwriting
4286 Improve Your Reading
4287 Improve Your Spelling
4288 Improve Your Vocabulary
4289 Improve Your Punctuation

Each color filmstrip, captions.....\$ 6.50
4289MX Set, 6 filmstrips boxed, guide.....\$35.00

USING THE LIBRARY (I-J) EBF

Produced with the cooperation of the American Association of School Librarians. Designed to acquaint students with materials available in the elementary school library, and to familiarize them with the proper use of these materials. The how-to-use theme is maintained throughout the series. About 47 frames each.

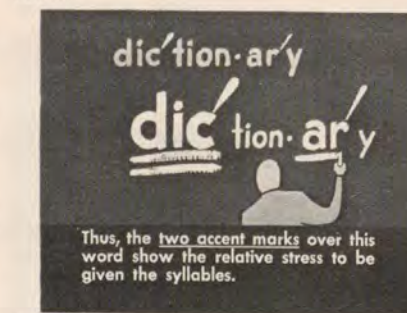


- 7968 Your Library: A World of Books
7969 The Card Catalog
7970 The Classification of Books
7971 Using the Dictionary
7972 Using the Encyclopedia
7973 Using Special Reference Books

Each color filmstrip, captions.....\$ 6.00
7973X Set, 6 filmstrips boxed.....\$36.00

SCHOOL LIBRARY SERIES (I-J-S) M-H

Designed to help teachers and librarians present basic information about books and operation and use of the library.



- 4102 Using Books
4103 The Dewey Decimal System
4104 The Card Catalog
4105 The Dictionary (Part 1)
4106 The Dictionary (Part 2)
4107 The Encyclopedia

Each color filmstrip, captions.....\$ 8.50
4108MX Set, 6 filmstrips boxed, guide.....\$45.00

STUDY SKILLS (b&w) (J-S) VS

Cartoons call attention to basic principles which will aid in utilizing time allotted for studying.

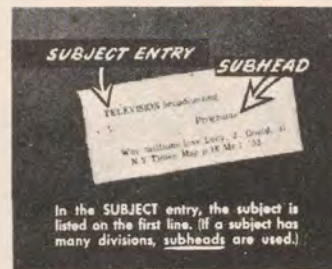
- 8444 How to Study (68)

Filmstrip, captions.....\$3.00

JR.-SR. HIGH—COLLEGE

LIBRARY TOOLS SERIES (J-S-C) M-H

Designed to help teachers and librarians present fundamental information about the nature and use of basic research and resource materials of the library. About 45 frames each.



In the **SUBJECT** entry, the subject is listed on the first line. (If a subject has many divisions, **subheads** are used.)

- 4500 One-Volume Encyclopedias
4501 Reader's Guide
4502 Almanacs and Yearbooks
4503 Books for Biography
4504 Gazetteers and Atlases
4505 Aids in Writing and Reading

Each color filmstrip, captions.....\$ 7.00
4505MX Set, 6 filmstrips boxed, guide.....\$37.50

DEVELOPING EFFECTIVE READING-STUDY SKILLS (Sound) (J-S-C) BFI

Tackles the problem of building proper habits and attitudes, outlining steps to promote faster reading and better study skills. Specific methods and techniques are presented. Especially effective for those who are in the academic doldrums. A 74 frame filmstrip, record and manual in set.

1361MXR Sound Set, Color filmstrip, long play record, fibre storage-shipping case.....\$17.50

PUBLIC SPEAKING (Sound) (S-C) BFI

The importance of speaking as one of man's basic systems of communication, different types of speeches, need for careful speech organization and basic techniques for organizing a speech. Primarily for high school but may be used in junior high and college Manual included.

- Introduction to Public Speaking (56)
Basic Organization of a Speech (62)

1359MXR Sound Set, 2 color filmstrips, 2 long play records, fibre storage-shipping case

Sold only as a Set \$25.00

THE COLLEGE LIBRARY (S-C) M-H

Introduces the student to the materials available in the college library — organization and arrangement, and usefulness for specific purposes. Help the student develop skill in locating, selecting, using and describing these materials. Adviser: Jean Key Gates, Univ. of Maryland. About 34 frames each.

- 4905 Introduction to the College Library
4906 Classification and the Card Catalog
4907 Reference Materials
4908 Dictionaries
4909 Indexes
4910 Using Library Resources for a Research Paper

Each color filmstrip, captions.....\$ 8.50
4910X Set, 6 filmstrips boxed.....\$45.00

ESEA — NDEA — EOA

Most of the filmstrips in this Catalog 17 can be purchased under one of these Acts. Check your State Dept. of Education for approval.

SOCIAL STUDIES — HOME AND COMMUNITY

PRIMARY

COMMUNITY HELPERS (P) M-H

Visualizes the services and duties of community workers. Told photographically in delightful story form. About 40 frames each.

Set 1

- 4493 The Policeman 4496 The Bus Driver
4494 The Fireman 4497 The Doctor
4495 The Mailman 4498 The Grocer

Each color filmstrip, captions.....\$ 6.50
4498MX Set, 6 filmstrips boxed, guide.....\$35.00

Set 2

- 4711 The Dentist
4712 The Milkman
4713 The Librarian
4714 The Service Station Man
4715 The Street Maintenance Man
4716 The Sanitation Department Man

Each color filmstrip, captions.....\$ 6.50
4716MX Set, 6 filmstrips boxed.....\$35.00

EXPERIENCES IN LIVING (b&w) (P) KP

For Social Studies and Language Arts. Designed to help orient and guide young children in some important everyday situation. About 32 frames each.

- 4336 We Go To School
4337 We Plan Together
4338 We Work Together
4339 We Make Some Safety Rules
4340 We Visit the Doctor
4341 We Visit the Dentist

Each filmstrip, captions.....\$ 4.00
4341MX Set, 6 filmstrips boxed, guide.....\$22.50

SHELTER (P) EBF

Collaborator: Dr. Florence Taylor, Penna State Univ. Shows the development of shelter from early days of man to today's homes as well as how they are built. About 45 frames each.

- 5352 Houses of Long Ago
5353 Why We Need Houses
5354 Kinds of Houses
5355 Tools and Materials for Building Houses
5356 The Parts of a House
5357 Men Who Build Our Houses

Each color filmstrip, captions.....\$ 6.00
5357X Set, 6 filmstrips boxed.....\$36.00

CHILDREN'S WORLD SERIES (P) M-H

Introduce young children to some interesting facts about the world in which they live. The drawings, and vocabulary, as well as the technique using the "discovery" of generalizations by the youngsters, are especially designed for the primary grade curriculum. For social studies and language arts teaching. About 24 frames each.



- 6083 The Milk We Drink
6084 Visit to a Shopping Center
6085 All Kinds of Houses
6086 A Loaf of Bread
6087 Winter Comes to the Country
6088 Summer Comes to the Country

Each color filmstrip, captions.....\$ 6.00
6088X Set, 6 filmstrips boxed.....\$32.50

STANLEY BOWMAR CO., INC.

FAMILY OUTINGS (Color) (P) LFS

Typical family activities out-of-doors, including some elements of health, safety, courtesy, cooperation and science.



Debbie, Rick and Glenn all picked horses for their first ride.

- 7135 The Family Goes Shopping
7136 Family Picnic
7137 A Day at the Seashore
7138 Fun at the Park
7139 The Family Visits the Zoo

Each color filmstrip, captions.....\$ 5.00
7139X Set, 5 filmstrips boxed.....\$23.50

THE HOME COMMUNITY (P) EBF

Collaborator: Dr. Ruth Ellsworth, Wayne University. How the family unit is constituted, why it is important, and how youngsters can help make it run smoothly. Photographs. About 45 frames each.

- 5254 Our Family To The Rescue
5255 Family Fun
5256 Keeping Busy
5257 Helping Mother and the Family
5258 Brothers and Sisters
5259 Growing Up

Each color filmstrip, captions.....\$ 6.00
5259X Set, 6 filmstrips boxed.....\$36.00

Records for the Classroom—Catalog 17R
If you need one, please write for it.

THE NEIGHBORHOOD COMMUNITY (P) EBF

Depicts youngsters in normal but interesting associations with families and neighbors. Learning experience is enriched by built-in questions for discussion while the strips are being shown. Collaborator: Dr. Ruth Ellsworth, Wayne Univ. About 48 frames each.

- 5272 Robbie's Neighborhood
5273 Different Neighborhoods
5274 Sharing with Neighbors
5275 Places We All Own
5276 Neighborhood Workers
5277 In and Out of the Neighborhood

Each color filmstrip, captions.....\$ 6.00
5277X Set, 6 filmstrips boxed.....\$36.00

SCHOOL HELPERS SERIES (P) M-H

Simple stories show youngsters what these members of the school staff do for them. About 37 frames each.

- 4654 The Teacher 4657 The Principal
4655 The Custodian 4658 The School Nurse
4656 Safety Patrol 4659 Cafeteria Workers

Each color filmstrip, captions.....\$ 6.00
4659MX Set, 6 filmstrips boxed.....\$32.50

SCHOOL COMMUNITY (P) EBF

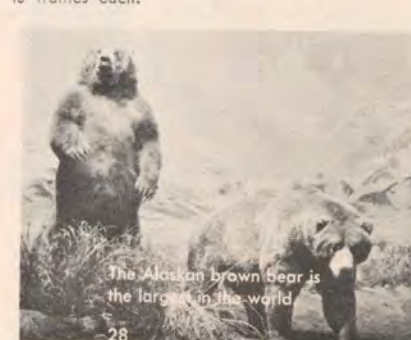
Collaborator: Dr. Ruth Ellsworth, Wayne University. To help young pupils make a healthy adjustment to a new environment — the school, these stories provide delightful experiences to make positive impressions on young minds. About 45 frames each.

- 5260 The New Pupil 5263 Our Job in School
5261 Our School 5264 Part of the Team
5262 School Helpers 5265 School Courtesy

Each color filmstrip, captions.....\$ 6.00
5265X Set, 6 filmstrips boxed.....\$36.00

WE TAKE A TRIP (P) M-H

Using color photographs this series documents the family trip of a small boy and girl and tells about what they see and do in each of these places. About 40 frames each.



The Alaskan brown bear is the largest in the world.

- 4594 A Trip to the Zoo
4595 A Trip to the Fair
4596 A Trip to the Beach
4597 A Trip to the Museum

Each color filmstrip, captions.....\$ 6.50
4597MX Set, 4 filmstrips boxed, guide.....\$24.50

LIFE ON THE FARM (P) EBF

Collaborator: Dr. A. Wheeler, George Peabody College. Six important farm activities seen through the eyes of two visiting city children. Photographs. About 45 frames each.

- 5248 Milking
5249 Gathering Eggs
5250 Feeding the Animals
5251 Haying
5252 Picking Vegetables
5253 Picking Fruit

Each color filmstrip, captions.....\$ 6.00
5253X Set, 6 filmstrips boxed.....\$36.00

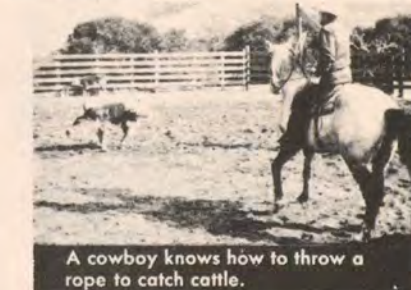
FARM FATHERS (P) LFS

True photographic stories of children on kinds of farms, work that fathers do, food and clothing, how plants grow, etc. Vocabulary frames included. Prod. in collaboration with Childhood Educ. Ass'n.

Series 1

- 7115 My Dad is a Vegetable Farmer
7116 My Dad is a Dairy Farmer
7117 My Dad is a Fruit Farmer
7118 My Dad is a Wheat Farmer
7119 My Dad is a Cotton Farmer

Each color filmstrip, captions.....\$ 5.00
7119X Set, 5 filmstrips boxed.....\$23.50



A cowboy knows how to throw a rope to catch cattle.

Series 2

- 7149 My Dad is a Hay Farmer
7150 My Dad is a Poultry Farmer
7151 My Dad is a Cattle Rancher
7152 My Dad is a Sheep Rancher
7153 My Dad is a Veterinarian

Each color filmstrip, captions.....\$ 5.00
7153X Set, 5 filmstrips boxed.....\$23.50

All Filmstrips

AVAILABLE ON APPROVAL

Continued on next page.

SOCIAL STUDIES — HOME AND COMMUNITY

PRIMARY — INTERMEDIATE

OUR COMMUNITY HELPERS (P-I) LFS

This new series focuses attention on those people who play such an important part in everyone's life, yet too often are taken for granted. About 32 frames each.

Set 1

7100 The Baker
7101 The Grocer
7102 The Fireman
Each color filmstrip, captions\$ 5.00
7104X Set, 5 filmstrips boxed\$23.50

Set 2

7105 The Dentist
7106 The Doctor
7107 The Librarian
Each color filmstrip, captions\$ 5.00
7109X Set, 5 filmstrips boxed\$23.50

COMMUNITY SERVICES (P-I) EBF

Especially good for 3rd and 4th grades for developing a better understanding of what these services do for us. About 45 frames each.

5358 Our Library
5359 Our Fire Department
5360 Our Police Department
5361 Our Post Office
5362 Our Health Department
5363 Our Parks and Playgrounds
Each color filmstrip, captions\$ 6.00
5363X Set, 6 filmstrips boxed\$36.00

CO-OPERATIVE LIVING HOME SERIES (P-I) LFS

Actual color photographs depict the day-to-day activities of a real family. Mother, Father, and children share in emphasizing the importance of cooperating in the home. Instruction in home safety, proper health habits, care of pets, etc. About 26 frames each.

2762 Day Begins
2763 Father Works for the Family
2764 Mother Cares for the Family
2765 The Children Have a Busy Day
2766 Saturday
Each color filmstrip, captions\$ 5.00
2766X Set, 5 filmstrips boxed\$23.50

All Filmstrips Available

ON APPROVAL

TRANSPORTATION: AN OCEAN PORT (P-I) IFC

A most delightful study of a great ocean port, the ships that visit it, and the activities that must take place in any port serving ships from around the world. Excellent for students in any part of the country. About 31 frames each.



1091 A Liner in Port
1092 The Work Ships Do
1093 Ships Large and Small
1094 Going to See
Each color filmstrip, captions\$ 6.00
1094X Set, 4 filmstrips boxed\$24.00

NEW!

WHERE FOOD COMES FROM (P-I) WaSP

How long does it take to lay an egg? How many eggs does a chicken lay in one year? How can you tell if an egg is fresh? How does the cow's body change grass to milk? How many quarts of milk does a cow produce each day? These questions and others are answered in this series.



Eggs For You to Eat
Eggs That Produce Chicks
How The Cow Produces Milk
Milk From the Cow to You
7299X Set, 4 filmstrips boxed\$25.00

FOOD (P-I) EBF

Set embraces major concepts in area of food outlined in third and fourth grade social studies courses. Collaborator: Dr. F. J. Estvan, Univ. of Wis. About 48 frames each.

5706 Kinds of Food
5707 Where Food Comes From
5708 Getting Food Ready for Market
5709 Keeping Foods from Spoiling
5710 The Food Store
5711 Food for Good Health
Each color filmstrip, captions\$ 6.00
5711X Set, 6 filmstrips boxed\$36.00

WAYS WE TRAVEL SERIES (P-I) M-H

To show young children the different modes of mass transportation and some common experiences one would have on such trips. About 45 frames each.

6868 Linda and Ben Take a Bus Trip
6869 Sue and Tim Ride on a Train
6870 Bob and Amy Take an Airplane Ride
6871 A Subway Ride for Dick and Janet
6872 On a Great Lakes Boat with Lee, Jane and Nan
6873 On an Ocean Liner with Beth and Jay
Each color filmstrip, captions\$ 6.50
6873X Set, 6 filmstrips boxed\$35.50

JUNIOR TRAVEL (P-I) LFS

Shows modes of transportation and advantages of each.

7130 Trip by Ship
7131 Mary's Trip by Air
7132 Trip by Auto
7133 Jack's Trip by Bus
7134 Mary's Trip by Train
Each color filmstrip, captions\$ 5.00
7134X Set, 5 filmstrips boxed\$23.50

FARM AND CITY SERIES (P-I) M-H

Compares and contrasts four examples of living environments. Each strip shows how the children and family live. About 36 frames each.

4615 Life on a Small Farm
4616 Life on a Large Ranch
4617 Life in a Small Town
4618 Life in a Large City
Each color filmstrip, captions\$ 6.00
4618MX Set, 4 filmstrips boxed, guide\$22.50

Records for the Classroom—Catalog 17R
If you need one, please write for it.

Filmstrips on 10 day approval — Order blanks on middle pages.

INTERMEDIATE

FAMILY SHELTER (I) LFS

A simple presentation of modern types of shelter, planning and building a house and the workers who contribute to the finished product.

7125 Planning a Home
7126 Building a Home
7127 My Dad is a Carpenter
7128 From Tree to Homesite
7129 Men and Building Materials
Each color filmstrip, captions\$ 5.00
7129X Set, 5 filmstrips boxed\$23.50

THE TOWN COMMUNITY (I) EBF

Collaborator: Dr. Ruth Ellsworth, Wayne University. By means of simple but delightful stories of everyday family life these filmstrips clarify the meaning of interdependence in the community life of a small city. Photographs. About 45 frames each.

5278 This Is Our Town
5279 How Our Town Began
5280 How Our Town Grew
5281 Living In Our Town
5282 Working In Our Town
5283 The Future of Our Town
Each color filmstrip, captions\$ 6.00
5283X Set, 6 filmstrips boxed\$36.00

COUNTRY COMMUNITY (I) EBF

Collaborator: Dr. Ruth Ellsworth, Wayne University. Points out unique characteristics of rural life and role of the farm community in providing many necessities of life for the nation. Photographs. About 45 frames each.

5266 The American Farmer
5267 A Rural Village
5268 Living on a Farm
5269 School in the Country
5270 The New Fire Engine
5271 A Country Fair
Each color filmstrip, captions\$ 6.00
5271X Set, 6 filmstrips boxed\$36.00

THE CITY COMMUNITY (I) EBF

Collaborator: Ruth Ellsworth, Ph.D., Wayne Univ. These will induce profitable discussion of complex big city life. Photographs tell the story in an important social studies area. About 49 frames each.



5284 Here Is The City
5285 Business in the City
5286 Living in the City
5287 Problems of the City
5288 Working in the City
5289 Keeping the City Alive
Each color filmstrip, captions\$ 6.00
5289X Set, 6 filmstrips boxed\$36.00

OUR PUBLIC UTILITIES (I) EBF

Tells how the health, safety, and welfare of towns and cities are dependent upon certain commodities and services being readily available to their inhabitants. About 52 frames each.

5959 Electricity for the Community
5960 Telephones for the Community
5961 Gas for the Community
5962 Water for the Community
5963 Waste Disposal for the Community
5964 Public Transportation for the Community
Each color filmstrip, captions\$ 6.00
5964X Set, 6 filmstrips boxed\$36.00

LEARNING TO USE MAPS (I-J) EBF

Collaborator: Clyde F. Kohn, Ph.D., Northwestern Univ. Fills a long-felt need for complete film material in the area of map study. Beautiful color art drawings develop each topic. Provide continuity completely understandable. At the end of each filmstrip are suggestions for extended classroom activity. About 47 frames each.

5796 Reading Directions on Maps
5797 Measuring Distances on Maps
5798 Locating Places on Maps
5799 Reading Physical Maps
5800 Reading Political and Economic Maps
5801 Studying an Area Through Maps
Each color filmstrip, captions\$ 6.00
5801X Set, 6 filmstrips boxed\$36.00

OUTLINE MAP SERIES (b&w) (I-J-S) M-H

Outline maps for projection on a blackboard. They contain 59 maps, black outlines on white backgrounds—all without identification to help students build their knowledge of geography.

6904 Asia and Australia (19 maps)
6905 The Americas (21 maps)
6906 Europe and Africa (19 maps)
Each b&w filmstrip, captions\$ 4.00
6906X Set, 3 filmstrips boxed\$11.00

SOCIAL STUDIES — WORLD GEOGRAPHY

PRIMARY — INTERMEDIATE

CHILDREN OF COLD LANDS (P-I) M-H

Helps children to understand how families in less-advanced cultures must depend on natural resources for basic needs but even so they are still dependent on trade for many things. About 30 frames each.

Eskimo Children on Baffin Island:
4866 —Autumn
4867 —Winter
4868 —Spring
4869 —Summer
4870 Day in Life of an Indian Girl
4871 Day in Life of an Indian Boy
Each color filmstrip, captions\$ 6.75
4871X Set, 6 filmstrips boxed\$36.50

FAMILIES AROUND THE WORLD (P-I) EBF

Geared closely to the middle grades geography curriculum, this series presents eight highly instructive and delightfully entertaining stories of simple family life in various regions of the world. About 47 frames each.



7939 Family of Mexico
7940 Family of Guatemala
7941 Family of Brazil
7942 Family of Scotland
7943 Family of Yugoslavia
7944 Family of Israel
7945 Family of Jordan
7946 Eskimo Family
Each color filmstrip, captions\$ 6.00
7946X Set, 8 filmstrips boxed\$48.00

HOW TO USE MAPS AND GLOBES (I-J) M-H

A series to teach the principles of maps and map reading — what the symbols mean and how to get useful and valuable information from maps. About 36 frames each.

6698 Maps: What They Are
6699 Map Symbols and Terms
6700 Globes: Our Most Accurate Maps
6701 Maps: Their Types and Uses
6702 Latitude and Longitude — Find Places and Directions
6703 Latitude and Longitude — Time Zones and Climate
Each color filmstrip, captions\$ 6.50
6703X Set, 6 filmstrips boxed\$35.50

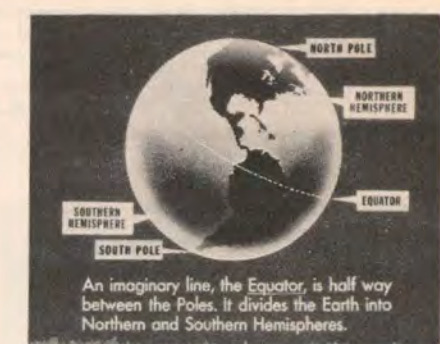
STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

MAPS (I-J-S) SP

Explains scale measure and shows how information and symbols used on a map depend on scale to which drawn.

3106M Introducing Map Scale (36)
Color filmstrip, captions manual\$5.00



An imaginary line, the Equator, is half way between the Poles. It divides the Earth into Northern and Southern Hemispheres.

GRADE LEVEL CODING (Shown after Set Title)

(P) Primary (K-3)
(I) Intermediate (4-6)
(J) Junior High (7-9)
(S) Senior High (9-12)
(C) College and Adult

CHILDREN OF MANY LANDS (b&w) (P-I) EBF

Photographs show the everyday life, customs and traditions of boys and girls of other lands. About 72 frames each.

Set 1

5007 Eskimo Children
5008 Navajo Children
5009 French-Canadian Children
5010 Colonial Children
5011 Mexican Children
5012 Children of Holland
5013 Children of Switzerland
5014 Children of China
Each filmstrip, captions\$ 3.00
5015X Set, 8 filmstrips boxed\$24.00

Set 2

5079 Irish Children
5080 French Children
5081 Spanish Children
5082 Norwegian Children
5083 Japanese Children
5084 English Children
5384 Greek Children
5385 Italian Children
Each filmstrip, captions\$ 3.00
5385X Set, 8 filmstrips boxed\$24.00

FAMILIES OF OTHER LANDS (I) EBF

A child of each land "narrates in captions," introduces the family and tells how they live, how they make a living, their food, customs, clothing and homes. About 49 frames each.

7653 Family of Spain
7654 Family of West Germany
7655 Family of Jamaica
7656 Family of Central Asia
7657 Family of India
Each color filmstrip, captions\$ 6.00
7657X Set, 5 filmstrips boxed\$30.00

LIFE IN OTHER COUNTRIES (b&w) (I-J-S) KP

Each a dramatic picture-story of the daily life of a rural family, showing how they live, work, play, worship, go to school. About 46 frames each.

4436 Turkey
4437 Greece
4438 Switzerland
4439 Netherlands
4440 Denmark
4441 Canada
Each filmstrip, captions\$ 4.00
4441MX Set, 6 filmstrips boxed\$22.50

FAMILIES OF THE WORLD (b&w) (I-J-S) M-H

The same families as dealt with in People Are People Series. Each a photographic story of a farm family, showing the way of life around the world. Woven through each are the basic themes common to the lives of all mankind. About 35 frames each.

4175 China
4176 Czechoslovakia
4177 Egypt
4178 England
4179 Equatorial Africa
4180 France
4181 Germany
4182 Italy
4183 Japan
4184 Mexico
4185 Pakistan
4186 United States
Each filmstrip, captions\$ 3.50
4186MX Set, 12 filmstrips boxed, guide\$36.00

All filmstrips in COLOR unless noted.

CHILDREN OF FOREIGN COUNTRIES (Color) b&w (I-J) WaSP

Each tells a warm story of how a 13 year old boy lives today in his particular country. The camera follows the boy through his day, showing how and what he eats, what he uses to brush his teeth, how he bathes, where he sleeps, what his chores are, what he studies in school, the kind of games he plays, something about his religion and his superstitions, his hopes for the future, etc.



How Naim Lives in Turkey (Col)
How Uttam Lives in India (Col)
How Johnnyshah Lives in Iran (Col)
How Prapan Lives in Thailand (Col)
How Duee Lives in Liberia (b&w)
How Kwaku Lives in Ghana (b&w)
7291X Set, 6 filmstrips boxed\$32.00

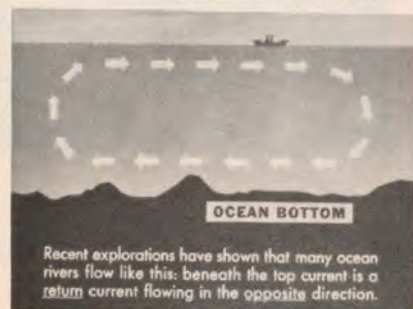
Continued on next page.

SOCIAL STUDIES — WORLD GEOGRAPHY

INTER. — JR. — SR. HIGH

LOOKING AT THE EARTH WE LIVE ON (I-J) M-H

Designed to develop students' understanding of the earth's physical features — land and water forms, weather, climate and their relation to ways of living in parts of this country. About 41 frames each.



Recent explorations have shown that many ocean rivers flow like this: beneath the top current is a return current flowing in the opposite direction.

- 6280 Oceans and Coasts
- 6281 Lakes and Rivers
- 6282 High and Low Lands
- 6283 Our Land and Its Waters
- 6284 Weather and Seasons
- 6285 Climate and Plants

Each color filmstrip, captions\$ 6.50
6285MX Set, 6 filmstrips boxed, manual\$35.00

THE EARTH AND ITS WONDERS (I-J-S) EBF

Comprised entirely of easily understood original color drawings making clear some of the basic fundamentals of geology. About 50 frames each.



With repeated freezing and thawing, the mass becomes solid ice.

- 5192 The Story of Rivers
- 5193 The Story of Underground Water
- 5194 The Story of the Air
- 5195 The Story of Ice and Glaciers
- 5196 The Story of Mountains
- 5197 The Story of Volcanoes

Each color filmstrip, captions\$ 6.00
5197X Set, 6 filmstrips boxed\$36.00

FOREST AND FOREST PRODUCTS (I-J) BFI

All aspects of the Pacific Coast lumber industry, from growing trees on tree farms, to the end products of finished lumber, plywood, and paper, are shown. Heavy equipment is shown in operation as are all the jobs, from the "toppers" who trim the trees before they are cut, to the operators of the paper-making machines and the fork lift trucks. A comprehensive up-to-date look at one of the most important industries in the country. About 40 frames each.

- Redwood Lumber Industry: Lumber Mill
- Redwood Lumber Industry: Planing Mill
- Plywood Industry
- Paper Industry: Trees in the Forest
- Paper Industry: Paper Mill

1331MX Set, 5 filmstrips boxed, manual\$30.00

RICE (I-J-S) LFS

The complete story of rice from ground preparation to the finished product being shipped to market. 52 frames.

7193 Rice
Color filmstrip, captions\$6.00

OUR GEOGRAPHY (Sound) (I-J) FH

The first 3 sets of a new series for Middle Grades and Up.

Our Planet, the Earth

Titles in this set suggest the wealth of material covered.

- The Earth and Its Neighbors
- Maps and How to Read Them
- How the Earth Was Formed
- Climate Regions
- The Earth's Peoples
- Economic Geography

3581MXR Sound Set, 6 color filmstrips,
3-10" 33 1/3 rpm records, script, guide \$45.00

Regions of the United States

An excellent overview of the major regions of the U. S. Shows changes in agriculture, industry, population which are taking place as well as topography, climate and other factors for development of various areas.

- The Northeast
- The South
- Middle West
- The Plains, Mountain and Desert States
- Pacific Northwest
- Pacific Southwest

3582MXR Sound Set, 6 color filmstrips,
3-10" 33 1/3 rpm records, script, guide \$45.00

The North Atlantic Community

A timely presentation of an area in the forefront of present day interest. The strengths and weaknesses of the countries grouped around the North Atlantic Ocean are discussed and compared.

- Political Foundation
- Cultural Background
- Geographical
- Economic Resources
- Economic Development
- World Outlook

3583MXR Sound Set, 6 color filmstrips,
3-10" 33 1/3 rpm records, script, guide \$45.00

Each Set of 6\$45.00

Each Additional Set\$40.00

ALL 3 SETS ABOVE\$125.00

STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

WORLD GEOGRAPHY SERIES (I-J-S) M-H

Series utilizes the modern approach to world geography which relates the major geographical concepts to their influence on man and his society. Unlike earlier materials which have given only slight attention to Africa and Asia, these conceptual filmstrips are truly world-wide in scope. About 36 frames each.



There are three main kinds of vegetation: forest, grassland, and desert. Forests occur in moist areas; grasslands in semi-moist areas; deserts in dry areas.

- 6249 Vegetation and Man
- 6250 Landforms and Man
- 6251 Maps and Map Projections
- 6252 Producing the World's Food
- 6253 Climate and Man
- 6254 World Trade and Trade Routes
- 6255 Producing the World's Goods
- 6256 Village, Town and City

Each color filmstrip, captions\$ 8.00
6256X Set, 8 filmstrips boxed\$56.00

CLOTHING (I-J) EBF

Collaborator: Florence E. Taylor, Ed. D., Penn. State Univ. Correlates closely with the basic social studies curriculum. Last three of great value in home economics classes. About 47 frames each.

- 5764 Clothes and Why We Wear Them
- 5765 Proper Clothes and Their Care
- 5766 Where Clothes Come From
- 5767 Materials for Clothing
- 5768 How Cloth is Made
- 5769 The Clothing Factory

Each color filmstrip, captions\$ 6.00
5769X Set, 6 filmstrips boxed\$36.00

DEEP SEA CRAB INDUSTRY (I-J) BFI

First, to sea in a crab-fishing boat to see traps baited, crabs hauled in and sized, how radios and other navigational aids are used, and to meet the crew. Then to follow the freshly caught crabs from the ship through the cannery and onto a restaurant table. About 40 frames each.

- Harvesting the Crab
- The Crab Cannery

1316X Set, 2 filmstrips boxed\$12.00

CALIFORNIA OIL TANKER (I-J) BFI

Comprehensive treatment of oil transportation by ship. Nature and construction of a modern tanker; facts about crude oil industry; manufacture of refined products.

1305 California Oil Tanker (76)
Color filmstrip, captions\$10.00

INDUSTRIES (I-J-S) G

Authentic and up-to-date information about important modern industries of the West. Photography records processes in field, forest, or factory. Graphic art (maps, charts, etc.) is used for generalizations. About 41 frames each.

- 7738 Lettuce
- 7739 Lumber
- 7740 Olives
- 7741 Salt

Each color filmstrip, captions\$ 6.00
7741X Set, 4 filmstrips boxed\$21.50

MINING & METALS (I-J-S) SP

Offers a clear, accurate picture of the exploration, processing and distribution of aluminum.

3264 Aluminum (55)
Color filmstrip, captions\$5.00

PRODUCTS AND INDUSTRIES (I-J-S) KP

Each tells the story of an important product or industry—where raw materials come from, how processed or manufactured, uses of the product and importance of product and industry to our daily life. About 42 frames each.

- 4146 How We Get Our Iron and Steel
- 4147 How We Get Our Copper
- 4148 How We Get Our Cotton
- 4149 How We Get Our Rubber
- 4150 How We Get Our Coal
- 4151 How We Get Our Aluminum

Each filmstrip, captions\$ 4.00
4152MX Set, 6 filmstrips boxed, guide\$22.50

- 4153 How We Get Our Coffee
- 4154 How We Get Our Glass
- 4155 How We Get Our Plastics
- 4156 How We Get Our Paper
- 4157 How We Get Our Sugar
- 4158 How We Get Our Oil

Each filmstrip, captions\$ 4.00
4159MX Set, 6 filmstrips boxed, guide\$22.50

- 4167 How We Get Our Leather
- 4168 How We Get Our Wool
- 4169 How We Get Our Rayon
- 4170 How We Get Our Gas
- 4171 How We Get Our Electricity
- 4172 How We Get Our Cement

Each filmstrip, captions\$ 4.00
4173MX Set, 6 filmstrips boxed, guide\$22.50

SOCIAL STUDIES — UNITED STATES GEOGRAPHY

INTER. — JR. — SR. HIGH

PEOPLE AND PLACES (Sound) (I-J-S) FH

This series is designed to broaden the horizons of children in Grades 4-10.

Original photos and dramatic narration acquaint children with people, environments and occupations beyond their usual experiences. Each set has 2 filmstrips and an LP record. Other subjects will be added.

New England Fishermen

Story of a day with commercial fishermen, how they catch and prepare fish for market, followed by the story of a fisherman's family in Chatham, Mass.

- Blue Water Men
- Life in a New England Village

3573XR Sound Set; 2 color filmstrips,
10" long play record\$15.00



Harlem, New York

The story of a Negro family at home, with the slums, vacant lots and new housing projects. The roles of various agencies in this area, while the second gives an example of a Negro construction worker and the problems presented.

- Living in Harlem
- Making a Living

3574XR Sound Set; 2 color filmstrips,
10" long play record\$15.00

Ohio Farmer

Shows how a family operates its own dairy farm and regulations needed for health protection while we next see how this family lives.

- A Dairy Farm
- Life in a Farm Community

3575XR Sound Set; 2 color filmstrips,
10" long play record\$15.00

Steel Worker

A dramatic picture and word study of an 8-hour shift at a Basic Oxygen Furnace. Shows how materials are made into steel. Next shows a furnace man at home near Pittsburgh with emphasis on effects of automation.

- B. O. F. Men
- A Steel Community

3576MXR Sound Set, 2 color filmstrips,
10" long play record\$15.00

Any Set of Peoples and Places\$15.00
Each Additional Set\$12.50
ALL 4 SETS ABOVE\$52.50

U.S. REGIONAL GEOGRAPHY (I-J-S) M-H

Photographs deal with physical, industrial and human geography of the U. S. One title treats the nation as a whole, and each of the others, a specific region. Selection and division of regions based on current curriculum methods and trends. About 43 frames each.

- 4290 United States—A Regional Overview
- 4291 The Northeast
- 4292 The Gulf Plains
- 4293 The Appalachian Highlands
- 4294 The Plateau States
- 4295 The Pacific Coast States
- 4296 The Great Lakes
- 4297 The Central Plains
- 4298 The Atlantic Plains and Piedmont
- 4299 The Great Plains

Each color filmstrip, captions\$ 6.75
4299MX Set, 10 filmstrips boxed, guide\$59.50

THE UNITED STATES GEOGRAPHY — SOCIAL STUDIES SERIES (I-J-S-C) M-H

Designed to provide a better understanding of 8 major regions of the U. S. Each of the regions makes a distinctive contribution to the welfare of the nation as a whole. Each has its own set of problems growing out of its natural environment, its historic development, and the present-day economic, social and political activities of its inhabitants. The attention of the student is directed to a consideration of the many factors involved in the development of these activities. About 35 frames each.

Set 1

- 4786 Southern New England Region: New Industries
- 4787 Middle Atlantic Seaboard Region: Great Cities — Megalopolis
- 4788 Gulf Coast Region: The South's Land of Opportunity
- 4789 Great Lakes Area: Men, Minerals and Machines
- 4790 Central Farming Region: Food for the Nation
- 4791 Great Plains: From Green to Gold
- 4792 Rocky Mountain Area: Backbone of the Nation
- 4793 Southwest: Land of Promise

Each color filmstrip, captions\$ 7.50
4793X Set, 8 filmstrips boxed\$55.00

Set 2

- 4876 The Southeast: A Changing Land
- 4877 Pacific Northwest: Working with Water
- 4878 Alaska: America's Frontier State
- 4879 Hawaii: America's Island State

Each color filmstrip, captions\$ 7.50
4879X Set, 4 filmstrips boxed\$28.00

THEN AND NOW IN THE UNITED STATES (I-J) EBF

Produced by Silver Burdett Co. Collaborator: Dr. C. W. Sorenson, III, State Normal Univ. Help students' understanding of the people, resources, problems, and interrelationships of 18 different regions of the U. S. Each tells (1) where the region is, (2) what kind of a place it is, (3) how the people have used available resources and met the handicaps, and (4) how events in the past help explain present-day life. Review and discussion at end of each. Superb drawings, photos, and maps. About 43 frames each.

Then and Now

- 5770 In New England
- 5771 Along the Main Street of the East
- 5772 In the Appalachian Mountains
- 5773 On the Great Lakes Waterway
- 5774 In the Corn Belt
- 5775 In the Midwest Dairy Lands
- 5776 In the Old South
- 5777 In the Cotton Belt
- 5778 Along the Lower Mississippi
- 5779 In the Tennessee Valley
- 5780 In Florida
- 5781 In Texas
- 5782 In the Rocky Mountains
- 5783 On the Great Plains
- 5784 In California
- 5785 In the Pacific Northwest
- 5786 In the Southwest
- 5787 Between the Western Mountains

Each color filmstrip, captions\$ 6.00
5787X Set, 18 filmstrips boxed\$108.00

See listing of FOLK SONGS on Page 58,
Filmstrips with Records.

OUR NATIONAL PARKS (I-J-S) IFC

The preservation of these areas has been an important asset of the United States. Here the student can see some reasons for setting aside the areas. About 40 frames each.

- 1042 Mammoth Cave, Kentucky
- 1043 The Everglades, Florida
- 1044 The Great Smoky Mountain
- 1045 Okefenokee Swamp, Georgia

Each color filmstrip, captions\$ 6.00
1045X Set, 4 filmstrips boxed\$24.00

Regional Social Geography of U.S. (Color) (I-J) EBF

Each set provides a complete human and physical geographical survey of that region. Photographs, with maps and charts.

NORTHEASTERN STATES

(Me., N. H., Vt., Mass., Conn., R. I., N. Y., N. J., Del., Md., Pa., W. Va.)

- 5735 N.E. States: Natural Environment
- 5736 N.E. States: People and History
- 5737 N.E. States: Agriculture
- 5738 N.E. States: Industry
- 5739 N.E. States: Commerce
- 5740 N.E. States: Life and Culture

Each color filmstrip, captions\$ 6.00
5740X Set, 6 filmstrips boxed\$36.00

THE SOUTHEASTERN STATES

(Ky., Va., Tenn., N.C., S.C., Fla., Ga., Ala., Miss., Ark., La.)

- 5466 S.E. States: Natural Environment
- 5467 S.E. States: People and History
- 5468 S.E. States: Agriculture
- 5469 S.E. States: Industry
- 5470 S.E. States: Commerce
- 5471 S.E. States: Life and Culture

Each color filmstrip, captions\$ 6.00
5471X Set, 6 filmstrips boxed\$36.00

MIDDLE STATES

(Ohio, Mich., Ind., Ill., Wis., Minn., Iowa, Mo.)

- 5747 Mid. States: Natural Environment
- 5748 Mid. States: People and History
- 5749 Mid. States: Agriculture
- 5750 Mid. States: Industry
- 5751 Mid. States: Commerce
- 5752 Mid. States: Life and Culture

Each color filmstrip, captions\$ 6.00
5752X Set, 6 filmstrips boxed\$36.00

FAR WESTERN STATES

(Washington, Oregon, California, Nevada)

- 5490 F.W. States: Natural Environment
- 5491 F.W. States: People and History
- 5492 F.W. States: Agriculture
- 5493 F.W. States: Industry
- 5494 F.W. States: Commerce
- 5495 F.W. States: Life and Culture

Each color filmstrip, captions\$ 6.00
5495X Set, 6 filmstrips boxed\$36.00



NORTHWESTERN STATES

(N.D., S.D., Nebr., Kan., Mont., Wyo., Colo., Idaho, Utah)

- 5758 N.W. States: Natural Environment
- 5759 N.W. States: People and History
- 5760 N.W. States: Agriculture
- 5761 N.W. States: Industry
- 5762 N.W. States: Commerce
- 5763 N.W. States: Life and Culture

Each color filmstrip, captions\$ 6.00
5763X Set, 6 filmstrips boxed\$36.00

THE SOUTHWESTERN STATES

(Tex., Okla., N. Mex., Ariz.)

- 5478 S.W. States: Natural Environment
- 5479 S.W. States: People and History
- 5480 S.W. States: Agriculture
- 5481 S.W. States: Industry
- 5482 S.W. States: Commerce
- 5483 S.W. States: Life and Culture

Each color filmstrip, captions\$ 6.00
5483X Set, 6 filmstrips boxed\$36.00

Continued on next page.

SOCIAL STUDIES — UNITED STATES GEOGRAPHY

INTER. — JR. — SR. HIGH

THE U. S. NORTHEAST (I) EBF

As part of EBF's new World Geography Program, this reflects an up-to-date curriculum coordination. It shows the Northeast's regional functions and influence on the nation and the world. About 57 frames each.

7558 U.S. Northeast: Headquarters Region of the Nation

7559 U.S. Northeast: Growth of the Region

7560 U.S. Northeast: America's Gateway

7561 U.S. Northeast: Its Decision-Making Cities

7562 U.S. Northeast: People of the Region

Each color filmstrip, captions\$ 6.00

7562X Set, 5 filmstrips boxed\$30.00

HAWAII: THE ISLAND STATE (I-J-S) EBF

Reveals the significant events in Hawaii's growth to statehood, and provides a study of the state's physical geography, its important natural resources, and its unique population. About 50 frames each.

5965 Hawaii: Discovery and Development

5966 Hawaii: Islands and Their Resources

5967 Hawaii: People and Their Way of Life

5968 Hawaii: Commerce and Industry

Each color filmstrip, captions\$ 6.00

5968X Set, 4 filmstrips boxed\$24.00

HAWAII

(I-J-S) G

A series on our 50th State provides deeper understanding than the usual tourist's eye-view. Captions focus the students' attention on the important concepts for which each picture was selected. Provides an overview of the harmonious peoples, colorful cultures and economic forces at work. About 49 frames each.

7715 Historic Sites

7716 Geography of Hawaii

7717 Volcanism

7718 Agriculture in Hawaii

7719 Tourism in Hawaii

7720 Culture of the Islands

7721 Trees & Flowers in Hawaii

7722 Children of Hawaii

Each color filmstrip, captions\$ 6.00

7722X Set, 8 filmstrips boxed\$42.50

ALASKA: FRONTIER STATE (I-J-S) EBF

A chronological summary of the major events in Alaska's history and a practical study of the state's resources, its land, its climate, and its people and their work. About 47 frames each.

7935 Alaska: Discovery and Development

7936 Alaska: The Land and Its Resources

7937 Alaska: People and Their Way of Life

7938 Alaska: Commerce and Industry

Each color filmstrip, captions\$ 6.00

7938X Set, 4 filmstrips boxed\$24.00

ALASKA

(I-J) G

New filmstrips on our 49th State bring vicarious travel experiences to the classroom. Photographed by Alaska residents and teachers, they show Alaska through the eyes of people with varied interests and experiences. About 43 frames each.



7710 Geography of Alaska

7711 Memories of the Past

7712 Southeastern Alaskan Towns

7713 Eskimo Village Life

7714 Eskimo Village Children

Each color filmstrip, captions\$ 6.00

7714X Set, 5 filmstrips boxed\$27.00

All filmstrips in COLOR unless noted.

SOCIAL STUDIES — NORTH AMERICA

CANADIAN REGIONAL GEOGRAPHY SERIES (I-J-S) M-H

Up-to-date photographs and interpretive maps are used to provide an overall picture of Canada — its geography, natural resources and industries. Set 1 describes the physical geography of Canada's main regions. Sets 2 and 3 present in-depth studies of each region, pointing out the relationship between geographical environment and the industries and occupations of the inhabitants of the region. Produced by NFBC. About 42 frames each.



Set 1

6193 Introduction to Canada's Geography

6194 The Atlantic Region

6195 The Canadian Shield

6196 The Interior Plains

6197 Southern Ontario — St. Lawrence Lowlands

6198 The Western Mountain Region

Each color filmstrip, captions\$ 6.75

6198X Set, 6 filmstrips boxed\$36.75

Set 2 — In Western Canada

6154 Wheat Farming 6156 Railway City

6155 The Cattle Ranch 6157 Timber City

Each color filmstrip, captions\$ 6.75

6157X Set, 4 filmstrips boxed\$24.50

Set 3 — In Eastern Canada

6874 Ships and Power 6877 Deep-Sea Fishing

6875 The Seaway 6878 Industrial City

6876 From the Sea 6879 Port City

Each color filmstrip, captions\$ 6.75

6879X Set, 6 filmstrips boxed\$36.75

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

NORTH AMERICA'S CHANGING FACE (I-J) IFC

Geology and biology play a large role in the changes which are shown. The many types of water and vegetation in this continent are discussed. About 40 frames each.

1038 Sea Coasts

1039 Mountains

1040 Bodies of Water

1041 Forest, Grassland or Desert?

Each color filmstrip, captions\$ 6.00

1041X Set, 4 filmstrips boxed\$24.00

CANADA'S NORTH (I-J-S) EBF

Long forsaken and unknown to all but the Eskimos and a handful of hardy prospectors and explorers, Canada's North has changed little since the dawn of time. Recent scientific discoveries and world events have helped focus attention on its potential and importance. About 42 frames each.

7520 Canada's North — Introduction

7521 The Mackenzie River

7522 The Yukon

7523 The Caribou Eskimo

7524 The Modern Eskimo

7525 The Arctic Islands

7526 Eskimo Sculpture

7527 Eskimo Prints

Each color filmstrip, captions\$ 6.00

7527X Set, 8 filmstrips boxed\$48.00

CANADA: PEOPLE AT WORK (I-J-S) EBF

Produced by Dr. C. W. Sorenson, III, State Normal Univ. it brings out various aspects of our neighbor. About 48 frames each.

5846 Fishermen of Nova Scotia

5847 Villages in French Canada

5848 Farm and City in Ontario

5849 Wheat Farmers of Western Canada

5850 Vancouver and the Western Mountains

5851 Logging in Canadian Forests

Each color filmstrip, captions\$ 6.00

5851X Set, 6 filmstrips boxed\$36.00

MEXICAN TOWN, POPULATION 14,000 (I-J) WaSP

A 1964 production of the life of children in the town of San Miguel de Allende in the Central Highlands. Bright, colorful photographs tell the story.

At School

The Home

The Tortilla

Market Day

7274X Set, 4 filmstrips boxed\$25.00

Sold only as a Set

MEXICO IN TRANSITION (I) EBF

Tells the story from early beginnings. Spanish Colonialism, to the present. Shows problems of an underdeveloped nation in raising its standard of living; gives a flavor to the land, its people, art and history. About 56 frames each.

7658 The Land of Mexico

7659 The People of Mexico

7660 Mexico in Revolution

7661 Agricultural Revolution in Mexico

7662 Industrial Revolution in Mexico

7663 Artistic Revolution in Mexico

7664 Three Farmers in Mexico

7665 Arts and Crafts of Mexico

Each color filmstrip, captions\$ 6.00

7665X Set, 8 filmstrips boxed\$48.00

OUR WORLD NEIGHBORS: MEXICO (I-J-S) IFC

Mexico as it is today. Gives a brief political history with emphasis on the Spanish influences visible today. Shows the variety and color of Mexican culture. About 38 frames each.



1028 Ancient Mexico

1029 Mexican People of Today

1030 Mexican Markets and Crafts

1031 Mexico City and Acapulco

Each color filmstrip, captions\$ 6.00

1031X Set, 4 filmstrips boxed\$24.00

AVAILABLE ON APPROVAL

SOCIAL STUDIES — CENTRAL AND SOUTH AMERICA

MIDDLE AMERICA SERIES (I-J) M-H

Designed to provide a better understanding of these peoples. Emphasizes concept formation, development of generalizations, presents scientific problems, introduces basic ideas, structures of regions with an emphasis on use of maps. About 37 frames each.



4828 Mexico: Northern and Southern Regions

4829 Mexico: Central and Gulf Coast Regions

4830 Central America: Crowded Highlands

4831 Central America: Tropical Lowlands

4832 Haiti and Dominican Republic

4833 Jamaica and Lesser Antilles

4834 Puerto Rico

Each color filmstrip, captions\$ 6.75

4834X Set, 7 filmstrips boxed\$42.50

MEXICO AND CENTRAL AMERICA (I-J-S) EBF

By C. W. Sorenson, Ph.D., Illinois State Normal Univ. The lands and peoples of these countries take on new and vivid meaning. Color photographs and authentic maps. Questions for review and discussion at the end. About 50 frames each.

5741 Ranch in Northern Mexico

5742 Small Town in Mexico

5743 Farmers of Mexico

5744 People of Guatemala

5745 Costa Rica, the Rich Coast

5746 Panama and the Canal

Each color filmstrip, captions\$ 6.00

5746X Set, 6 filmstrips boxed\$36.00

SOUTH AMERICA (I-J) EBF

Important aspects of the life, culture, natural environment, and economics of South America. Color photographs and maps tell each story, and each ends with review questions. By Clarence W. Sorenson, Ph.D., Ill. State Normal Univ. About 50 frames each.

Eastern and Southern Lands

5717 Amazon Village

5718 Desert to Forest in Chile

5719 People of Paraguay

5720 Ranch and City in Uruguay

5721 Farmers of Argentina

5722 New Coffee Lands in Brazil

Each color filmstrip, captions\$ 6.00

5722X Set, 6 filmstrips boxed\$36.00

Along The Andes

5729 The New Venezuela

5730 Mountain Farmers of Colombia

5731 Along the Equator in Ecuador

5732 Inca Lands in Peru

5733 Highland People of Bolivia

5734 Pan-American Highway

Each color filmstrip, captions\$ 6.00

5734X Set, 6 filmstrips boxed\$36.00

CHILE (I-J) BFI

Presents an overview of Chile today. Shows the country, housing, transport, agriculture and people at work and play. About 36 frames each.

Chilean Journey

Farming in Chile

Sold only as a Set

1307X Set, 2 filmstrips boxed\$12.00

CHILDREN OF LATIN AMERICA (I-J) M-H

Each an original, contemporary story of life in these areas. Original art work. About 40 frames each.

4240 Vacation on the Pampas—Argentina

4241 Chico Learns to Read—Brazil

4242 Jose Harvests Bananas—Guatemala

4243 Market Day at Cusco—Peru

4244 Fiesta Day—Mexico

4245 The Silver Studded Belt—Chile

Each color filmstrip, captions\$ 6.50

4246MX Set, 6 filmstrips boxed, guide\$35.00

OUR LATIN AMERICAN NEIGHBORS (I-J) M-H

An up-to-date picture of the geography, economy and ways of life of six countries of South America. Excellently prepared maps are used throughout to keep the student well-oriented as to the location of major geographical areas, rivers and cities. About 43 frames each.

4760 Argentina

4761 Brazil, Part I

4762 Brazil, Part 2

4763 Chile

4764 Colombia

4765 Peru

4766 Venezuela

Each color filmstrip, captions\$ 6.75

4766X Set, 7 filmstrips boxed\$42.50

SOCIAL STUDIES SERIES (I-J) B

A new series of short filmstrips designed to give a clear, basic story for each area covered. Number of frames shown (24).

North America

7750 The Adirondacks (23)

7751 Alabama (30)

7752 Arizona (30)

7753 Central Valley of California (33)

7754 Cliff Dwellings of Mesa Verde (29)

7755 Cross Country USA: S. Car. to Cal. (38)

7756 High Plateaus of Utah (30)

7757 Colorado Plateau (34)

7758 Georgia (30)

7759 Los Angeles Basin (30)

7760 Louisiana (28)

7761 Middle Rio Grande (24)

7762 Western Montana (24)

7763 Ohio & Mississippi Rivers:

Cincinnati to New Orleans (25)

7764 Oregon (31)

7765 San Francisco (21)

7766 Heart of Shenandoah Valley (21)

7767 Montreal (27)

7768 Trans-Canada Highway, West (36)

Central and South America

7769 Bolivia (30)

7770 Cartagena (19)

7771 Costa Rica (30)

7772 The Guianas (24)

7773 Honduras—Banana Republic (29)

7774 Guantanamo Bay, Cuba (30)

7775 The Inca Empire (19)

7776 Rio de Janeiro (19)

7777 Lima (24)

7778 Econ. Develop. of Jamaica (39)

7779 The Maya of Yucatan (34)

7780 Panama Canal (18)

7781 Peru (32)

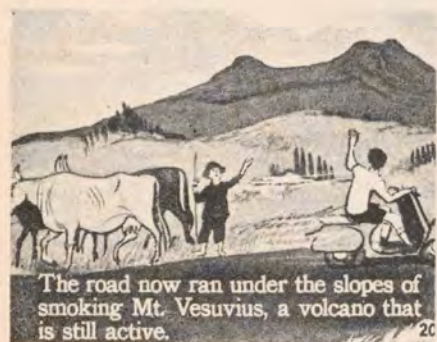
Africa

SOCIAL STUDIES — EUROPE

INTER. — JR. — SR. HIGH

CHILDREN OF EUROPE SERIES (I-J) M-H

Done in original art work, each an original and contemporary story of life in another country, built around the daily life of a boy or girl of that country. About 45 frames each.



The road now ran under the slopes of smoking Mt. Vesuvius, a volcano that is still active.

- 4430 Homespun Holiday—Ireland
 - 4431 The Ski Meet—Norway
 - 4432 Robi's Alpine Summer—Switzerland
 - 4433 Simone's Surprise—France
 - 4434 Piet Takes a Barge Trip—Holland
 - 4435 Paolo's Birthday Ride—Italy
- Each color filmstrip, captions\$ 6.50
4435MX Set, 6 filmstrips boxed, guide\$36.00

VISITS TO EUROPEAN LANDS (I) M-H

Shows the occupations, industries, scenic sights, physical characteristics. Photographs. About 45 frames each.

- 6158 England and Scotland
 - 6159 Scandinavia
 - 6160 The Low Countries
 - 6161 France
 - 6162 Italy
- Each color filmstrip, captions\$ 6.50
6163MX Set, 5 filmstrips boxed, manual\$29.50

HOME LIFE IN EUROPEAN LANDS (I) M-H

Color photographs show typical home life from child's viewpoint. 45 frames each.

- 6164 Home Life in England
 - 6165 Home Life in Norway
 - 6166 Home Life in Holland
 - 6167 Home Life in Switzerland
 - 6168 Home Life in France
 - 6169 Home Life in Italy
- Each color filmstrip, captions\$ 6.50
6170MX Set, 6 filmstrips boxed, manual\$35.00

IMPRESSIONS OF HOLLAND (I-J) EBF

The land and people of Holland: cities, customs, dress, economic, cultural and social habits. About 48 frames each.

- 5877 Glimpses of Holland
 - 5878 Amsterdam
 - 5879 Holland: Flower Center of Europe
 - 5880 Holland: Land of Tulips
 - 5881 Costumes & Customs of Old Holland
- Each color filmstrips, captions\$ 6.00
5881X Set, 5 filmstrips boxed\$30.00

THE BRITISH ISLES (I-J) EBF

Gives children a clear impression of outstanding characteristics of the land and the people. Besides the usual captioned pictures, there are pictures with no captions, some with captions that are questions. Collaborator: A. E. Moodie, Ph.D., No. Western Univ. About 46 frames each.

- 5000 The United Kingdom: A Green and Pleasant Land
 - 5001 Village, Town, City in United Kingdom
 - 5002 Industry and the United Kingdom
 - 5003 The United Kingdom and the Sea
 - 5004 The United People of Great Britain and Northern Ireland
 - 5005 The Republic of Ireland and Its People
- Each color filmstrip, captions\$ 6.00
5005X Set, 6 filmstrips boxed\$36.00

CENTRAL EUROPE

(I-J) EBF

Produced by Clarence W. Sorensen aims at showing the self-sufficiency of each area as well as interdependence between each and the rest of the world. About 50 frames each.

- 5920 Mountains & Valleys in Switzerland
 - 5921 Austrian Alps
 - 5922 People of West Germany
 - 5923 The Netherlands & the Sea
 - 5924 Rural Belgium
 - 5925 The Rhine River
- Each color filmstrip, captions\$ 6.00
5925X Set, 6 filmstrips boxed\$36.00

THE SOVIET UNION

(I-J-S) M-H

Shows the totalitarian system of socialism in the USSR. The pervading control of government into every phase of life, be it work, schooling, the press or speech, is amply illustrated. The successes, sacrifices and problems of the Soviet System are objectively presented. About 40 frames each.

- 6688 Economic Life in the Soviet Union
 - 6689 Education in the Soviet Union
 - 6690 Cultural Life in the Soviet Union
 - 6691 Citizens' Rights in the Soviet Dictatorship
- Each color filmstrip, captions\$ 6.75
6691X Set, 4 filmstrips boxed\$24.50

CITIES OF EUROPE

(I-J-S-C) EBF

Cultural, economic and social aspects of each city are shown as well as important points of interest. About 50 frames each.

- 5882 Rome: the City
 - 5883 Paris
 - 5884 Vienna
 - 5885 London
 - 5886 Madrid
 - 5887 Toledo, Fortress City
 - 5888 Granada & Alhambra
- Each color filmstrip, captions\$ 6.00
5888X Set, 7 filmstrips boxed\$42.00

EXPLORING DA GAMA'S PORTUGAL (Sound) (I-J-S) IFC

This set was produced for two major purposes: to provide badly-needed background for the study of the Age of Discovery and Exploration, and to acquaint students with one of the least-traveled countries of modern western Europe.

- Portugal Today (Part I)
- Portugal Today (Part II)
- 1073MXR Sound Set, 2 color filmstrips, 1-33/3 rpm record, guide\$15.00
- Prelude to Empire — Prior to the 1400's
- The Age of Exploration—to the 1500's
- 1074MXR Sound Set, 2 color filmstrips, 1-33/3 rpm record, guide\$15.00
- 1075MXR Sound Set, both of above sets\$30.00

OUR WORLD NEIGHBORS: ALONG THE DANUBE (I-J-S) IFC

Acquaints the student with the variety of cultural patterns along the Danube, provides an introduction to the geopolitical divisions and indicates the relation between the physical geography and the economy of the area. About 32 frames each.



- 1083 People Along the Danube
 - 1084 Geography Along the Danube
 - 1085 Building Along the Danube
 - 1086 Living Today Along the Danube
- Each color filmstrip, captions\$ 6.00
1086X Set, 4 filmstrips boxed\$24.00

Filmstrips on 10 day approval — Order blanks on middle pages.

MEDITERRANEAN EUROPE

(I-J) EBF

Stress is laid on effects of environment and national heritage on daily living. About 49 frames each.

- 5908 Farmers of Portugal
 - 5909 Two Spanish Towns
 - 5910 Rhone Valley in France
 - 5911 Po Valley and the Alps
 - 5912 People of Yugoslavia
 - 5913 Villages in Greece
- Each color filmstrip, captions\$ 6.00
5913X Set, 6 filmstrips boxed\$36.00

NATIONS OF TODAY (Color) (I-J-S) FH

A new series with Records and Discussion Guides. A Wealth of Information Dramatically Presented . . . Geography . . . History . . . People . . . Customs . . . Livelihood . . . Rich in Visual Symbols, National Music and Solid Facts.

- FRANCE — The Country and Its People
- Geography — History — Livelihood — Paris
- 3211MXR Sound Set, 4 color filmstrips, 2-10" 33/3rpm records, discussion guide\$30.00



- ITALY — The Country and Its People
- Geography — History — Livelihood — Rome
- 3212MXR Sound Set, 4 color filmstrips, 2-10" 33/3rpm records, discussion guide\$30.00

GREAT BRITAIN — The Country and Its People

- Roots of England — Celts to Normans
- Medieval and Elizabethan England
- Building the Empire
- 20th Century England
- 3213MXR Sound Set, 4 color filmstrips, 2-10" 33/3rpm records, discussion guide\$30.00

MEXICO — The Country and Its People

- Pre-Columbian Mexico
- The Spanish Colonial Period
- First Century of Independence
- Modern Mexico
- 3215MXR Sound Set, 4 color filmstrips, 2-10" 33/3 rpm records, discussion guide\$30.00

SPAIN — The Country and Its People

- The Face of Spain
- Spain Since 1492
- Early Spain
- Romantic Cities of Spain
- 3214MXR Sound Set, 4 color filmstrips, 2-10" 33/3 rpm records, discussion guide\$30.00

THE SOVIET UNION TODAY

- The Country and Its People
- Food and Clothing
- Housing
- Transportation and Communication
- 3216MXR Sound Set, 4 color filmstrips, 2-10" 33/3 rpm records, script, guide\$30.00
- Complete Set of Each Country.....\$30.00
- Each additional Country.....\$25.00
- ALL 6 SETS ABOVE.....\$155.00

SOCIAL STUDIES — ASIA — AFRICA — OCEANIA

INTER. — JR. — SR. HIGH

CHILDREN OF THE ORIENT (I) M-H

Original art work shows the way of life in other lands, each an original contemporary story. About 40 frames each.

- 4247 Koko of Philippines
 - 4248 Ali of Arabia
 - 4249 Selem of Egypt
 - 4250 Ramesh of India
 - 4251 Ming of China
 - 4252 Gulen of Turkey
- Each color filmstrip, captions\$ 6.50
4252MX Set, 6 filmstrips boxed, guide.....\$36.00

INDIA: A NEW WIND IS BLOWING (J-S) M-H

These present an accurate, up-to-date survey of the geographic, economic, social and historical information essential to understand India's role in the contemporary world. Illustrates the many problems facing India's people today. About 43 frames each.

- 6001 Geography of India
 - 6002 History of India
 - 6003 Social Institutions
 - 6004 Village India
 - 6005 Urban India
 - 6006 India after Independence
- Each color filmstrip, captions\$ 8.50
6006X Set, 6 filmstrips boxed\$45.00

FAR EAST SERIES (I-J) M-H

Using photographs these show, from a child's viewpoint, the home life, education, religion, recreation and economy of these important countries. About 40 frames each.

- 6574 Country Life in Japan
 - 6575 City Life in Japan
 - 6576 Life in Thailand
 - 6577 Life in Burma
 - 6578 Life in the Philippines
 - 6579 Life in Indonesia
- Each color filmstrip, captions\$ 6.50
6579X Set, 6 filmstrips boxed\$36.00

CHINA AND HER NEIGHBORS (J-S) M-H

A series presenting hitherto unavailable photographs of Communist China. Life in the communes, rural and city development, industry, education, agriculture and government are illustrated. Two of China's little known but crucially important neighbors are included, and the varying conditions of life are compared. About 45 frames each.

- 6704 China — Past and Present
 - 6705 China — Life in the Cities
 - 6706 China — Life in the Country
 - 6707 China — Industry and Communications
 - 6708 Laos
 - 6709 Nepal
- Each color filmstrip, captions\$ 7.00
6709X Set, 6 filmstrips boxed\$37.50

OUR WORLD NEIGHBORS: ASIA AND THE PACIFIC — Set 1 (I-J-S) IFC

These countries have been selected to show the wide range of cultures which are contained in this vast area. About 38 frames each.

- 1032 Fiji and Tahiti
 - 1033 New Guinea
 - 1034 Manila, Hong Kong, Singapore
 - 1035 Cambodia, Thailand, Bali
 - 1036 Southern Korea
 - 1037 Japan
- Each color filmstrip, captions\$ 6.00
1037X Set, 6 filmstrips boxed\$36.00

LANDS OF THE FAR EAST (I-J) EBF

Three major geographical areas are covered with aspects as to why they are important in the world picture. About 48 frames each.

- 5889 Hong Kong: Crossroads of the Far East
 - 5890 Rivers and Rice in Thailand
 - 5891 Farm Village in Japan
 - 5892 Japanese Fishermen
 - 5893 Japanese Workshops and Factories
- Each color filmstrip, captions\$ 6.00
5893X Set, 5 filmstrips boxed\$30.00

MIDDLE EAST AND INDIA (I-J-S) EBF

Emphasizes life and culture as well as physical and economic geography of significant regions of India, Turkey, Pakistan, Iraq, and Syria. Beautiful color photographs and maps. Discussion questions at the end. By C. W. Sorensen, Ph.D., Ill. State Normal Univ. About 50 frames each.

- 5723 Bombay, Gateway to India
 - 5724 Village in India
 - 5725 Pakistan, East and West
 - 5726 Along the Rivers of Iraq
 - 5727 Mountain and Desert in Syria
 - 5728 Village and City in Turkey
- Each color filmstrip, captions\$ 6.00
5728X Set, 6 filmstrips boxed\$36.00

ISRAEL: THE LAND AND THE PEOPLE (I-J) EBF

Israel is one of the oldest — and newest — nations on earth. There is an introductory story — This is Israel — which sets the stage for the six filmstrips that follow, one each on six major regions of the country. About 49 frames each.



- 5969 This is Israel
 - 5970 Galilee
 - 5971 Haifa and the Valley of Jezreel
 - 5972 The Jordan Valley
 - 5973 Jerusalem and the Judean Hills
 - 5974 The Negev
 - 5975 Tel Aviv and the Coastal Plain
- Each color filmstrip, captions\$ 6.00
5975X Set, 7 filmstrips boxed\$42.00

AFRICA: SAHARA TO CAPETOWN (I-J) EBF

Especially significant in the light of Africa's growing economic and political importance. Six regions are highlighted with regard to their topography, resources, people, agriculture and industries. Special emphasis is laid on the economic and social changes that are occurring, and the strong contrasts of the new with the old. About 46 frames each.

- 7859 Life Along the Nile
 - 7860 Oases in Libya
 - 7861 Contrasts in Nigeria
 - 7862 Life Along the Congo River
 - 7863 Highlands of Kenya
 - 7864 The Bantu in South Africa
- Each color filmstrips, captions\$ 6.00
7864X Set, 6 filmstrips boxed\$36.00

AFRICA: DEVELOPING CONTINENT (I-J) BFI

A totally different concept of life in Africa. By taking a cross-section approach by subject area rather than by country, an insight into Africa as a whole is presented, stressing its great variety in natural and human resources and development. Maps maintain geographical orientation. About 43 frames each.

- Geography of Africa
 - African Occupations
 - Where Africans Work and Live
 - African Transportation
 - Education in Africa
- 1321MX Set, 5 filmstrips boxed, manual, \$30.00

See listing of FOLK SONGS on Page 58

NIGERIA: WHAT YOU'D SEE THERE (Sound) (E-J) BFI

Nigeria stands in the forefront of the developing nations of Africa. Shows the changing standard of living in Nigeria today, similarities and differences between life there and in the U. S. A., traditional ways of living in Nigeria. Will stimulate classroom discussion and give a good picture of Nigeria today. 1366MXR Sound Set, 2 color filmstrips, 2-12" LP records, manual, custom storage-shipping case\$25.00

AFRICA (TANGANYIKA, KENYA, UGANDA) (Color) (I-J) EBF

Tells the story of this colorful and important area from the standpoint of people and natural features. About 55 frames each.

- 5086 The Region
 - 5087 Native Tribes
 - 5088 Animals and Birds
 - 5089 Plants and Flowers
- Each color filmstrip, captions\$ 6.00
5089X Set, 4 filmstrips boxed\$24.00

SOCIAL GEOGRAPHY: PEOPLES AND PLACES (Sound) (I-J-S) AIM

This series is not intended to teach geography, but to enlist the interest of pupils emotionally in the current life and environment of peoples throughout the world. The scripts include current facts and historical references from which the teacher can lead off into either pure geographical discussions based on maps and textbooks — or into discussions of social trends and historical events. A review of the guide and the strip will give the teacher opportunities for integrating into his planned curriculum, the various points referred to or illustrated. Mrs. Ruth D. Coleman, Author and Photographer, has spent over 35 years traveling the world. Her pictures have been used in many textbooks.

- Series 1—The Asian Subcontinent
 - India — Homeland of the Eastern Gods
 - 1801M Its People
 - 1802M Its Culture
 - 1803M Kashmir, Valley of Romance
 - Nepal — Kingdom of the Himalayas
 - 1804M Its People
 - 1805M Its Culture
 - 1806M Bangkok, City on the Klong
 - 1807M Hong Kong, An Historic Port
- Each color filmstrip, script\$ 6.00
1807MX Set, 7 filmstrips boxed\$35.00
1807MXR Sound Set, above 7 filmstrips, 7-12" 33/3 rpm records, scripts\$56.00



- Series 2—Oceania
 - Bali, the Beautiful
 - 1808M The Island and Its People
 - 1809M The Island Festivals
 - 1810M Tahiti — French Polynesia
 - 1811M American Samoa
 - 1812M British Samoa
 - 1813M Fiji — British Melanesia
 - 1814M New Caledonia — French Melanesia
- Each color filmstrip, script\$ 6.00
1814MX Set, 7 filmstrips boxed\$35.00
1814MXR Sound Set, above 7 filmstrips, 7-12" 33/3rpm records\$56.00

SOCIAL STUDIES — AMERICAN HISTORY

INTERMEDIATE — JR. HIGH

HEROES OF LONG AGO (I) EBF

Heroes of world history and legend are represented. Told authentically with professionally executed drawings. About 50 frames each.

5298 Marco Polo	5301 Leif Ericsson
5299 King Alfred	5302 Roland
5300 Charlemagne	5303 King Arthur

Each color filmstrip, captions\$ 6.00
5303X Set, 6 filmstrips boxed\$36.00

AMERICA'S OLD WORLD BACKGROUND (I) M-H

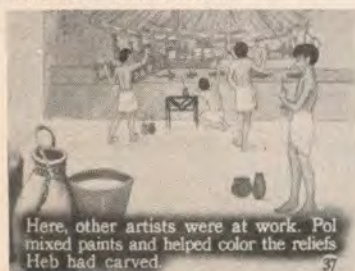
Important events in the history of the world from fall of Rome to Discovery of America. Provides meaning to the forces at work which culminated in discovery of the New World and have influenced our civilization. About 45 frames each.

6422 The Dark Ages
6423 Gifts From Ancient Times
6424 The Crusades
6425 Life in a Medieval Castle
6426 Our Heritage from Old England
6427 The End of the Middle Ages

Each color filmstrip, captions\$ 6.50
6427MX Set 6, filmstrips boxed, manual.....\$36.00

LIFE IN ANCIENT TIMES (I-J) M-H

Depicts the Old World Backgrounds of American History, showing life and culture of its period seen through the eyes of a young person who might have lived then. About 40 frames each.



Here, other artists were at work. Pol mixed paints and helped color the reliefs Heb had carved.

4514 Life in New Stone Age
4515 Life in Ancient Egypt
4516 Life in Ancient Greece
4517 Life in Ancient Rome
4518 Life in a Medieval Castle
4519 Life in a Medieval Village

Each color filmstrip, captions\$ 6.50
4519MX Set, 6 filmstrips boxed, guide\$35.00

STORIES FROM THE OLD WORLD (I-J) M-H

Designed for help on some of the events in relation to our history. About 48 frames each.

4685 King Charlemagne
4686 Life in a Monastery
4687 The Third Crusade
4688 Gutenberg and His Press
4689 Magna Charta
4690 Prince Henry the Navigator

Each color filmstrip, captions\$ 6.50
4690MX Set, 6 filmstrips boxed\$35.00

OUR HERITAGE FROM THE OLD WORLD (I-J-S) M-H

Designed to acquaint the student with the history of great periods of the past and to indicate how the "flow of culture" has affected our present-day traditions and thinking. About 45 frames each.

4767 Our Heritage from Egypt
4768 Our Heritage from the Middle East
4769 Our Heritage from Greece
4770 Our Heritage from Rome
4771 Our Heritage from England
4772 Our Heritage from the Renaissance
4773 Our Heritage from the Moslem Empire
4774 Our Heritage from the Byzantine Empire

Each color filmstrip, captions\$ 6.75
4774X Set, 8 filmstrips boxed\$48.00

EXPLORATION SERIES (I-J) G

These provide background for studies of the colonization of the Southwest. Completely authentic: Scripts based on original manuscripts; art based on contemporary maps, engravings, woodcuts, portraits, etc. About 37 frames each.

7728 Cortes and the Aztecs
7729 Travels of Cabeza de Vaca
7730 Spanish Explorers and Maps of California
7731 Around the World with Francis Drake
7732 Portola and Father Serra

Each color filmstrip, captions\$ 6.00
7732X Set, 5 filmstrips boxed\$27.00

GREAT EXPLORER SERIES (I-J) M-H

Life and work of an explorer important in the history of this nation. Each an accurate reflection of life and history of that day. Dramatic story of the great explorer and his contribution. About 40 frames each.

Set 1	
4320 Marco Polo	4323 Cabot
4321 Magellan	4324 Marquette
4322 Cortez	4325 Lewis & Clark

Each color filmstrip, captions\$ 6.50
4325MX Set, 6 filmstrips boxed, guide\$35.00

Set 2	
4326 Champlain	4329 De Soto
4327 Columbus	4330 Drake
4328 Coronado	4331 Hudson

Each color filmstrip, captions\$ 6.50
4331MX Set, 6 filmstrips boxed, guide\$35.00

SPANISH EXPLORERS OF THE NEW WORLD (I-J-S) EBF

A group of colorful, professional paintings tells each story. Should fill a definite need in the areas of American and world history at the upper elementary and junior high school levels. About 45 frames each.

7840 Balboa	7843 Ponce de León
7841 Cortés	7844 DeSoto
7842 Pizarro	7845 Coronado

Each color filmstrip, captions\$ 6.00
7845X Set, 6 filmstrips boxed\$36.00

FRENCH EXPLORERS OF THE NEW WORLD (I-J-S) EBF

An historical basis for the foundation of Gallic cultures in the New World is provided by the colorful and authentic art illustrating the activities and discoveries of four famous French explorers. An excellent starting point for discussion of causes and effects of French interest in the Americas. About 46 frames each.



After the month on April 9, 1682, La Salle held claim to "Louisiana"—the entire Mississippi basin—for France.

7846 Cartier	7848 Joliet
7847 LaSalle	7849 Champlain

Each color filmstrip, captions\$ 6.00
7849X Set, 4 filmstrips boxed\$24.00

LIFE IN EARLY AMERICA (I) EBF

Each tells the story of a family living in that area. Community life is shown with special attention to the children's activities. Collaborator: Dr. K. J. Rehage, Univ. of Chicago. About 52 frames each.

5436 Life in New Amsterdam
5437 Life in Plymouth Colony
5438 Life in Early Philadelphia
5439 Life in Old Santa Fe
5440 Life in the Early Midwest
5441 Life in Early Carolina

Each color filmstrip, captions\$ 6.00
5441X Set, 6 filmstrips boxed\$36.00

STANLEY BOWMAR CO., INC.

HOW COLONIAL AMERICA BEGAN (I-J) M-H

The founding of the Colonies, life and work in them and foundations of our democracy. About 45 frames each.

6286 The New England Story
6287 The Middle Colonies
6288 The South Begins
6289 Home Life in Colonial Times
6290 Earning a Living in the Colonies
6291 Democracy Begins in America

Each color filmstrip, captions\$ 6.50
6291MX Set, 6 filmstrips captions.....\$35.00

CHILDREN OF PIONEER TIMES (I-J) M-H

Re-creates daily life in early American times. Photographs of tools, artifacts and handicrafts are used to demonstrate the ways in which early Americans solved problems of food, clothing, shelter, agriculture, play and education. About 35 frames each.



4794 Life on the Wagon Train
4795 Covered Wagons
4796 Tools and Handicrafts of the Colonial Frontier
4797 Life on the Colonial Frontier
4798 Life of the Plains Indians
4799 Tools and Handicrafts of the Plains Indians

Each color filmstrip, captions\$ 6.50
4799X Set, 6 filmstrips boxed\$36.00

UNITED STATES—ITS HISTORY (I-J) M-H

The story of 7 regions of our country. Shows how and why these areas developed. About 50 frames each.

6316 Middle West—Its History
6318 New England—Its History
6320 Middle Atlantic States—Its History
6322 South—Its History
6324 Southwest—Its History
6326 Western U. S.—Its History
6328 Pacific Coast—Its History

Each color filmstrip, captions\$ 6.50
6328MX Set, 7 filmstrips boxed, manual\$41.00

AMERICAN HISTORY (b&w) (I-J) EBF

Cross section of life in America from early Massachusetts settlements to post-Civil War conquest of the Great Plains. About 75 frames each.

5016 Early Settlers of New England
5017 Flatboatmen of the Frontier
5018 Kentucky Pioneers
5019 Life in Old Louisiana
5020 Pioneers of the Plains
5021 Planters of Colonial Virginia

Each filmstrip, captions\$ 3.00
5022X Set, 6 filmstrips boxed\$18.00

JAMESTOWN: THE SETTLEMENT AND ITS PEOPLE (I-J-S) EBF

Color photos made during the historical reconstruction for its Tri-Centennial celebration makes Jamestown live again. About 50 frames each.

5894 Establishing the Jamestown Colony
5895 Jamestown and the Indians
5896 Jamestown Develops Trade
5897 Life in Jamestown

Each color filmstrip, captions\$ 6.00
5897X Set, 4 filmstrips boxed\$24.00

INTER. — JR. — SR. HIGH

EARLY AMERICAN HISTORY SERIES (I-J) M-H

Each in authentic art work, tells the story from discovery and exploration, through the early struggles of young colony, and ends with the formation of a new nation. About 40 frames each.

Set 1	
4478 Before the White Man	
4479 America Is Discovered	
4480 Spanish Explorers	
4481 France in the New World	
4482 Southern Colonies	
4483 Middle Colonies	
4484 Struggle for a New Continent	
4485 Causes of the Revolution	
4486 War for Independence	
4487 A New Nation	
4488 Colonial New England	

Each color filmstrip, captions\$ 6.75
4488MX Set, 11 filmstrips boxed, guide.....\$64.50



Just five years ago, Mexico had become independent of Spain. Now, California was part of Mexico.

AMERICAN HISTORY SERIES (I-J) M-H

Set 2	
The development and expansion of our country from 1787 to 1850. About 45 frames each.	
4679 Problems and Policies of the New Government	
4680 The Young Nation and World Affairs	
4681 The West and Growth of Democracy	
4682 Industrial and Agricultural Expansion of the Young Nation	
4683 Expansion to the Pacific	
4684 Social Change and Sectional Controversy	

Each color filmstrip, captions\$ 7.00
4684MX Set, 6 filmstrips boxed\$37.50

Set 3	
This set carries the story of our country from 1850 to the present. About 45 frames each.	
4705 Civil War and Reconstruction	
4706 Agricultural Revolution	
4707 Emergence of Industrial America	
4708 Social and Cultural Developments	
4709 The U. S. Becomes a World Power	
4710 Parties, Politics and Problems of the Post-War Period	

Each color filmstrip, captions\$ 7.00
4710M Set, 6 filmstrips boxed\$37.50



Another great American industry—oil—began in 1859 with this small well in western Pennsylvania.

Set 4	
(I-J) M-H	
4730 The Turn of the Century	
4731 World War I	
4732 The Roaring Twenties	
4733 The Great Depression	
4734 World War II	
4735 The Postwar Years	

Each color filmstrip, captions\$ 7.00
4735X Set, 6 filmstrips boxed\$37.50

UNITED STATES SERIES (I-J-S) FH

Our Colonial Beginnings
This new set begins by emphasizing the continuity of history. Our nation emerged out of Western Europe, and we observe our common heritage in language, institutions, religious ideas and architecture. Our Colonial Beginnings is an overview of early American History.

5536 Our European Roots
5537 Virginia
5538 New England
5539 English Expansion
5540 If You Were a Colonist
5541 The Revolution

5541X Set, 6 color filmstrips boxed.....\$30.00

Our History, 1789-1860	
3532 Political Pattern to 1860	
3533 Economic Growth to 1860	
3534 Westward Movement to 1860	
3535 Struggle for Human Rights to 1860	
3536 America and the World to 1860	
3537 Society and Culture to 1860	

3537X Set, 6 color filmstrips boxed.....\$30.00

Our History, 1860-1945	
3538 Political Pattern 1860-1945	
3539 Economic Growth 1860-1945	
3540 Westward Movement 1860-1945	
3541 Struggle for Human Rights 1860-1945	
3542 America and the World 1860-1945	
3543 Society and Culture 1860-1945	

3543X Set, 6 color filmstrips boxed.....\$30.00

Since 1945	
A concise review of major events affecting American life since World War II. Covers developments up to and including the 1963 test-ban treaty and the assassination of President Kennedy.	
3526 Postwar Transition	
3527 Communist Challenge	
3528 Midcentury America	
3529 Eisenhower Era	
3530 Kennedy's First Frontier	
3531 Trends Since World War II	

3531X Set, 6 color filmstrips boxed.....\$30.00

Our Federal Government	
The set represents the essential principles and facts taught in courses on the federal government. It also provides historical background on the origin of the Constitution and the evolution of the Congress, Presidency, and Supreme Court.	
5542 The Constitution	
5543 The House of Representatives	
5544 The Senate	
5545 The Presidency	
5546 The Judicial Branch	
5547 You and Self-Government	

5547X Set, 6 color filmstrips boxed.....\$30.00

SETTLING THE NEW WORLD (I-J-S) EBF

Motivations behind the colonization of each major area of the New World are made clear. Considers social and economic life in each area, and the development of political and religious freedom. Collaborator: R. A. Billington, Ph.D., Northwestern University. About 49 frames each.

5472 Spanish Colonization
5473 French Colonization
5474 New England Colonization
5475 The Middle Colonies
5476 The Southern Colonies
5477 Colonial Government

Each color filmstrip, captions\$ 6.00
5477X Set, 6 filmstrips boxed\$36.00

OUR NATIONAL HERITAGE (I-J-S) M-H

This series uses National Shrines as a means of introducing various periods of American History. About 36 frames each.

4775 Building a New Nation
4776 The Shot Heard Round the World
4777 The Road West
4778 A House Divided
4779 American Industry — From Artisan to Automation

Each color filmstrip, captions\$ 6.50
4779X Set, 5 filmstrips boxed\$30.00

Our Major Industries
Here is an up-to-date view of six of our largest industries, each of which is closely connected with every community in the nation.

3520 Iron and Steel
3521 Automotive
3522 Electrical and Electronic
3523 Food Products
3524 Textiles
3525 Aerospace

3525X Set, 6 color filmstrips boxed.....\$30.00

Our Economic System	
Presents theory and operation of the American private enterprise system and shows that our nation is a product of our economic system as well as our form of government. Differences between it and the communist form are shown.	
3508 Freedom & Responsibility	
3509 Private Capital	
3510 Profit Motive	
3511 Competition	
3512 Labor	
3513 The Role of Government	

3513X Set, 6 color filmstrips boxed.....\$30.00



Our National Resources
Geographical Regions (per U. S. Census Bureau) shown with maps of important resources. Conservation of materials and use of substitute materials are discussed. Dependence on Foreign trade emphasized.

3514 Farms and Forests
3515 Minerals
3516 Water
3517 Manufacturing
3518 Transportation
3519 Skills and Talents

3519X Set, 6 color filmstrips boxed.....\$30.00

Any Set of U. S. Series.....\$30.00
Each Additional Set.....\$25.00
Each color filmstrip.....\$ 6.00
ALL 8 SETS ABOVE.....\$205.00

THE LEGACY OF U.S. HISTORY: HOW OUR FATHERS LIVED (I-J-S) IFC

Correlates the economic and political history of various periods with the homes of those periods. The houses range from frontier dwellings to mansions of the industrial giants.

1016 Austere New England
1017 The Merchant Princes
1018 Spanning the Mississippi
1019 The Wealthy Hudson River Valley
1020 Southern Graciousness
1021 Two Houses on the Potomac

Each color filmstrip, captions\$ 6.00
1021X Set, 6 filmstrips boxed\$36.00

FOUNDERS OF AMERICA (b&w) (I-J-S) EBF

Real-life photographs make this series of biographical sketches truly unique. About 52 frames each.

5926 Geo. Washington	5929 Roger Williams
5927 Thomas Jefferson	5930 Alex Hamilton
5928 Benjamin Franklin	5931 John Marshall

Each filmstrip, captions\$ 3.00
5931X Set, 6 filmstrips boxed\$18.00

STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

Continued on next page.

SOCIAL STUDIES — AMERICAN HISTORY

INTER. — JR. — SR. HIGH

BENJAMIN FRANKLIN:

Symbol of the American Revolution



HISTORICAL SOCIETY OF PENNSYLVANIA

(Sound) (I-J-S) GA

He was the only founding father to sign all four documents testifying to the birth of this nation. He was also a printer & publisher, author, philanthropist, inventor, moralist, diplomat, politician, statesman, humanitarian. His accomplishments touched almost every aspect of life in early America.

This exciting story was developed by Guidance Associates in co-operation with American Heritage. It recreates in sight and sound the authentic tone and flavor of the period. Two color filmstrips (202 frames) and Two 12" LP records, script and Teacher's Guide.

Benjamin Franklin: Symbol of the American Revolution

1786MXR Sound Set.....\$29.95

AMERICAN PATRIOTS

(I-J) EBF

Inspiring biographies of six outstanding American patriots are presented clearly and forcefully by means of authentic color drawings and simple narrative captions. About 50 frames each.

5310 Nathan Hale 5312 Betsy Ross
5311 Patrick Henry 5313 Francis Scott Key
5314 George Rogers Clark
5315 Commodore Perry (Oliver Hazard Perry)

Each color filmstrip, captions\$ 6.00
5315X Set, 6 filmstrips boxed\$36.00

AMERICAN LEADERS

(I-J-S) M-H

The life and work of a famous leader in American public life is shown with original drawings. About 40 frames each.

4546 Jane Addams 4549 Thomas Jefferson
4547 Susan B. Anthony 4550 Horace Mann
4548 Benjamin Franklin 4551 Roger Williams

Each color filmstrip, captions\$ 6.75
455MX Set, 6 filmstrips boxed, guide.....\$36.50

BUILDERS OF AMERICA (b&w) (I-J-S) EBF

Portrays the personalities of eight Americans who contributed their skills and talents to the building of a new nation. About 52 frames each.

5938 Daniel Boone 5942 John C. Fremont
5939 Lewis and Clark 5943 Horace Mann
5940 Eli Whitney 5944 Susan B. Anthony
5941 Andrew Carnegie 5945 B. T. Washington

Each filmstrip, captions\$ 3.00
5945X Set, 8 filmstrips boxed\$24.00

LEADERS OF AMERICA (b&w) (I-J-S) EBF

This series helps pupils to achieve an insight into the personalities and achievements of some of our great men. About 52 frames each.

5932 Abraham Lincoln 5935 Daniel Webster
5933 Andrew Jackson 5936 John C. Calhoun
5934 Lafayette 5937 J. Quincy Adams

Each filmstrip, captions\$ 3.00
5937X Set, 6 filmstrips boxed\$18.00

LIVING IN COLONIAL AMERICA

(J-S) IFC

Through photographs the students learn of places, homes, equipment and artifacts of colonial America. Shows some of the political and cultural changes which took place in the 17th and 18th centuries. Large colonial cities are shown as well as villages and farms. About 38 frames each.

1010 Living in Early Plymouth, Mass.
1011 Living in Early Jamestown, Va.
1012 Living in 18th Century New England
1013 Living in 18th Century Virginian Cities
1014 Living in Colonial Williamsburg, Va.
1015 Living in the Homes of Washington and Jefferson

Each color filmstrip, captions\$ 6.00
1015X Set, 6 filmstrips boxed\$36.00

WAR FOR INDEPENDENCE (J-S-C) EBF

A chronological sequence of major causes, events and economic conditions before and during the War up through final victory. About 46 frames each.

7879 Taxation Without Representation
7880 The Boston Tea Party
7881 The Shot Heard Round the World
7882 Bunker Hill
7883 Crossing the Delaware
7884 Valley Forge
7885 Saratoga
7886 Yorktown

Each color filmstrip, captions\$ 6.00
7886X Set, 8 filmstrips boxed\$48.00

THE AMERICAN REVOLUTION: A PICTURE HISTORY

(J-S-C) EBF

Combination BOOK-FILMSTRIP Set. Picture material from American Heritage magazine provides excellent authentic coverage for each phase of the War. Combined with the Golden Book of the American Revolution these filmstrips help to make history alive. About 50 frames each.

5871 Causes of the Revolution
5872 The War from Lexington to Princeton
5873 The Declaration of Independence
5874 The War from Saratoga to Valley Forge
5875 The War at Sea
5876 The War in the South

5876XB BOOK-FILMSTRIP combination ..\$39.00
Each color filmstrip, captions\$ 6.00
5876X Set, 6 filmstrips boxed\$36.00
Additional Books Each — \$ 4.99

OUR FLAG SERIES (Revised) (I-J-S) M-H

Gives an appreciation and understanding of the history of our Flag and National Anthem, and illustrates some important ways in which we respect and honor the Flag. About 42 frames each.



4187 History of Our Flag
4188 Flag Etiquette
4189 Story of Our National Anthem

Each color filmstrip, captions\$ 6.50
4190MX Set, 3 filmstrips boxed, guide ..\$17.50

THE STORY OF YANKEE WHALING

(I-J-S-C) EBF

Combination BOOK-FILMSTRIP Set. An exciting series which tells the story of an important period of our history combined with the Junior American Heritage Book. About 66 frames each.

7876 Whale Off! (Beginning of a Great Industry)

7877 Life Aboard a Whaler
7878 The End of Yankee Whaling

7878XB BOOK-FILMSTRIP combination ..\$19.90
Each color filmstrip, captions\$ 6.00
7878X Set, 3 filmstrips boxed\$18.00
Additional Books Each — \$ 3.79

THE CIVIL WAR (J-S-C) EBF

Collaborator: Bruce Catton of American Heritage. Colorful maps with realistic paintings show clearly the story of this great and tragic era. About 50 frames each.

5824 Causes of the Civil War
5825 From Bull Run to Antietam
5826 From Shiloh to Vicksburg
5827 The Civil War at Sea
5828 Gettysburg
5829 Sherman's March to the Sea
5830 The Road to Appomattox
5831 The Reconstruction Period

Each color filmstrip, captions\$ 6.00
5831X Set, 8 filmstrips boxed\$48.00

A PICTURE HISTORY OF THE CIVIL WAR (I-J-S) EBF

Based on the American Heritage Pulitzer Prize-winning Picture History of the Civil War. The illustrations range from the superb photographs of Mathew Brady and the famous sketches of Winslow Homer to dozens of paintings, drawings, and eye-witness battle scenes. The pictures are not captioned. Instead, a reading script accompanies each filmstrip. About 50 frames each.

7955M The South Declares Its Independence
7956M Federal Armies Invade the South
7957M Armies and Navies of the Civil War
7958M The South Fights Back
7959M Gettysburg and Vicksburg
7960M Civil War on the Home Fronts
7961M Grant Takes Command
7962M The Confederate Armies Surrender

Each color filmstrip, manual\$ 6.00
7962MX Set, 8 filmstrips boxed, manuals \$48.00

ENRICHMENT FILMSTRIPS (I-J-S) E

Based on ENRICHMENT RECORDS and THE LAND-MARK BOOKS. ENRICHMENT FILMSTRIPS approach in an entirely new method the organization of the historical filmstrip. 1. Presents the background of the event. 2. Shows some highlights of the event. 3. Emphasizes the significance of the event in the development of the whole American story. About 45 frames each.

8300M Paul Revere and the Minute Men
8301M The Winter at Valley Forge
8302M Our Independence and the Constitution
8303M The Lewis and Clark Expedition
8304M The Louisiana Purchase
8305M The California Gold Rush
8306M The Landing of the Pilgrims
8307M Ben Franklin of Old Philadelphia
8308M Daniel Boone, Opening of the Wilderness

8309M Robert Fulton and the Steamboat
8310M Lee and Grant at Appomattox
8311M Building the First Transcontinental Railroad

8312M Pere Marquette
8313M Sam Houston
8314M Lincoln and Douglas
8315M Pony Express
8316M Wright Brothers
8317M The Panama Canal

Each color filmstrip, captions, guide\$ 6.50
8318MX Set, 18 filmstrips boxed\$105.00

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

MINORITIES HAVE MADE AMERICA GREAT (Sound) (I-J-S) WaSP

A graphic and factual treatment of five groups who have made important contributions to the growth of our country. Stories of strong leaders in each group are dramatically pictured and recorded.



Italians
Germans
Irish
Negroes—Part 1
Negroes—Part 2
Jews

7265XR Sound Set, 6 color filmstrips, 6-12" LP records, boxed\$52.00

OUR COUNTRY SERIES (b&w) (I-J-S) LFS

Original photographs call attention to the resources, duties, governmental services, and privileges enjoyed by every American citizen. Awarded the George Washington Medal in the 1953 Freedoms Foundation competition. About 57 frames each.

2715 Our Country
2716 What Our Country Does for Us
2717 What We Must Do for Our Country

Each filmstrip, captions\$3.00
2717X Set, 3 filmstrips\$8.50

CURRENT AFFAIRS FILMSTRIPS (b&w) KP

Bridge the gap between text books and day-to-day happenings in the news. Edited and produced under the direct supervision of Dr. M. V. B. Jennings, Dean, Adelphi Univ., Garden City, N. Y. (formerly Prof. of Hist., Teachers College, Columbia Univ.) About 40 frames each.

Current Problems in the U.S.:

3712 The American Negro — The Quest for Equality
3713 Automation and the National Welfare
3714 Inflation and the Standard of Living
3715 Unemployment in a Free Economy
3716 Crisis in Higher Education
3717 The Nation's Health: Problems and Progress
3718 Our Food Surplus — A Mixed Blessing
3719 City and Suburb: Crisis and Opportunity
3720 Poverty — Problem and Promise
3721 Conservation and National Policy
3722 Water Resources — America Faces a New Problem

3723 The Transportation Revolution
3724 Our Transportation Problem
3725 St. Lawrence Seaway and Power Project
3726 The Road to the Presidency
3727 The U.S. Presidency in an Election Year — 1964

3728 Alaska — Twentieth Century Frontier
3729 Hawaii — The Fiftieth State
3730 Puerto Rico — A Study in Development



A Look At Africa:

3740 Africa: The French Community
3741 Central Africa and World Affairs
3742 Central Africa: Focus on Liberia and Ghana

HISTORY OF THE AMERICAN NEGRO (I-J-S) M-H

Designed to give authentic information on the history from slavery to the present. They help develop a basic understanding of the development of the Negro in America, an appreciation of the problems and contributions made by an emerging ethnic group in a larger society. About 38 frames each.



A historic barrier was broken when Jackie Robinson became the first Negro in organized baseball. Others soon followed him.

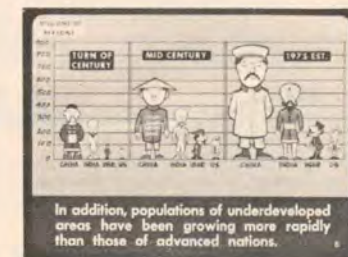
4841 From Africa to America
4842 Slavery in the Young American Republic
4843 Slavery in a House Divided
4844 The Negro in Civil War and Reconstruction
4845 The Negro in the Gilded Age
4846 The Negro Faces the 20th Century
4847 The Negro Fight for the Four Freedoms
4848 The Threshold of Equality

Each color filmstrip, captions.....\$ 8.50
4848MX Set, 8 filmstrips boxed\$60.00

Records for the Classroom—Catalog 17R
If you need one, please write for it.

World Problems:

3700 The U.S. and Its Global Responsibilities
3701 U. S. Foreign Policy in a World of Tension
3702 The U. S. and Economic Challenge from Abroad
3703 The UN and the Struggle for Peace
3704 Defenses of the Free World
3705 Global Realignment
3706 The U. S. & U.S.S.R. — An Economic Overview
3707 The Strength of a Democracy
3708 Making Democracy Work
3709 The Challenge of Communism, Part I: The Quest for Power
3710 The Challenge of Communism, Part II: The Battle for the Minds of Men
3711 Feeding the World's People



Asia and Its Problems:

3731 Asia: World's New Powder Keg
3732 Arab Unity and the East-West Struggle
3733 The Turbulent Middle East
3734 India and the East-West Struggle
3735 China and the Impact of Communism
3736 Southeast Asia: Overview of a Strategic Area
3737 Southeast Asia: Focus on Indonesia and Malaya
3738 Malaysia: Struggle for Survival
3739 South Vietnam: A Key to Southeast Asia's Future

NEW YORK STATE SERIES (I-J) M-H

Provides a well-organized development of major events and factors that have influenced its history and government from colonial times to the present. About 39 frames each.

4849 The Geography of New York
4850 Colonial New York
4851 New York—Revolution to Civil War
4852 New York State Since 1865
4853 Government of New York State
4854 New York's Communities
4855 New York City: Fabulous Metropolis
4856 Outstanding New Yorkers

Each color filmstrip, captions\$ 8.50
4856X Set, 8 filmstrips boxed\$60.00

AMERICA, PORTRAIT OF FREEDOM (Sound) (Color) (I-J-S-C) LFS

by Patriotic songs, this portrays the story of our country and the men who helped to make it the land of freedom. 96 frames.

7177MXR America, Portrait of Freedom
Color Sound filmstrip with
33 1/3 rpm record guide\$15.00

THE MAN WITHOUT A COUNTRY (Sound) (Color) (J) M-H

An authentic dramatization of the story of Philip Nolan, by Edward Everett Hale. Accompanied by a 10-inch, 33 1/3 rpm record. Educ. Consultant: Leonie Brandon, A-V Supv., Dept. of Educ., New Haven, Conn. (Running time: 20 minutes.)

4699MXR The Man Without a Country
Color Sound filmstrip with 33 1/3 rpm
record\$15.00



Europe Today:

3743 Britain in the Modern Age
3744 The Commonwealth: Britain and the Emerging Nations
3745 The Commonwealth: Focus on Australia and Nigeria
3746 Czechoslovakia in a Divided World
3747 Finland — Country on a Tightrope
3748 France Today
3749 France and the Western Alliance
3750 Germany — A Key to Europe's Future
3751 A Divided Germany
3752 Italy: A Struggle for Democracy
3753 Poland—A Troubled Nation
3754 Rumania: Another Crack in the Iron Curtain
3755 Sweden Today
3756 Turkey — A Key Ally of the West
3757 Yugoslavia Under Communism

Latin American Developments:

3758 Latin America — Its Land and People
3759 Latin America and World Politics
3760 The Alliance for Progress Faces a Challenge
3761 Argentina and the Legacy of Peron
3762 Economic and Social Upheaval in Brazil
3763 Cuba — A Dictator Falls
3764 Ferment in the Caribbean

Science:

3765 Science — Servant of Man
3766 Man in a Hostile Environment (Space)
Each b&w filmstrip, captions\$ 4.00
ANY 8 filmstrips\$30.00

SOCIAL STUDIES — GOVERNMENT AND ECONOMICS

PRIMARY — INTERMEDIATE — JR. — SR. HIGH

THE AMERICAN WAY OF LIFE (P-I-J) BSI

A first course in Citizenship for Elementary and Junior High Schools. 50 to 65 frames each.
Important points about this Series:

- Title**
We are concerned with laws and institutions which enable us to live together as a family or a community. At a deeper level, we are concerned with such concepts as Rights, Responsibilities, Maturity, and the real meaning of Freedom itself.
- Intended for Whom?**
For all grades, starting with grade one through junior high. Why begin with the first grade when most courses in citizenship are part of the junior or high school curriculum? Our answer is that intolerant, anti-social attitudes have deep roots and take hold early in life. The antidote should be available at an equally early stage in development.
- Organization**
This is an introductory course, for separate use by three different levels. Based on themes repeated through each level, using approaches and examples most suitable for children at that stage. Each Set contains a portion of the course for every level.
- Teaching Techniques Employed**
Emphasis is on the child's participation, on self-discovery, on making him aware, and away from simply telling or presenting. The child draws the conclusions, they are not necessarily drawn for him. The filmstrips and the teacher form a visual teaching process that guides and assists.
- Sound or Silent?**
Because of the strong emphasis on student-teacher participation, the filmstrips are silent, serving as the visual stimulus for a carefully organized sequence of ideas.
- Historical or Contemporary?**
Essentially both. It's important that children appreciate the problems our forebears solved in creating a society based on the rule of law. Historical examples are brought in to illuminate a contemporary problem and to show that these problems are not new and that most of our rights and laws had historical origins.



GROWING IN CITIZENSHIP SERIES (I) M-H

Depicts realistic situations in which children are made more aware of their responsibilities to other members of their class, families and community, in order to help young students develop habits and attitudes of good citizenship in and out of school. About 45 frames each.

- 6692 A Good Citizen Respects Property
 - 6693 A Good Citizen Lives Honestly
 - 6694 A Good Citizen Is Well Informed
 - 6695 A Good Citizen Obeys Rules & Laws
 - 6696 A Good Citizen Grows in Responsibility
 - 6697 A Good Citizen Cooperates with Others
- Each color filmstrip, captions\$ 6.50
6697X Set, 6 filmstrips boxed\$36.00

BILL OF RIGHTS BACKGROUND (I-J) WaSP

These provide the student in grades 4-7 with knowledge about some basics of our legal system and something of the nature of the judicial process. The Williamstown Workshop report called for the production of this type of material, at this grade level, to set the stage for greater understanding of individual rights in a free society.



- Laws That Protect People from People
 - What Happens When an Arrest is Made
 - How a Juror is Chosen
 - The Fight to Get Trial by Jury
- 7295X Set, 4 filmstrips boxed\$25.00

YOUR FEDERAL GOVERNMENT SERIES (I-J-S) M-H

Helps your students understand clearly the structure and function of our Federal Government—how the three major branches work, how legislation is accomplished, the system of checks and balances. About 40 frames each.

- 4641 Our Capital City
 - 4642 The Federal Government
 - 4643 The Executive Branch
 - 4644 The Legislative Branch
 - 4645 The Judicial Branch
 - 4646 How a Bill Becomes Law
- Each color filmstrip, captions\$ 6.75
4646MX Set, 6 filmstrips boxed, guide\$36.50

CIVICS SERIES (I-J) M-H

This group tells of the operation of some of our governmental organizations. About 44 frames each.

- 4957 How Our Laws Are Made
 - 4958 The Young Citizen Looks at Politics
 - 4959 Our President
 - 4960 Why We Pay Taxes
- Each color filmstrip, captions\$ 6.75
4960X Set, 4 filmstrips boxed\$24.50

GOVERNMENT IN ACTION (J-S) EBF

Original color drawings explain clearly the organization and work of our national, state, and local governments, and of the United Nations. About 55 frames each.

- 5184 The President
 - 5185 The Congress
 - 5186 The Federal Courts
 - 5187 Executive Depts. and Agencies
 - 5188 State Government
 - 5189 Local Government
 - 5190 Municipal Government
 - 5191 The United Nations
- Each color filmstrip, captions\$ 6.00
5191X Set, 8 filmstrips boxed\$48.00

- Set 1 (12 color filmstrips)
Our Basic Need For Laws
How We Make Our Laws
Why We Obey and Support Our Laws
Our Laws Mean Responsibilities
As Well As Privileges
- 1654X Set 1, 12 color filmstrips, captions, boxed\$72.00

- Set 2 (12 color filmstrips)
Our Freedom of Religion
Our Freedom of Speech
Our Freedom of The Press
Our Right To Trial By Jury
- 1655X Set 2, 12 color filmstrips, captions, boxed\$72.00

- Set 3 (12 color filmstrips)
Our Freedom to Assemble
Our Protection Against Double Jeopardy
Our Right to Petition
Our Protection Against Search
Our Right to Refuse to Testify Against Ourselves
Our Right to Private Property
We Often Disagree, Even About Basic Rights

- 1656X Set 3, 12 color filmstrips, captions, boxed\$72.00
- 1657X, ABOVE 3 SETS\$186.00

Above Sets are for combined Elementary - Junior - Senior High Schools, Grades 1 to 12.

For Elementary Schools - Grades 1 to 6. 24 color filmstrips, containing Levels I and II.

- 1660X Set, 24 color filmstrips boxed\$144.00

For Junior - Senior High Schools, Grades 7 to 12. 24 color filmstrips, containing Levels II and III.

- 1661X Set, 24 color filmstrips boxed\$144.00

PROFIT, MONEY AND BANKING (I-J) WaSP

Economic understanding is essential if we are to meet our responsibilities as citizens. Thus begins the report of the National Task Force on Economic Education. Recommends division of labor, prices, exchange in markets and even profit be taught to elementary grade students. Our new set is designed to teach these and other concepts to grades 4-7.



- What Is Profit?
 - Why We Use Money
 - Andy Lends Money to the Bank
 - What The Bank Does with Andy's Money
- 7284X Set, 4 filmstrips boxed\$25.00

OUR CONSTITUTION (J-S) M-H

Develops an understanding of the Constitution of the United States and its effects upon the government and its people. About 45 frames each.

- 6237 Writing the Constitution
 - 6238 Bill of Rights and Other Amendments
 - 6239 Executive Branch
 - 6240 Legislative Branch
 - 6241 Judicial Branch
- Each color filmstrip, captions\$ 7.00
6241MX Set, 5 filmstrips boxed manual.....\$31.50

JR.-SR. HIGH—COLLEGE

COUNTY GOVERNMENT (J-S-C) LFS

Designed to fit most communities in the U.S. these illustrate with photographs the duties of each County official. Questions for research at end of each filmstrip. About 41 frames each.

- Part 1 — Elected Officials
7179 Introduction, Board of Supervisors and Administrator
- 7180 Assessor, Tax Collector, Treasurer, Auditor
- 7181 County Clerk, County Recorder, Supt. of Schools
- 7182 District Attorney, County Courts, Probation Dept., Public Administrator
- 7183 Sheriff, Coroner



This office acts as Clerk to the Board of Supervisors.

Part 2 — Appointed Officials

- 7184 Introduction, Agriculture Commissioner, Building Inspection, Fire Warden, Sealer of Weights & Measures
- 7185 Automotive Management, Building Maintenance, Central Services, Personnel Dept., Purchasing Dept.
- 7186 Planning Dept., Public Works Dept., Parks & Recreation Dept., Library, Aviation Dept.
- 7187 Civil Defense, Medical Institutions, Public Welfare, Health Dept.

- Each color filmstrip, captions\$ 6.00
- 7187X Set, 9 filmstrips boxed\$54.00

All Filmstrips Available On

10 DAY APPROVAL

COMMUNISM: WHAT YOU SHOULD KNOW ABOUT IT AND WHY (J-S) M-H

Produced by McGraw-Hill in collaboration with the editors of Scholastic Magazine. Designed to help America's students understand the challenge of communism to the free world. Advisers: Henry L. Roberts, Dir. of Russian Inst., Columbia Univ. and H. H. Sargent, Pres., American Committee for Liberation. About 40 frames each.



Mao's ideas (widely used since, by other Asian Communists) were: 1) to win peasant support by distributing land and genuinely working with and helping poor peasants....

- 6715 Why Study Communism?
 - 6716 What Communism Is
 - 6717 History of Communism: Marx to Lenin
 - 6718 History of Communism: Stalin to Khrushchev
 - 6719 Communist Expansion in Asia
 - 6720 Communist Expansion in Europe
 - 6721 Communism as Practiced in the U.S.S.R.
 - 6722 Meeting the Challenge of Communism
- Each color filmstrip, captions\$ 6.75
6722X Set, 8 filmstrips boxed\$48.50

DEMOCRACY: WHAT YOU SHOULD KNOW ABOUT IT AND WHY (J-S) M-H

Aimed to help students understand the nature of democracy so that they are clear about its basic principles and how these principles operate in our political, economic, and social life. About 42 frames each.

- 4806 Why Study Democracy?
 - 4807 Democracy in America
 - 4808 Basic Ideas of Democratic Govt.
 - 4809 Basic Ideas of Democratic Society
 - 4810 Basic Ideas of Democratic Economics
 - 4811 Meeting the Challenge to Democracy
- Each color filmstrip, captions\$ 7.50
4811MX Set, 6 filmstrips boxed, manual\$39.75

CANADIAN HISTORY AND GOVERNMENT SERIES (J-S) M-H

Outstanding illustrations, photographs and historical documents bring to life the colorful history and governmental system of Canada. The three levels of government are shown with the basic concepts of fundamental liberties protected by Canadian laws. It outlines the historical, economic and political influences that have shaped the development of this country. About 48 frames each.



- 4276 General James Wolfe
- 4277 Canada's Government
- 4278 Jacques Cartier
- 4279 Canada's Freedoms
- 4280 Samuel de Champlain
- 4281 Law and Order
- 4282 War of 1812
- 4283 Seven Years War

- Each color filmstrip, captions\$ 6.75
- 4283X Set, 8 filmstrips boxed\$49.00

BASIC ECONOMICS (J-S) EBF

From the book, "Enterprise Island," outlines basic principles by following the step-by-step development of an imaginary community.

- 5117 Living and Working Without Money (58)
- 5118 Money (64)
- 5119 Money Goes to Work (61)
- 5120 New Ways to Use Money (62)
- 5121 Money and Panic (61)
- 5122 Money and Government (63)
- 5123 Too Much Money (62)
- 5124 Too Little Spending (61)

- Each color filmstrip, captions\$ 6.00
- 5125X Set, 8 filmstrips boxed\$48.00

AMERICAN GOVERNMENT (b&w) (S-C) M-H

Correlated with Ferguson and McHenry: American System of Government, American Federal Government and Elements of American Government. High school, college, adult. About 38 frames each.

- Set One
9100 The Constitution
9101 Federal System, Pt. I
9102 Federal System, Pt. II
9103 Political Parties and Elections
9104 Congress: Organization and Procedure
- Each filmstrip, captions\$ 6.00
9104X Set, 5 filmstrips\$27.50

- Set Two
9105 The President: Office and Powers
9106 Federal Courts and Law Enforcement
9107 Public Administration & Civil Service
9108 Federal Finance
9109 Foreign Relations
- Each filmstrip, captions\$ 6.00
9109X Set, 5 filmstrips boxed\$27.50

LABOR-MANAGEMENT RELATIONS (b&w) (J-S) PS

4 filmstrips which are designed to aid the student in obtaining a clearer picture of labor and management and the problems that each face — stylized drawings are used throughout. Prof. J. Woodrow Sayre formerly of N.Y.S. School of Industrial & Labor Relations at Cornell University, now Field Director of N.Y.S. Council on Economic Education, Syracuse University, is consultant on the series. About 35 frames each. Excellent for Problems of Democracy.



- 7076 Management
 - 7077 Labor
 - 7078 Government and Labor
 - 7079 Collective Bargaining
- Each b&w filmstrip, captions\$ 3.50
7079X Set of 4 filmstrips, boxed\$13.30

THE WORLD OF ECONOMICS SERIES (J-S) M-H

Employs a modern approach to fundamental economic concepts. Illustrates the major role of a free market in solving the central problems of production, distribution, and economic growth. Correlated with a new textbook, The World of Economics, About 35 frames each.

- 9499 Economics: The Science of Choice
- 9500 Markets in a Free Economy
- 9501 The Distribution of Income
- 9502 Money and Banking
- 9503 Wages and Hours
- 9504 Comparative Economic Systems

- Each color filmstrip, captions\$ 8.50
- 9504X Set, 6 filmstrips boxed\$45.00

ECONOMICS FOR OUR TIMES SERIES (J-S) M-H

Aid in the understanding of important economic concepts through the use of well-designed visuals and concise explanations. Correlated with Economics for Our Times by Augustus H. Smith. About 40 frames each.

- 9471 Gross National Product
 - 9472 Inflation — and You
 - 9473 Index Numbers and Economic Statistics
 - 9474 American Capitalism: A Flexible and Dynamic System
 - 9475 Controlling the Business Cycle
 - 9476 Understanding International Trade
- Each color filmstrip, caption\$ 8.50
9476X Set, 6 filmstrips boxed\$45.00

ECONOMICS SERIES (b&w) (C) M-H

Correlated with Samuelson: Economics: An Introductory Analysis. Emphasizes basic economic facts and institutions and presents a realistic picture of how economic system works.

- Set One
9272 Basic Economic Concepts (40)
 - 9273 National Income, Pt. I (36)
 - 9274 National Income, Pt. II (36)
 - 9275 Saving and Investment (47)
 - 9276 Money, Prices and Interest (44)
- Each filmstrip, captions\$ 6.00
9276X Set, 5 filmstrips boxed\$27.50

- Set Two
9277 Banking and Monetary Control (37)
 - 9278 International Trade (36)
 - 9279 Business Cycles and Fiscal Policy (36)
 - 9280 Supply and Demand (34)
 - 9281 Profit and Cost Equilibrium (44)
- Each filmstrip, captions\$ 6.00
9281X Set, 5 filmstrips boxed\$27.50

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VALHALLA, NEW YORK 10595

Filmstrips on 10 day approval — Order blanks on middle pages.

SOCIAL STUDIES — WORLD HISTORY

INTER. — JR. — SR. HIGH

EXPLORING ANCIENT CIVILIZATIONS (I-J-S) IFC

Photos, maps and artwork are used to show relationship between ancient civilizations and our modern western civilization. This set will help bring alive places and events with scenes of these occurrences. About 38 frames each.

- 1000 Exploring Rome and Pompeii
 - 1001 Exploring Ancient Athens
 - 1002 Exploring Ba'albek and Jerash
 - 1003 Exploring Ancient Egypt
 - 1004 Exploring Ancient Mexico: Pre-Aztec
 - 1005 Exploring Ancient Mexico: The Maya
- Each color filmstrip, captions\$ 6.00
1005X Set, 6 filmstrips boxed\$36.00

ANCIENT ROME (J-H) EBF

Spans the panorama of daily life in ancient Rome, major achievements of the Roman civilization, political, social and economic conditions that made possible the rise to power of Julius Caesar. Includes photos from the motion picture, The Fall of the Roman Empire. About 53 frames each.

- 7678 Julius Caesar: Politician and Dictator
 - 7679 Two Boys of Ancient Rome
 - 7680 Great Accomplishments of the Roman Empire
 - 7681 Living in Ancient Rome
 - 7682 Architecture of Rome
- Each color filmstrip, captions\$ 6.00
7682X Set, 5 filmstrips boxed\$30.00

THE RISE OF CIVILIZATION (J-S) EBF

Visualizes the story of how men first lived together in organized communities. How civilization began in four river valleys of the ancient world. About 48 frames each.

- 5982 Rise of Settled Village Life
 - 5983 Birthplace of Civilization
 - 5984 Rise of Egyptian Civilization
 - 5985 Rise of Mesopotamian Civilization
 - 5986 Rise of Civilization in India
 - 5987 Rise of Chinese Civilization
- Each color filmstrip, captions\$ 6.00
5987X Set, 6 filmstrips boxed\$36.00

All filmstrips in COLOR unless noted.

THE DEVELOPMENT OF WESTERN CIVILIZATION: THE ITALIAN CITIES (I-J-S) IFC

From Romanesque through Gothic, Renaissance and Baroque, no country in Europe preserves so much as Italy. Students explore in depth the palaces, cathedrals and other milestones of western civilization. About 38 frames each.

- 1022 Venice: The Doge's Palace
 - 1023 Venice: Cathedral of St. Mark
 - 1024 Venice: Along the Grand Canal
 - 1025 Milan: Cathedral—Duomo
 - 1026 Milan: Cathedral—S. Ambrogio
 - 1027 Ravenna: Echoes of Empire
- Each color filmstrip, captions\$ 6.00
1027X Set, 6 filmstrips boxed\$36.00

MEDIEVAL EUROPE (I-J-S) EBF

Photographed in vivid colors with authentically costumed actors in France. They deal with four important aspects of the Middle Ages. Collaborator: Dr. Sidney Painter, Johns Hopkins Univ. About 53 frames each.

- 5496 The Medieval Manor
 - 5497 The Knight and His Training
 - 5498 The Crusades & Their Significance
 - 5499 The Town and Its Guilds
- Each color filmstrip, captions\$ 6.00
5499X Set, 4 filmstrips boxed\$24.00

UNITED NATIONS TODAY SERIES (I-J-S) M-H

These describe the role of the United Nations in the world of today. The operation of the various branches of the U. N. are shown in detail. Stress is placed on their accomplishments in preserving peace and raising living standards through international cooperation, but the serious problems which still remain are not neglected. About 35 frames each.

- 4800 History of the United Nations
 - 4801 Organization of the United Nations
 - 4802 The United Nations Family of Agencies
 - 4803 The United Nations and the End of Colonialism
 - 4804 Achievements and Problems of the United Nations
 - 4805 A Day at the United Nations
- Each color filmstrip, captions\$ 6.50
4805X Set, 6 filmstrips boxed\$45.00

MAN AND HIS FIGHT FOR FREEDOM (J-S-C) EBF

Collaborator: Dr. R. E. Turner, Yale Univ. Made possible by grant to Univ. of Chicago by Fund for Adult Education. Equally valuable for adults and high school and college World History classes. Provide excellent incentive for discussion and research. A pamphlet of 8 essays accompanies each set. About 45 frames each.

- 5364 Man's Origins
 - 5365 Man Learns to Communicate
 - 5366 Man, Builder of Cities
 - 5367 Man's Commerce
 - 5368 Man the Lawmaker
 - 5369 Man the Laborer
 - 5370 Man's Governments
 - 5371 Man's Search for Liberty
- Each color filmstrip, captions\$ 6.00
5371MX Set, 8 filmstrips boxed, essays\$48.00

GREAT EPISODES IN BRITISH HISTORY (J-S) EBF

Visualizes realistically and authentically some of the great highlights in the history of the British empire and to correlate these presentations carefully with existing courses of study in world history. About 51 frames each.



- 7980 The Norman Conquest
 - 7981 Magna Carta
 - 7982 The Spanish Armada
 - 7983 The Puritan Revolution
 - 7984 The Bill of Rights
 - 7985 The Industrial Revolution
- Each color filmstrip, captions\$ 6.00
7985X Set, 6 filmstrips boxed\$36.00

UNITED NATIONS

UNITED NATIONS SP

Produced by the United Nations Dept. of Public Information. Drawings, diagrams, photographs. The story of how the U.N. started, how it is organized and how it deals with the world through its many agencies. The most complete picture obtainable of how it functions.

Unless otherwise noted all U.N. Filmstrips are in Black & White

- 9211 Aims of the U. N. Charter (I-J) *†
- 9354 Three Promises (P-I) *†
- 9214 A Garden We Planted Together (P) (Color)



Political & Security Questions

- 9351 U. N. Emergency Force *†
- 9244 Middle East & the United Nations *†
- 9369 The U. N. in West Iran

Economic & Social Questions

- 9224 Universal Declaration of Human Rights †
- 9352 For Economic Progress *†
- 9353 For Social Progress *†
- 9230 Progress Thru Sharing Skills *†
- 9355 Progress in Southeast Asia †
- 9356 Economic Development in Africa †
- 9241 Economic Progress in Latin America *†
- 9242 Social Progress in South America *†
- 9360 The United Nations and the Refugees *†
- 9231 Let There Be Life *†
- 9232 Let There Be Bread *†
- 9235 For the Children—Work of UNICEF *†
- 9239 World's Atom Scientists Meet *†
- 9358 Atom Scientists' Second World Meeting, 1958 †
- 9215 U. N. Convention on Genocide †
- 9357 Out (Hungarian Refugees) *†
- 9220 To Combine Our Efforts †
- 9364 Cooperation in Central America
- 9365 ECAFE — Economic Commission for Asia and Far East
- 9366 Community Development in Asia
- 9367 Scientific Cooperation in the U. N.

Organization of the U.N. (J-S-C)

- 9219 Structure for Peace—How the United Nations Works †
- 9236 U. N. — Blueprint for Peace *†
- 9238 Towards a Better World—How U. N. Began *†
- 9225 House of the Peoples—A Visit to U. N. *†
- 9359 General Assembly of the U. N. (Color)
- 9361 The International Court of Justice *†
- 9362 The International Trusteeship System
- 9363 The Security Council of the U. N.
- 9240 Postmark U. N. — Story of the U. N.

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* available in French Text
† available in Spanish Text
Same prices as English Text

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- Set of any 3 b&w filmstrips\$ 8.25
- Set of any 6 b&w filmstrips\$15.00
- Color filmstripseach \$ 5.00



HOLIDAYS — INDIANS

OUR HOLIDAYS AND WHAT THEY MEAN (I-J) FH

Our American History as reflected in the most popular holidays. Beautiful color illustrations appeal to all grades. About 37 frames each.



- 5565 Columbus Day
 - 5566 Thanksgiving
 - 5567 Lincoln's Birthday
 - 5568 Washington's Birthday
 - 5569 Memorial Day
 - 5570 Independence Day
 - 5571 Christmas
 - 5572 Easter
- Each color filmstrip, captions\$ 5.00
5572X Set, 8 filmstrips boxed\$36.00

GRADE LEVEL CODING (Shown after Set Title)

- (P) Primary (K-3)
- (I) Intermediate (4-6)
- (J) Junior High (7-9)
- (S) Senior High (9-12)
- (C) College and Adult

LEARNING ABOUT INDIANS (P-I) IFC

Shows how Indians from several tribal groups lived. Students gain an insight of some aspects of Indian life. About 38 frames each.

- 1006 Learning About Indian Costumes
 - 1007 Learning About Indian Houses
 - 1008 Learning About Indian Dances
 - 1009 Learning About Indian Crafts
- Each color filmstrip, captions\$ 6.00
1009X Set, 4 filmstrips boxed\$24.00

OUR FRIENDS THE AMERICAN INDIANS (P-I) M-H

Shows how they lived and what they did. Carries story to present time. About 40 frames each.



- 6298 Where Did the Indians Live?
 - 6299 Eastern Forest Indians
 - 6300 Indians of the Western Plains
 - 6301 Indians of the Pacific Coast
 - 6302 Pueblo Indians of Southwest
 - 6303 Our Indian Neighbors Today
- Each color filmstrip, captions\$ 6.50
6303MX Set, 6 filmstrips boxed, manual\$36.00

CHRISTMAS (I-J) SP

A diorama of the Nativity in a Huron Indian setting, which illustrates the carol Jesus Ahatonhia (tr. Jesus Is Born) composed by the pioneer missionary to the Hurons, Saint Jean de Brebeuf (circa 1643). Words and music are shown.

- 3111 Huron Indian Christmas Carol (37)
- Color filmstrip, captions, music\$5.00

HOLIDAY SERIES (P-I) M-H

Explains the history and significance of the occasion, and related to typical school activities revolving around the observance of the day. About 30 frames each.

- Set 1
 - 4022 Columbus Day
 - 4023 Halloween
 - 4024 Thanksgiving
 - 4025 Christmas
- Each color filmstrip, captions\$ 6.00
4026MX Set, 4 filmstrips boxed, guide\$22.50



- Set 2
 - 4027 Lincoln's Birthday
 - 4028 St. Valentine's Day
 - 4029 Washington's Birthday
 - 4030 Easter
- Each color filmstrip, captions\$ 6.00
4031MX Set, 4 filmstrips boxed, guide\$22.50

Records for the Classroom—Catalog 17R
If you need one, please write for it.

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AMERICAN INDIAN CULTURES — PLAINS AND WOODLAND (I) EBF

Collaborator: George Quimby, Chicago Natural History Museum. Two filmstrips each on three important Indian cultures: the Plains, the Eastern Woodland, and the Southern Woodland. The beautiful and authentic paintings were executed by one of America's foremost artists in the field of Indian life. Review questions and suggestions at the end of each. About 52 frames each.

- 5810 The Boyhood of Lone Raven (Plains I)
 - 5811 The Manhood of Little Coyote (Plains II)
 - 5812 The Young Manhood of Quick Otter (Eastern Woodland I)
 - 5813 The Travels of Quick Otter (Eastern Woodland II)
 - 5814 Flamingo, Princess of the Natchez (Southern Woodland I)
 - 5815 The Journey of the Flamingo Princess (Southern Woodland II)
- Each color filmstrip, captions\$ 6.00
5815X Set, 6 filmstrips boxed\$36.00

INDIAN-PIONEER LIFE (b&w) (I-J-S) SP

Distribution of tribes, life, customs and activities of the Indians in Canada before the coming of the white man. Drawings, maps, old prints and photos.

- 3133M Indian Life in Early Canada (49)
 - Models depict the way of life of early settlers in Upper Canada from 1750 to 1850 — their homes, furniture, equipment, boats and carts.
 - 2251M Pioneer Life in Upper Canada (39)
- Each filmstrip, captions, manual\$3.00
2251MX Set, 2 filmstrips\$5.75

INDIANS (I-J-S) G

Introduces Indian life and homes among the tules and redwood forests.

- 7742 Early California Indians (34)
 - Emphasizes the versatility of the Indians as teachers and shows the many new things the Indians had to learn at the missions.
 - 7743 California Mission Indians (36)
- Each color filmstrip, captions\$6.00

See listing of FOLK SONGS on Page 58.

Filmstrips with Records.

OUR HOLIDAY HERITAGE (I-J) M-H

History and customs are shown to help children understand their cultural heritage. About 42 frames each.

- 6369 The Meaning of Thanksgiving
 - 6359 Christmas in Many Lands
 - 6404 Christmas in America
- Each color filmstrip, captions\$ 6.50
6404X Set, 3 filmstrips boxed\$17.50

PATRIOTIC HOLIDAYS (I) EBF

These go far beyond that of furnishing program material for the holidays. About 50 frames each.

- 5304 Lincoln's Birthday
 - 5305 Washington's Birthday
 - 5306 Memorial Day
 - 5307 Independence Day
 - 5308 Columbus Day
 - 5309 Thanksgiving Day
- Each color filmstrip, captions\$ 6.00
5309X Set, 6 filmstrips boxed\$36.00

CHRISTMAS STORIES (P-I-J-S-C) EBF

Stories to enhance the Christmas season are delightfully told—some with realistic photographs; others with excellent drawings. Good for all age groups. About 48 frames each.

- 5392 Christmas Through The Ages
 - 5393 A Night Before Christmas
 - 5394 A Christmas Carol (Dickens)
 - 5395 The Fir Tree (Andersen)
 - 5396 The Nutcracker and the Mouse-King
 - 5397 A Present for Patsy
- Each color filmstrip, captions\$ 6.00
5397X Set, 6 filmstrips boxed\$36.00

INDIAN CULTURES OF THE AMERICAS (J-S) EBF

Vital phases in the development of Indian cultures in the Americas come to life in this series based on the American Heritage Book of Indians and the extensive picture files of American Heritage. About 49 frames each.

- 7501 The Incas, Mayas and Aztecs
 - 7502 Indians of the Southeast
 - 7503 Indians of the Southwest
 - 7504 Indians of the Northeast
 - 7505 Indians of the Plains
 - 7506 Indians and Eskimos of the Northwest
- Each color filmstrip, captions\$ 6.00
7506X Set, 6 filmstrips boxed\$36.00



ANCIENT AMERICAN INDIAN CIVILIZATIONS (J-H) EBF

These early civilizations had a distinctive way of life and comparisons are easily made. Their art and science developments are unique and shown in good detail.

- 5144 Incas and Their Way of Life
- 5145 Inca Achievements in Art and Science
- 5146 The Maya and Their Way of Life
- 5147 Maya Achievements in Art and Science
- 5148 The Aztecs and Their Way of Life
- 5149 Aztec Achievements in Art and Science
- 5150 The Aztecs, The Maya, The Incas: A Comparison

- Each color filmstrip, captions\$ 6.00
5150X Set, 7 filmstrips boxed\$42.00

BUSINESS EDUCATION

BOOKKEEPING (GREGG) (J-S) M-H

Correlated with Freeman, Hanna and Kahn: Bookkeeping, Simplified. A graphic presentation of the basic bookkeeping cycle; each step well illustrated. About 30 frames each.

- 9256 Bookkeeping Equation and the Balance Sheet
9257 Use of Accounts and Analysis of Transactions
9258 Journalizing and Posting
9259 Preparing the Trial Balance
9260 Preparation of the Worksheet and Financial Statements
9261 Closing Entries
- Each color filmstrip, captions\$ 7.50
9261X Set, 6 filmstrips boxed\$40.50

PROGRESSIVE FILING SERIES (b&w) (J-S-C) M-H

4 SOUND filmstrips correlated with Kahn and Yerian: "Progressive Filing." High school, business school, college. About 14 minutes each.

- Filing Methods and Procedures — Pt. 1
Filing Methods and Procedures — Pt. 2
Index and Filing Rules — Pt. 1
Index and Filing Rules — Pt. 2
- 9384XR Sound Set, 4 filmstrips and 2-12" 33 1/3 rpm records\$52.00

GENERAL BUSINESS SERIES (b&w) (J-S-C) M-H

6 filmstrips correlated with Price and Musselman: GENERAL BUSINESS FOR EVERYDAY LIVING. Junior and senior high school, business training. About 35 frames each.

- 9333 Looking at Business Careers
9334 Succeeding in Your Career
9335 Transportation and Modern Life
9336 Communications in Modern Life
9337 Business and Government
9338 Using Travel Services
- Each filmstrip, captions\$ 6.50
9338X Set, 6 filmstrips boxed\$35.00

BUSINESS EDUCATION SERIES (S-C) MH

Treats major topics for the training of clerical and secretarial students. About 40 frames each.

- 4259 Proper Handling of Checks
4260 The Secretary as a Receptionist
4261 Effective Business Correspondence
4262 Files and Filing
4263 Getting a Job and Keeping It
4264 The Trade Acceptance
- Each color filmstrip, captions\$ 6.50
4265MX Set, 6 filmstrips boxed, guide\$36.00

GREGG TYPEWRITING SERIES (Sound) (J-S-C) M-H

14 SOUND filmstrips correlated with Gregg Typewriting texts. High School, business school, college. About 12 minutes each.

- Set 1 (black & white)**
How Typing Is Learned — and Why
Better Posture — Better Typing
Fundamental Typing Habits
Getting the Typewriter Ready — Part 1
Getting the Typewriter Ready — Part 2
Remedial Typing Techniques
- 9380XR Sound Set, 6 filmstrips and 3 - 12" 33 1/3 rpm records\$65.00

- Set 2 (Color)**
Basic Tabulation Typing
Basic Display Typing: Principles and Patterns
Basic Display Typing: Methods and Shortcuts
Basic Display Typing: Methods and Shortcuts, Basic Manuscript Typing
Basic Forms Typing
Basic Letter Typing, Part 1
Basic Letter Typing, Part 2
- 9405XR Sound Set, 8 color filmstrips and 4 - 33 1/3 rpm records\$112.00

VOCATIONAL EDUCATION

MECHANICAL DRAWING SERIES (b&w) (Color) (J-S) M-H

Correlated with French and Svensen: Mechanical Drawing. High School and Trade School. About 40 frames each.

- 9345 Scales; Flat and Triangular (b&w)
9346 Compasses and Bow Instruments (b&w)
9347 Freehand Lettering and Figures (b&w)
Each b&w filmstrip, captions\$ 6.00
9348 Isometric Drawings (color)
9349 Developments (color)
9350 Intersections (color)
- Each color filmstrip, captions\$ 8.50
9350X Set, 6 filmstrips boxed\$42.00

Set 4 (Color)

- 9398 Sections
9399 Orthographic Drawing, 1
9400 Orthographic Drawing, 2
9401 Dimensioning, 1
9402 Dimensioning, 2
9403 Auxiliary Views
- Each color filmstrip, captions\$ 8.50
9403X Set, 6 filmstrips boxed\$48.00

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WOODWORKING (J-S) M-H

Encourages safe work habits; develops understanding of good design; shows present-day lumbering processes; proper techniques of finishing various woods. About 50 frame each.

- 6336 Safety in the Shop
6337 Design in Wood
6338 Hardwood Lumbering
6339 Hardwood Processing
6340 Wood Finishing I
6341 Wood Finishing II
- Each color filmstrip, captions\$ 7.00
6341MX Set, 6 filmstrips boxed, manual\$37.50

METALWORKING (b&w) (J-S) M-H

Correlated with Feirer: General Metals. Step-by-step instruction of proper techniques in bench metal, sheet metal and making trays and bowls. About 44 frames each.

- 9294 Bench Metal Cutting
9295 Bench Metal Filing
9296 Bench Metal Drilling
9297 Sheet Metal Laying Out and Cutting
9298 Sheet Metal Forming and Seaming
9299 Art Metal: Making Trays and Bowls
- Each filmstrip, captions\$ 6.00
9299X Set, 6 filmstrips boxed\$32.50

USE OF MACHINES IN OUR INDUSTRIAL LIFE (J-S) M-H

Excellent for teaching functions and uses of metal and woodworking machines. About 52 frames each.

- 6258 Evolution of Machines in Industry
6259 Care and Use of the Band Saw
6260 Care and Use of the Jig Saw
6261 Care and Use of the Drill Press
6262 Care and Use of the Shaper
6263 Care and Use of the Circular Saw
- Each color filmstrip, captions\$ 7.00
6263MX Set, 6 filmstrips boxed, manual\$37.50

ARC WELDING (J-S-C) M-H

Designed to show essentials and how it works. About 52 frames each.

- 6360 Electric Arc Welding & How It Helps Man
6361 Selecting & Using Welding Equipment Safely
6362 Practicing Arc Welding
- Each color filmstrip, captions\$ 7.00
6362MX Set, 3 filmstrips boxed, manual\$19.00

TOOLS (b&w) (J-S) VS

- Shows 100 types and how used.
8402 Woodworker's Tools (38)
Filmstrip, captions\$2.50

TEACHER EDUCATION

TEACHER EDUCATION SERIES (Sound) (C) BFI

These 4 Sound Filmstrip Sets present lessons or short classroom experiences involving time-tested methods demonstrated by master teachers. They were planned by teachers, supervisors and principals of the Los Angeles City Schools for use in teacher institutes, in-service training programs and education classes.

Teaching Science

Demonstrates teaching procedures in first six grades. 4 color filmstrips averaging 110 frames each, 2 long play records. Titles:

- Young Children Explore the World of Science I
—Young Children Explore the World of Science II—Together We Learn About Sound—Guiding Children Through a Science Lesson.

- 1356XR Sound Set, 4 color filmstrips, 2 long play records, fibre storage-shipping case\$29.00

Teaching Language Skills

Lessons or short classroom experiences in the first six grades. 11 color filmstrips and 8 long play records. Titles:

- Oral Language for Young Children — Background for Written Expression in Kindergarten — Beginning Writing — Independent Writing, Primary Grades—Spelling I—Spelling II—Spelling III—Written Expression—Children Correct Their Work—Improvement of a Specific Language Skill—Maintenance of Language Skills.

- 1354XR Sound Set, 11 color filmstrips, (43 to 92 frames each), 8 long play records, fibre storage-shipping case\$78.50

Elementary Classroom Guidance

Teachers in the elementary grades will find this very useful.

- Principles of Guidance in the Classroom (85)
1358XR Sound Set, color filmstrip, long play record, fibre storage-shipping case\$12.00

Teaching English

For those who are teaching in Junior High School, here is a 125-frame color filmstrip with long play record:

- Demonstrating Good Teaching of English
1355XR Sound Set, color filmstrip with long play record, fibre storage-shipping case\$13.00

ESEA — NDEA — EOA

Most of the filmstrips in this Catalog 17 can be purchased under one of these Acts. Check your State Dept. of Education for approval.

TEACHER EDUCATION

THE GOOD DAY FILMSTRIP SERIES (Sound) (C) LFS

In this series of color sound filmstrips by the California Association for Childhood Education a quick overview is provided of the developmental activities at all levels of the elementary school. Production and narration by Helen Heffernan, Chief of the Bureau of Elementary Education, California State Department of Education in consultation with committees of the California Association for Childhood Education.



TEACHING SCIENCE IN THE ELEMENTARY SCHOOLS (Sound) (C) LFS

A series of new science filmstrips in color, depicting actual school activities, and with recordings and guides for in-service Teacher Training. Authored by Helen Heffernan, Chief of the State Bureau of Elementary Education, Sacramento, California and Lovelle C. Downing, Curriculum Director, Modesto City Schools.

The World is so Full of a Number of Things (59)
KINDERGARTEN: With this sound filmstrip the kindergarten teacher is made more aware of the science experiences to be found within the environment of any group of five year olds, as well as alert to opportunities many new situations provide.

- 7154MXR Color filmstrip, 12" 33 1/3 rpm record, teacher guide\$16.50

All About Milk (64)
PRIMARY GRADES: Shows how a group of seven and eight year old children experience science through first-hand study strips and experimentation, and how in the classroom they can be led to interpret and organize their new learnings in ways meaningful to them.

- 7155MXR Color filmstrip, 12" 33 1/3 rpm record, teacher guide\$16.50

Understanding Growth and Change (60)
PRIMARY GRADES: The first grade teacher capitalizes on the insatiable curiosity of her boys and girls and focuses their attention on the wonderful phenomena of growth and change in everything about them.

- 7167MXR Color filmstrip, 12" 33 1/3 rpm record, teacher guide\$16.50

Science in Our Daily Bread (57)
PRIMARY GRADES: A sensitive and demonstrative teacher demonstrates the scientific method as well as the use of a wide variety of science content as a group of seven and eight year olds pursue the broad area of how man meets his basic need for daily bread.

- 7156MXR Color filmstrip, 12" 33 1/3 rpm record, teacher guide\$16.50



Science in the Magic Story of Water (62)
INTERMEDIATE GRADES: The opening sequence of this sound filmstrip gives many suggestions for a planned environment; the remaining sequences are built around major problems—the water cycle, water animals, man's use and control, water transportation and conservation.

- 7157MXR Color filmstrip, 12" 33 1/3 rpm record, teacher guide\$16.50

A Good Day In The Kindergarten

School environment, indoor and outdoor activities, equipment and supplies, teacher guidance, home-school relations.

- 7168MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

A Good Day In The First Grade

A typical group beginning third month in first grade have experiences in a study of airplanes and airports with related science, reading, construction, painting, music, and rhythms.

- 7169MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

A Good Day In The Second Grade

A typical class in a naval ordnance center studies how the mail is carried. How opportunities are provided to satisfy the normal drives of learning.

- 7170MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

A Good Day In The Third Grade

A typical class in a city school system studies community life with particular emphasis on the poultry industry. Classroom environment, reading, arithmetic, art, music, map-making, science.

- 7171MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

MODERN MATHEMATICS ACTIVITIES FOR PRIMARY GRADES (Sound) (C) BFI

Activities, games, and devices which have been used successfully. Designed to provide repetitive activity. Number recognition and sequence, number concept and place value, etc., are developed. For use with pre- and in-service teachers.

- 1352MXR Sound Set, 2 color filmstrips, 2 long play records, 24 page manual, fibre storage-shipping case\$25.00

MODERN MATHEMATICS READINESS ACTIVITIES (Sound) (C) BFI

A set to acquaint teachers with materials and techniques to develop understandings necessary to number concepts. Used as introduction to traditional or modern math. Techniques are appropriate for kindergarten or first year and with retarded or special education groups.

- 1351MXR Sound Set, 2 color filmstrips, 2 long play records, 24 page manual in fibre storage-shipping case\$25.00

TEACHING READING WITH GAMES (Sound) (C) BFI

The games are designed to help the busy teacher provide individual reading practice that is purposeful, enjoyable and motivational. Many can be made self-directive and self-correctional.

- 1353MXR Sound Set, 61 frame color filmstrip, long play record, fibre storage-shipping case\$17.50

SCIENCE ACTIVITIES FOR ELEMENTARY SCHOOL CHILDREN (Sound) (C) BFI

Teachers and prospective teachers can use this series to discover activities and games that will increase the interest of elementary grade pupils in science. Simple experiments are shown, along with questions that may be asked before, during, and after the children perform the experiments. The use of the methods and ideas in these sound filmstrips will stimulate pupils to appreciate the scientific aspects of the world around them. Produced by L. W. Nelson, Ph.D., and D. G. Schubert, Ph.D., C.S.C. at L.A. 50-56 frames each.

- Plants and Animals
Magnetism, Electricity and Machines
Air, Weather, Jet Propulsion and Space
- 1367MXR Sound Set, 3 color filmstrips, 3-12" LP records, manual, custom storage-shipping case\$32.50

GRADE LEVEL CODING (Shown after Set Title)

- (P) Primary (K-3)
(I) Intermediate (4-6)
(J) Junior High (7-9)
(S) Senior High (9-12)
(C) College and Adult

A Good Day In The Fourth Grade

A class in a city school studies early California exploration and settlement; a trip to a tannery, construction, industrial arts, individualized reading and parent participation in a special interests program are emphasized.

- 7172MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

A Good Day In The Fifth Grade

A class in a suburban school studies pioneer life. Emphasis on industrial arts, dramatic play, folk dancing, study trips, creative writing.

- 7173MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

A Good Day In The Sixth Grade

A sixth grade studies aviation; trip to airport, dramatic play, science, individualized reading, use of library, use of tape recorder, painting, construction, creative rhythms.

- 7174MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

A Good Day In The Seventh Grade

A class pursues a study of World Trade. Use of a resource consultant is shown. A community museum contributes to the program. A special interests program involves the entire faculty of an upper grade school in a small community.

- 7175MXR Color filmstrip, 12" 33 1/3 rpm record, narration\$15.00

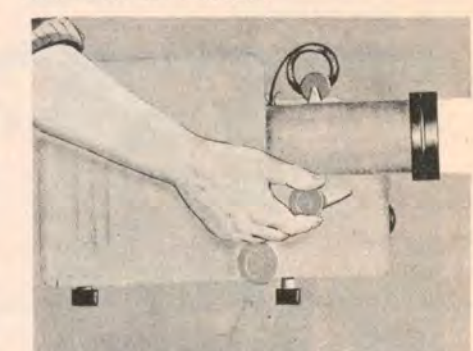
A Good Day In The Eighth Grade

A large class of young adolescents explore a study of Education's Service to a Democratic Society. Individual and societal needs are met in a sparsely settled area. Emphasis is on increasing self direction under skillful teacher guidance.

- 7176MXR Color filmstrip 12" 33 1/3 rpm record, narration\$15.00

USING AUDIO-VISUAL MATERIALS SERIES (S-C) M-H

Provides a thorough introduction to the operation and care of motion picture and filmstrip projectors. The effective use of filmstrips in teaching is covered in detail. About 32 frames each.



- 6710 The 16mm Motion Picture Projector, 1
6711 The 16mm Motion Picture Projector, 2
6712 The 16mm Motion Picture Projector, 3
6713 The Filmstrip Projector
6714 Filmstrips and the Teacher

- Each color filmstrip, captions\$6.50
6714X Set, 5 filmstrips boxed\$29.50

TEACHING WITH VISUAL MATERIALS SERIES (C-A) M-H

Designed to promote teacher interest in visual teaching and to provide practical suggestions for the effective use of the bulletin board, flannel board, poster and chalkboard as visual teaching devices. About 38 frames each.

- 6064 Exciting Bulletin Boards, Part 1
6065 Exciting Bulletin Boards, Part 2
6066 The Flannel Board
6067 Posters
6068 The Chalkboard, Part 1
6069 The Chalkboard, Part 2
- Each color filmstrip, captions\$ 8.50
6069X Set, 6 filmstrips boxed\$45.00

PRIMARY

OUR PETS SERIES (P) M-H

Each tells an interesting and informative story of the child's experiences and care and training of pets. About 37 frames each.

4625 The Parakeet	4628 The Rabbit
4626 The Pony	4629 The Puppy
4627 The Kitten	4630 The Turtle

Each color filmstrip, captions\$ 6.50
4630MX Set, 6 filmstrips boxed, guide.....\$35.00

PET STORIES (P) EBF

Collaborator: Dr. A. Wheeler, George Peabody College. Real-life photographs designed for reading, to show relationship of pets and children as well as proper care of pets. About 46 frames each.

5386 Kathy's Kitten	5389 Peggy's Parakeet
5387 Paul's Puppy	5390 Gordon's Goldfish
5388 Roger's Rabbit	5391 Terry's Turtle

Each color filmstrip, captions\$ 6.00
5391X Set, 6 filmstrips boxed\$36.00

LEARNING ABOUT LIVING THINGS (P) EBF

Designed as an introduction to the formal study of living organisms. Basic principles are investigated. Helps students acquire a scientific vocabulary and to learn methods of scientific inquiry. Characteristics of living things are observed. About 45 frames each.

7683 What is Alive?
7684 Finding Living Things
7685 Living Things Hard to See
7686 Food for Living Things
7687 Living Things Need Each Other
7688 How Life Continues

Each color filmstrip, captions\$ 6.00
7688X Set, 6 filmstrips boxed\$36.00

LEARNING ABOUT PLANTS (P) EBF

This excellent series presents a simple, comprehensive study of plants — what they need to grow, some of their life processes, the parts of a typical seed plant, the start of plant growth, and the importance of plants to man. About 36 frames each.



7927 Plant Needs
7928 How Plants Live
7929 The Parts of a Plant
7930 How Seeds Sprout and Grow into Plants
7931 How Seeds Are Scattered
7932 Plants We Use

Each color filmstrip, captions\$ 6.00
7932X Set, 6 filmstrips boxed\$36.00

ANIMAL STORIES (P) BFI

Motivational stories with strong moral overtones for reading, guidance, drawing and painting.

The Little Ducks
Winnie the Colt
The Playful Fish

1324X Set, 3 filmstrips boxed.....\$18.00

All Filmstrips Available On
10 DAY APPROVAL

ZOO ADVENTURE (P) EBF

Will help develop an appreciation for the variety of animal shapes, sizes and colors by providing selected pictures of zoo animals. About 39 frames each.

7907 Large Zoo Animals
7908 Monkeys and Other Small Zoo Animals
7909 Birds of the Zoo
7910 Zoo Snakes and Their Relatives

Each color filmstrip, captions.....\$ 6.00
7910X Set, 4 filmstrips boxed\$24.00

FOUR SEASONS (P) FH

Designed as an introduction to nature study. Shows changes in seasons in plants, flowers, animals, birds, insects. Sun's position also shown as well as holidays in each.

3504 Fall	3506 Spring
3505 Winter	3507 Summer

Each color filmstrip, captions\$ 6.00
3507X Set, 4 filmstrips boxed\$20.00

THROUGH THE SEASONS SERIES (P) M-H

Takes children through a complete tour of the season's activities of boys and girls, seasonal life of plants and animals. About 30 frames each.



4403 In the Autumn	4405 In the Spring
4404 In the Winter	4406 In the Summer

Each color filmstrip, captions\$ 6.75
4406MX Set, 4 filmstrips boxed, guide\$24.50

THE FOUR SEASONS (P) EBF

Photographs and easy-to-read captions tell the story of each of the four seasons for boys and girls in temperate regions that have snow in winter and relatively warm weather in summer. About 33 frames each.

7507 Spring	7509 Fall
7508 Summer	7510 Winter

Each color filmstrip, captions\$ 6.00
7510X Set, 4 filmstrips boxed\$24.00

SEASONS AND WEATHER SERIES (P) M-H

Designed to explain in simple terms the nature of the physical environment around the primary pupil. About 40 frames each.

4691 All My Seasons
4692 Daytime and Nighttime
4693 A Foggy and Windy Day
4694 A Hot Day
4695 A Rainy Day
4696 A Snowy Day

Each color filmstrip, captions\$ 6.75
4696MX Set, 6 filmstrips boxed\$36.50

ELEPHANTS OF INDIA (P) EBF

Elephants relation to man is explored through a factual report. Training elephants as beasts of burden is illustrated. Color photographs made in India with a herd of working elephants and their drivers. About 35 frames each.

7873 This Is an Elephant
7874 An Elephant Goes to School
7875 An Elephant Grows Up

Each color filmstrip, captions\$ 6.00
7875X Set, 3 filmstrips boxed\$18.00

WORLD AROUND US SERIES (P) M-H

Designed to help the young child understand his environment and everyday experiences. Told in pictures and language suitable for this grade level. About 30 frames each.

4882 Electricity Does It For You
4883 Water, Water Everywhere
4884 Animals That Help People Travel
4885 Animals Around the World
4886 Numbers All Around Us
4887 The Four Seasons

Each color filmstrip, captions\$ 6.00
4887X Set, 6 filmstrips boxed\$32.50

ON THE FARM WITH TOM AND SUSAN (b&w) (P) M-H

Reveals and explains scientific phenomena while following the adventures of two primary age children on a typical small farm. About 37 frames each.

6070 Visiting the Farm
6071 Animals and Their Young
6072 How Plants Live and Grow
6073 Animal Homes
6074 Tools and Simple Machines
6075 Science Review

Each filmstrip, captions.....\$ 4.00
6076MX Set, 6 filmstrips with manual.....\$22.00

PRIMARY — INTERMEDIATE

LEARNING ABOUT ZOO ANIMALS (P-I) IFC

Points out some little-known facts about certain animals, acquaints pupils with some animals not found in a local zoo and helps to show some major differences between major groups of animals. About 38 frames each.

1046 Plant-Eaters and Bears
1047 Big Cats, Monkeys and Reptiles
1048 Birds
1049 Underwater Animals
1050 Dolphins and Sea Lions

Each color filmstrip, captions.....\$ 6.00
1050X Set, 5 filmstrips boxed\$30.00

DIFFERENT KINDS OF ANIMALS (P-I) EBF

Designed to help young students gain an awareness of the many varieties of animal life and the basic biological facts about different animals. About 38 frames each.



The rhinoceros has a different kind of horn. It is made of hard hair.

7901 Learning About Mammals
7902 Learning About Birds
7903 Learning About Amphibians
7904 Learning About Reptiles
7905 Learning About Insects
7906 Some Water Animals

Each color filmstrip, captions\$ 6.00
7906X Set, 6 filmstrips boxed\$36.00

GRADE LEVEL CODING (Shown after Set Title)

- (P) Primary (K-3)
- (I) Intermediate (4-6)
- (J) Junior High (7-9)
- (S) Senior High (9-12)
- (C) College and Adult

Continued on page 35

PLACE
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Have you checked to see which materials
may be acquired under ESEA - NDEA - OEA?

This is an order for school material which will
help educate America's children.

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FILMSTRIP SPLICER

- * Instant Repair—no "down" time
- * Made of unbreakable plastic
- * Pays for itself after first use
- * You can edit out unwanted frames

quik splice® for repairing your torn 35mm filmstrips. Match filmstrip on Splicer, pull off backing and your filmstrip is ready for use. T35DP Dispenser with 125 quik splice® \$5.00

(914) White Plains 6-2600

Charge To _____ Ship To _____ Date _____
 Invoice To _____ (INDIVIDUAL) _____ At _____ (INDIVIDUAL) _____ Customer's No. _____
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 Address _____
 City _____ State _____ Zip Code _____ City _____ State _____ Zip Code _____ How Ship _____
 COLLECT PREPAY & ADD

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If we prepay transport charges they will be added to this	Total
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PLEASE HAVE REMITTANCE ACCOMPANY THIS ORDER IF IT IS LESS THAN \$5.00
Terms to Schools - Net cash 30 days.

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- ☐ IF YOU DO NOT HAVE OUR LATEST **RECORD** CATALOG, PLEASE CHECK HERE FOR YOUR COPY.

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Official Position _____

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Invoice To _____	At _____	Customer's No. _____
(INSTITUTION)	(INSTITUTION)	
Address _____	Street and No. _____	When Ship _____
City _____ State _____ Zip Code _____	City _____ State _____ Zip Code _____	How Ship _____
		COLLECT PREPAY & ADD

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SPECIAL INSTRUCTIONS:

If we prepay transport charges they will be added to this	Total
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- ☐ PLEASE SEND _____ MORE FILMSTRIP CATALOGS
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12 Cleveland Street
VALHALLA, NEW YORK 10595

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Have you checked to see which materials
may be acquired under ESEA - NDEA - OEA?

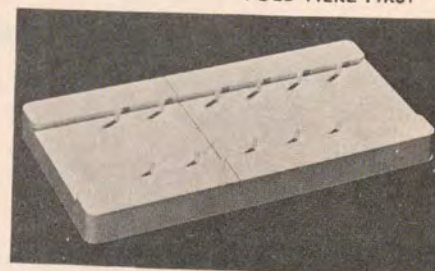
This is an order for school material which will
help educate America's children.

SPECIAL OFFER!

IF YOU USE THIS ORDER FORM we will send with your order the Filmstrip Splicer shown for each \$50.00 portion of the order. (You can attach this blank to your official order). In this way we say "thank you" for sending US your order and to remind you that we are always ready to help you with your A/V needs with one of the most complete listings of Filmstrips to be found.

ONE Source, ONE Invoice and ONE check to write for your Filmstrip needs. About 50% of the Filmstrips produced in the United States are available here in Catalog No. 17,

FOLD HERE FIRST



FILMSTRIP SPLICER

- * Instant Repair—no "down" time
- * Made of unbreakable plastic
- * Pays for itself after first use
- * You can edit out unwanted frames

quik splice® for repairing your torn 35mm filmstrips. Match filmstrip on Splicer, pull off backing and your filmstrip is ready for use. T35DP Dispenser with 125 quik splice® \$5.00

SCIENCE — GENERAL SCIENCE

PRIMARY — INTERMEDIATE

EXPLORING THE ANIMAL WORLD

(P-I) IFC

Here we find out about various types of animals, how they grow, live, travel as well as how many have been tamed.



1095 Farm Animals 1097 Animal Differences
1096 Animal Babies 1098 Tame Animals
Each color filmstrip, captions \$ 6.00
1098X Set, 4 filmstrips boxed \$24.00

Walt Disney ANIMAL STORIES (P-I) EBF

Especially adapted for primary and intermediate grades from the delightful motion pictures on which these are based: Perri, story of a female squirrel from birth until she finds a mate; The Legend of Lobo, from Seton's story of a wolf family; The Incredible Journey, one of the finest stories to describe the homing instincts in animals. About 60 frames each.

7666 Perri: A Time of Hunting
7667 Perri: A Time of Learning
7668 Perri: A Time of Adventure
7669 Perri: A Time of Preparing
7670 Perri: A Time of Together
7671 Perri: A Time of Danger
7672 Lobo the Wolf Pup
7673 Lobo's Long Journey
7674 Lobo Takes Command
7675 The Legend of Lobo
7676 The Incredible Journey Begins
7677 The Incredible Journey Ends
Each color filmstrip, captions \$ 6.00
7677X Set, 12 filmstrips boxed \$72.00

ANIMALS—HOW THEY LIVE AND GROW (P-I) M-H

Purpose is to introduce animals from different environments, to show relationship and to show how they develop and grow. About 32 frames each.



4872 North American Buffalo
4873 The Cat Family
4874 The Polar Bear
4875 Story of the Atlantic Salmon
Each color filmstrip, captions \$ 6.75
4875MX Set, 4 filmstrips boxed \$24.50

ANIMAL STORIES (Color) (P-I) M-H

A delightful series of photographs of boys and girls and their pets. They also show how to care for them. About 40 frames each.

6517 Tony's Pony
6518 Animals of Farmboy Bill
6519 Peter's Pet Party
6520 Randy Takes Care of His Dog
6521 Kathy's Cat Has Kittens
6522 Bonnie the Seeing-Eye Dog
Each color filmstrip, captions \$ 6.50
6522MX Set, 6 filmstrips boxed \$35.50

WHYS OF ELEMENTARY SCIENCE

(P-I) FH

Jim and Susan, hero and heroine of WHYS OF ELEMENTARY SCIENCE, are just like your pupils. They question, explore, discover, learn and apply science principles in everyday life around them. 25-35 frames each.

Set One — Weather

5589 Why Does it Rain?
5590 Why Do We Have Wind?
5591 Why Do We Have Warm and Cold Days?
5592 Why Do We Have Day and Night?
5592X Set, 4 filmstrips boxed \$20.00

DOOR KNOB SASH PULLEY HOSE REEL



All these wheels help us move something faster and more easily. What work does each help us do?

Set Two — Simple Machines

5593 How Wheels Help Us
5594 How Levers Help Us
5595 How Ramps and Screws Help Us
5596 How Wedges Help Us
5596X Set, 4 filmstrips boxed \$20.00

Set Three — Plants

5597 What Makes a Seed Sprout?
5598 What Makes a Plant Grow?
5599 How Do Plants Get Where They Grow?
5600 How Do Plants Help Us?
5600X Set, 4 filmstrips boxed \$20.00

Set Four — Animal Life

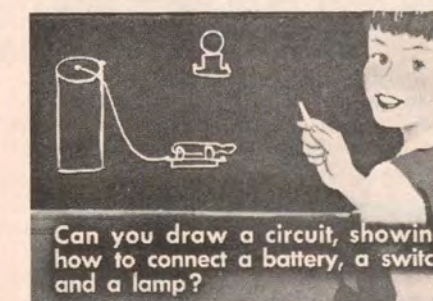
5621 Where Animals Come From
5622 Why Animals Need Food, Heat, Air
5623 How Animals Protect Themselves
5624 Different Kinds of Animals
5624X Set, 4 filmstrips boxed \$20.00

Set Five — Our Sky

5525 What We See in the Sky
5626 Our Solar System
5627 The Earth in Motion
5628 Our Moon
5628X Set, 4 filmstrips boxed \$20.00

Set Six — Electricity & Magnets

5641 How Electricity Helps Us
5642 Magnets
5643 Static Electricity
5644 Current Electricity
5644X Set 4 filmstrips boxed \$20.00



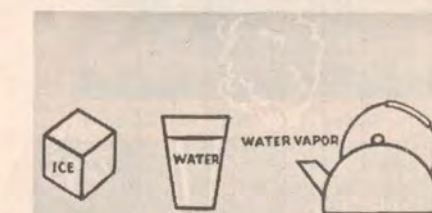
Can you draw a circuit, showing how to connect a battery, a switch and a lamp?

Set Seven — Light and Eyes

5645 How Light Helps Us
5646 How Light Can Be Bent
5647 How We See
5648 Some Strange Eyes of Animals
5648X Set, 4 filmstrips boxed \$20.00

Set Eight — The Earth's Surface

5661 The Land and Water We See
5662 Rocks and How They Change
5663 Soil for Plants
5664 How the Earth's Surface Changes
5664X Set, 4 filmstrips boxed \$20.00



Heat can change many solids to liquids, and liquids to gases.

Set Nine — Heat

5665 How Heat Helps Us
5666 How a Thermometer Works
5667 Heat from Sunlight and Fuel
5668 How Heat Moves
5668X Set, 4 filmstrips boxed \$20.00

Set Ten — Our Bodies

5669 Getting Acquainted With Our Bodies
5670 How Bones and Muscles Work
5671 Why We Breathe
5672 Keeping Healthy
5672X Set, 4 filmstrips boxed \$20.00

Set Eleven—The Astronaut & Space Travel

5677 How an Astronaut Lives in Space
5678 How Rockets Work
5679 How Gravity Works
5680 How Space Science Helps Us
5680X Set, 4 filmstrips boxed \$20.00

Something to talk about:



Living things in the sea and how they differ from living things on land.

Set Twelve — The Sea

5516 Water, Water Everywhere
5517 Plant Life in the Sea
5518 Animal Life in the Sea
5519 How the Sea Helps Us
5519X Set, 4 filmstrips boxed \$20.00

Any Set of Whys \$20.
Each Additional Set \$15.
Each color filmstrip \$5.
ALL 12 SETS \$185.00

Filmstrips on 10 day approval — Order blanks on middle pages.

Continued on next page.

SCIENCE — GENERAL SCIENCE

PRIMARY — INTERMEDIATE

ANIMALS OF THE FOREST (P-I) M-H
Shows how forest animals adapt to environment as well as interrelationships among them. Develops an appreciation of the need for conservation. About 34 frames each.



4857 The Beaver 4859 The Raccoon
4858 The Black Bear 4860 Squirrels
4861 Animal Tracks (black and white)
Each color filmstrip, captions.....\$ 6.75
Black and white #4861.....\$ 4.50
4861MX Set, 5 filmstrips, guide, boxed ..\$28.50

ANIMALS OF THE FOREST (P-I) EBF
Colorful... child-centered... charming, for science and language arts. 37 frames each.

9959 Woodland Neighbors
9960 Woodland Friends
Each color filmstrip, captions.....\$ 6.00
9960X Set, 2 filmstrips boxed ..\$12.00

DISCOVERING LIFE AROUND US (P-I) EBF

By visiting these various places, youngsters will be alerted to watch for things common to such areas. About 34 frames each.



5161 A Visit to the Garden
5162 A Visit to the Pond
5163 A Visit to the Farm
5164 A Visit to the Seashore
5165 A Visit to the Woods
Each color filmstrip, captions.....\$ 6.00
5165X Set, 5 filmstrips boxed ..\$30.00

BIRDS YOU SHOULD KNOW (P-I) M-H

Helps show importance of birds in balance of nature and need to conserve bird life. Also shows relations of birds and their environments. About 32 frames each.



4862 Hawks 4864 Owls
4863 The Kingfisher 4865 Birds of the City
Each color filmstrip, captions.....\$6.75
4865X Set, 4 filmstrips boxed ..\$24.50

ALL ABOUT AIR (P-I) VS

An excellent series that shows by diagrams and experiments what air does for us. About 27 frames each.

8460 What Air Is
8461 What Air Does
8462 What Air Pressure Is
8463 What Air Pressure Does
8464 Using Compressed Air

Each color filmstrip, captions.....\$ 5.00
8464X Set, 5 filmstrips ..\$19.50

PRIMARY SCIENCE (P-I) EBF

Collaborator: Dr. G. G. Mallinson, West, Mich. College. Six major areas as taught at 3rd and 4th grades are covered clearly with drawings. Questions for review and discussion. About 48 frames each.

5410 The Earth 5413 Our Weather
5411 The Air 5414 Night and Day
5412 The Seasons 5415 The Night Sky

Each color filmstrip, captions.....\$ 6.00
5415X Set, 6 filmstrips boxed ..\$36.00

THE BOY SCIENTIST (P-I) LFS

Depicts in a manner interesting to young children simple basic principles relating to space and matter.



"On the moon, with no air around us, the pressure inside our bodies would push out. You'd need a pressure suit to hold your body together."

7144 Bob Builds a Telescope
7145 Bob's Rocket
7146 Bob Visits the Moon
7147 Bob's Microscope
7148 Bob Visits an Atom
Each color filmstrip, captions.....\$ 5.00
7148X Set, 5 filmstrips boxed ..\$23.50

INSECT LIFE CYCLES (P-I) EBF

Basic types of insect development from egg to adult. How they may be distinguished and stimulate students to make their own observations. About 33 frames each.



7544 Beetles and Their Life Cycles
7545 The Grasshopper
7546 Dragonflies and Damselflies
7547 The Monarch Butterfly
7548 The Honeybee & Its Life Cycle
Each color filmstrip, captions.....\$ 6.00
7548X Set, 5 filmstrips boxed ..\$30.00

ESEA — NDEA — EOA

Most of the filmstrips in this Catalog 17 can be purchased under one of these Acts. Check your State Dept. of Education for approval.

PRIMARY

INTERMEDIATE — JR. HIGH

AVAILABLE ON APPROVAL

WHAT WATER IS (P-I-J) VS

A bright, new approach to the important subject of water. It shows what it is and what it does and why we need to conserve it.

8471 What Water Is (36)
8474 What Water Does
Each color filmstrip, captions.....\$ 5.00
8474X Set, 2 filmstrips ..\$ 9.50

PHYSICAL AND CHEMICAL CHANGES IN EVERYDAY LIVING (P-I-J) M-H

Shows experiments on the effect of sunlight on colors; the souring of milk; breathing; digestion; photosynthesis; fermentation; decay; etc. 50 frames each.

6150 Things in the World Change
6151 Changes All Around Us
6152 Your Changing World
Each color filmstrip, captions.....\$ 6.50
6153MX Set, 3 filmstrips boxed, manual ..\$18.00

WEATHER (P-I-J) M-H

Describe why there are different kinds of weather in the same place on earth; movement of air masses, low and high pressure areas, weather in the atmosphere. About 48 frames each.

6113 We Learn About Weather
6114 Changes in Weather
6115 Understanding Weather Conditions
Each color filmstrip, captions.....\$ 6.50
6115MX Set, 3 filmstrips boxed, manual ..\$18.00

BIOLOGICAL COMMUNITIES (P-I-J) B

The study of communities is always interesting. Here the pupils gain an insight into the interdependence in each group. Grade levels (K-4). About 32 frames each.

8046 The Backyard Community (K-4)
8047 Plant Communities & Water (5-8)
8048 The Freshwater Community (K-6)
8049 The Seashore Community (K-6)
8050 Changing Plant Communities:
A Study of Plant Succession (5-8)
8051 Man and Biological Communities (4-8)
Each color filmstrip, captions.....\$ 4.00
8051X Set, 6 filmstrips boxed ..\$24.00

BASIC BIOLOGY (P-I-J) B

In well chosen pictures and simple language this group covers many of the basic things which lower grade youngsters can understand. Grade levels shown (1-4). About 36 frames each.

8057 The Parts of a Flower (1-4)
8058 Life Cycle of an Animal (3-6)
8059 Adaptations in Animals (3-6)
8060 Plants: The Basic Food of Life (K-4)
8061 The Cell Theory (4-6)
8062 Adaptations in Plants (3-6)
8063 Life Cycle of a Plant (1-3)
8064 Cells and Cell Parts (4-6)
8065 The Water Cycle (2-5)
8066 Vegetative Reproduction (4-8)
Each color filmstrip, captions.....\$ 4.00
8066X Set, 10 filmstrips boxed ..\$40.00

BIOLOGICAL CLASSIFICATION (P-I-J) B

In an easily understood manner, these show students why and how classification is important in the biological field. Grade levels (1-3). About 40 frames each.

8052 Living and Non-Living Things (1-3)
8053 Plants and Animals (4-7)
8054 Kinds of Plants (4-7)
8055 The Common Vertebrates (6-9)
8056 How Animals Are Grouped (4-7)
Each color filmstrip, captions.....\$ 4.00
8056X Set, 5 filmstrips boxed ..\$20.00

INTERMEDIATE

COMMUNITIES OF LIVING THINGS (I) M-H

An excellent new group for middle grades science.

4699 Animals and Plants and Environment
4700 Animals and Plants of the Field
4701 Animals and Plants of the Pond
4702 Animals and Plant Relationships
4703 Animals and Plants of the Forest
4704 Animals and Plants of the City

Each color filmstrip, captions.....\$ 6.75
4704MX Set, 6 filmstrips boxed ..\$36.50

LIVING THINGS THROUGH THE AGES (I) EBF

Investigates processes through which life continues in the midst of constant changes in environment. Identifies structural and behavioral characteristics that have enabled living things to survive.

5053 How Plants & Animals Have Changed
5054 Age of the Earth & of Living Things
5055 How Living Things Are Adapted
5056 How Adaptation Helps Living Things Survive

Each color filmstrip, captions.....\$ 6.00
5056X Set, 4 filmstrips boxed ..\$24.00

PLANTS: HOW THEY LIVE AND GROW (I) EBF

Produced to correlate with science courses at the fourth, fifth and sixth grade levels. Color photographs are supplemented by art drawings to make each botanical concept clear and understandable. About 44 frames each.



7895 The Structure of Plants
7896 Plants Are Living Things.
7897 Work of Flowers
7898 Seeds and How They Travel
7899 How Seeds Start Growing
7900 How Plants Help Us

Each color filmstrip, captions.....\$ 6.00
7900X Set, 6 filmstrips boxed ..\$36.00

INSECTS: HOW THEY LIVE AND GROW (I) EBF

A basic set of picture lessons designed to accompany the study of insects as set forth in most courses of study for the middle grades. Stresses the importance of insects to man, the bodily functions of insects, and a functional approach in the study of anatomy. About 42 frames each.

7963 Insects: What They Are
7964 Insects: Their Life Cycles
7965 Helpful and Harmful Insects
7966 Social Insects
7967 Some Different Kinds of Insects
Each color filmstrip, captions.....\$ 6.00
7967X Set, 5 filmstrips boxed ..\$30.00

SCIENCE AT WORK (I) EBF

Collaborator: B. F. Swan, Univ. of Chicago Lab. School. Compelling drawings depict boys and girls performing fascinating experiments, simplifying and making vivid the most difficult concepts. About 49 frames each.

5322 Magnets 5325 Light
5323 Electricity 5326 Machines
5324 Sound 5327 Chemical Change
Each color filmstrip, captions.....\$ 6.00
5327X Set, 6 filmstrips boxed ..\$36.00

NATURE STUDY

Each starts with a true life situation, then develops answers to questions raised. Emphasizes life history and growth of living things. About 45 frames each.

(I) M-H



6416 The Rocks Around Us
6417 How Plants Help Man
6418 Growing New Plants
6419 What Animals Give Man
6420 Insect Friends and Enemies
6421 Fun With Stars

Each color filmstrip, captions.....\$ 6.75
6421MX Set, 6 filmstrips boxed, manual ..\$36.50

PLANT AND ANIMAL RELATIONSHIPS (I) EBF

Develops an early understanding of the major ecological communities; shows principles of interrelationships and relationships between the biological community and its physical and chemical features; how physical features and certain organisms flourish in and maintain the biome. About 50 frames each.

5067 The Grasslands: Story of a Major Community
5068 The Swamp: Some Relationships Between Organisms
5069 The Desert: An Example of Adaptation
5070 The Seashore: A Continually Changing Environment
5071 The Pond: How Living Things Change Their Environment
5072 The Forest: A Stable Community
Each color filmstrip, captions.....\$ 6.00
5072X Set, 6 filmstrips boxed ..\$36.00

ANIMAL LIFE HISTORIES (I) M-H

These describe the life cycle, environment and characteristics of the frog, lobster, salmon, gopher and spider. Drawings, paintings and photographs provide your students with a unique opportunity to study these various forms of animal life. About 35 frames each.



4900 The Frog
4901 The Story of the Pacific Salmon
4902 Spiders
4903 How Lobsters Grow
4904 The Pocket Gopher
Each color filmstrip, captions.....\$ 6.75
4904X Set, 5 filmstrips boxed ..\$30.75

THE EARTH AND ITS NEIGHBORS IN SPACE (I) EBF

Basic concepts in astronomy take on new meaning for middle grades pupils. Interesting drawings tell an entertaining and instructive story. Collaborator: Herman Schneider, CCNY. About 49 frames each.

5454 Astronomy Through the Ages
5455 Our Earth
5456 The Moon
5457 The Sun
5458 The Solar System
5459 The Stars
Each color filmstrip, captions.....\$ 6.00
5459X Set, 6 filmstrips boxed ..\$36.00

Filmstrips on 10 day approval — Order blanks on middle pages.

INTERMEDIATE — JR. HIGH

WORLD OF PLANTS (I-J) LFS

Through use of color photographs and illustrations, shows relationships between plants and man. Discussion questions at end of each filmstrip. 37 to 48 frames each.

7188 Plants and Man
7189 Kinds of Plants
7190 How Plants Make Food
7191 How Plants Store Food
7192 How Plants Reproduce
Each color filmstrip, captions.....\$ 6.00
7192X Set, 5 filmstrips boxed ..\$28.50

LEARNING ABOUT FAMILIAR PLANTS (I-J) IFC

Serves as an introduction to the study of common flowering plants and mushrooms. Excellent as an overview and comparison of reproduction by seeds and spores. Emphasis is on variety of plants, rather than the "typical" plant. For instance, in discussing pistils and stamens, many kinds (in various flowers) are shown, rather than the covered-in-depth "typical" pistil and stamen.



1103 Learning About Flower Parts
1104 A Second Look at Flowers
1105 Learning About Mushrooms
1106 Common Mushroom Families
Each color filmstrip, captions.....\$ 6.00
1106X Set, 4 filmstrips boxed ..\$24.00

PLANTS AND ANIMALS (I-J) M-H

Discusses the many ways in which we benefit from plants and animals and how man has improved both for his purposes. About 39 frames each.

4610 Plants and the Things We Use
4611 Animals and the Things We Use
4612 Plants Help Us
4613 Animals Help Us
4614 Man Improves Plants and Animals
Each color filmstrip, captions.....\$ 6.50
4614MX Set, 5 filmstrips boxed, guide ..\$29.50

LEARNING ABOUT NORTH AMERICAN BIRDS (I-J) IFC

Of unusually great value in today's curriculum, this series was created and photographed in widely separated sections of the U. S., by Jay Shuler, noted naturalist-photographer of South Carolina.



1099 Some Functions of Feathers
1100 Nesting and Feeding the Young
1101 Food Habits of Water Birds
1102 Food Habits of Land Birds
Each color filmstrip, captions.....\$ 6.00
1102X Set, 4 filmstrips boxed ..\$24.00

Continued on next page.

SCIENCE — GENERAL SCIENCE

INTER. — JR. — SR. HIGH

SCIENCE OF THE SEA (Sound) (I-J) BFI

This depth study kit is a complete marine science kit based on environmental factors of the 4 geographical settings in which marine life is found. Sizes and shapes of marine animals, methods of studying the sea, underwater sounds and a seashore field trip are shown.

Rocky Shores
Sandy Beach
Open Coast
Open Sea

Sea Oddities
Field Trip to the Seashore

6 above color filmstrips with captions.

Science of the Sea Sounds of the Sea

2 above color filmstrips without captions, for use with record.

1-12" long play with narration, sounds, music.

91 page study guide.

2 paperback reference books.

2 marine life identification charts.

3 plastic embedded specimens; star fish, sand dollar, sea urchin.

1350MXR Complete Kit in fibre storage case \$65.00

THE EARTH (b&w) (I-J) SP

Divided into four parts, deals with structure of earth, relation to neighboring planets, formation of continents and oceans, motions of earth and moon, their relation to seasons; geometrical divisions of the earth's surface.

3116M The Earth As A Planet

Filmstrip, captions, manual \$3.00

THE NATURE OF MATTER (I-J) B

For use in grades 5-8, these will help students to better understand what they are and how they work. About 41 frames each.

7234 Mixtures, Compounds and Elements

7235 Atoms and Molecules

7236 Chemical Reactions

7237 Photosynthesis: A Chemical Process

Each color filmstrip, captions \$4.00

7237X Set, 4 filmstrips boxed \$16.00

ELECTRICITY (I-J) WaSP

Through the analogy of bowling, basic concepts such as the force of the battery, ability of electrons to perform work, how electrons are made to move through the circuit, what resistance is and its importance, are made understandable.

7285 Electricity And the Bowling Ball

Color filmstrip, captions \$6.50

GENERAL SCIENCE SET (b&w) (I-J) VS

Diagrammatic presentation of essentials as required in many states. Text matter accompanies illustrations.

8414 Water (45)

8415 Air (49)

8416 Levers (41)

8417 Inclined Plane (40)

8418 Pulleys-wheel and axle (43)

8419 Energy (41)

8420 Fire and Heat (46)

8421 Sound (37)

8422 Light (45)

8423 Magnetism (36)

8424 Electricity (39)

Each filmstrip, captions \$2.50

8425X Set, 11 filmstrips \$26.00

FUNDAMENTALS OF SPACE TRAVEL

(I-J) B

Simple terms, with sample mathematics are used to explain these points. Difficult-to-imagine statistics are kept to a minimum. About 33 frames each.

8039 Rockets: Key to the Space Age

8040 Gravity and Space Travel

8041 The Solar System

Each color filmstrip, captions \$4.00

8041X Set, 3 filmstrips boxed \$12.00

SCIENCE ADVENTURE SERIES (I-J) FH

A more advanced group for middle grades and Junior High which covers fundamentals needed in the subjects covered.

Atoms and Their Energy

5512 Atoms, Atoms Everywhere

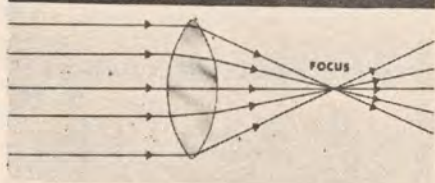
5513 Elements: What Are They?

5514 Radioactive Isotopes

5515 Putting Atoms to Work

5515X Set, 4 filmstrips boxed \$20.00

Light rays bend toward the thick part of a lens; therefore a convex lens makes light rays converge at a point behind the lens.



Nature of Light

5681 Light as Radiant Energy

5682 Sources of Light

5683 Light and Lenses

5684 Light and Vision

5684X Set, 4 filmstrips boxed \$20.00

Automation

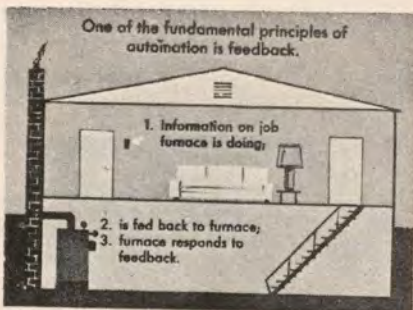
5685 Automation: What is It?

5686 Science and Automation

5687 Automation and Society

5688 Automation and Your Career

5688X Set, 4 filmstrips boxed \$20.00



Astronomy

5504 The Sun

5505 The Planets

5507X Set, 4 filmstrips boxed \$20.00

5506 The Moon

5507 The Stars



GRADE LEVEL CODING (Shown after Set Title)

(P) Primary (K-3)

(I) Intermediate (4-6)

(J) Junior High (7-9)

(S) Senior High (9-12)

(C) College and Adult

Weather

5500 Heat and the Atmosphere

5501 Air Pressure

5502 Wind

5503 Moisture in the Atmosphere

5503X Set, 4 filmstrips boxed \$20.00

Magnetism and Electricity

5508 Magnetism

5509 The Nature of Electricity

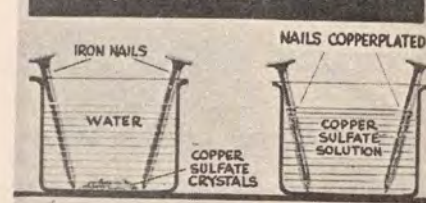
5510 Chemical Energy and Electricity

5511 Mechanical Energy and Electricity

5511X Set, 4 filmstrips boxed \$20.00

SOMETHING TO DO

Put iron nails in a glass of copper salt (copper sulfate). Chemical action will "electroplate" the nails.



Electronics

5548 Electronics: What Is It?

5549 Radio Waves

5550 Electronic Tubes

5551 Transistors

5551X Set, 4 filmstrips boxed \$20.00

Important Chemical Elements

3500 Oxygen

3501 Hydrogen

3503X Set, 4 filmstrips boxed \$20.00

3502 Carbon

3503 Nitrogen

Four Metallic Elements

3544 Iron

3545 Aluminum

3547X Set, 4 filmstrips boxed \$20.00

3546 Copper

3547 Lead

The Cell, Basic Unit of Life

3548 Cells: What Are They?

3549 Cell Structure

3550 Cell Function

3551X Set, 4 filmstrips boxed \$20.00

3551 Cell Division

Any Set of Science Adventure \$20.

Each Additional Set \$15.

Each color filmstrip \$5.

ALL 10 SETS ABOVE \$155.00

(40 Filmstrips)

SCIENCE FACTS ABOUT TRANSPORTATION SERIES (I-J) M-H

Describes the fundamental scientific facts behind the various means of modern transportation. For use in the fifth through eighth grades, each ends with a stimulating list of discussion and project suggestions. Consultant: Julius Schwartz, Bureau of Curriculum Research, New York City. About 50 frames each.

6550 Reducing Friction on Land

6551 Floating and Moving on Water

6552 Overcoming Gravity

6553 Controlling Airplanes

6554 Getting Power from Engines

6555 Flying with Jets and Rockets

Each color filmstrip, captions \$6.50

6555MX Set, 6 filmstrips boxed \$35.50

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

INTERMEDIATE — JR. HIGH

WILD LIFE

With paintings and photographs, we are introduced to many of the animals, birds and flowers which make up our wildlife. Excellent for Nature Study, Science and Conservation. They show characteristics, food, habitat and range. Where possible the animal tracks are shown. Captions with additional material in the manuals.



Animals

3102M Larger Land Mammals, Canada & U. S.

3158M Smaller Land Mammals: Moles, Shrews, Bats, Rabbits, Opossum

3161M The Musk Ox

3222M The Pocket Gopher

3225M Toads and Frogs

3292 Polar Bear

3293 North American Buffalo

3294 Squirrels

3295 The Cat Family

Each color filmstrip, captions, manual \$5.00

Any 6 of above filmstrips \$27.50



The Cat Family

Birds

3117M The Canada Goose

3120M Common Birds of Canada & U. S.

3223M The Common Loon

3291 The Whooping Crane

3297 Hawks

3299 Birds of the City

Each color filmstrip, captions \$5.00

3299X Set, 6 filmstrips boxed \$27.50



Hawks

THE DESERT

A story of adaptation to environment. How animals and plants have adapted themselves to desert living and how man has made the desert useful to him. About 34 frames each.

Desert Animal Life

Desert Plant Life

Desert Rocks and Minerals

1302X Set, 3 filmstrips boxed \$18.00

ELEMENTARY SCIENCE

(b&w) (Color) (I-J) M-H

Designed especially for the elementary curriculum.

Set 1 (b&w)

About 40 frames each.

4032 Day and Night

4034 Magnets

4033 Electricity

4035 What Makes Rain

Each filmstrip, captions \$4.00

4036MX Set, 4 filmstrips boxed, guide \$14.00

Set 2 (Color)

About 42 frames each.

4203 The Moon

4206 Simple Machines

4204 The Seasons

4207 Electromagnets

4205 The Solar System

4208 Light

Each color filmstrip, captions \$6.75

4209MX Set, 6 filmstrips boxed, guide \$36.50

Set 3 (b&w)

About 44 frames each.

4392 Frictional Electricity

4393 Water and Its Work

4394 Air and Its Properties

4395 All Matter Has Three Forms

4396 The Thermometer

4397 Why Things Float

Each filmstrip, captions \$4.00

4397MX Set, 6 filmstrips boxed, guide \$21.00



This model shows how a water wheel operates. The water hits the paddles, causing the wheel to turn.

Set 4 (Color)

About 46 frames each.

4452 Gravity

4453 Friction at Work

4454 Changing Surface of the Earth

4455 Climates

4456 Weather

4457 How Heat Is Transferred

Each color filmstrip, captions \$6.75

4457MX Set, 6 filmstrips boxed, guide \$36.50

Set 5 (Color)

About 42 frames each

4604 The Aquarium

4605 How Animals are Grouped

4606 How Airplanes Fly

4607 How a Plant Grows

4608 How a Plant Makes Food

4609 A Trip to the Weather Station

Each color filmstrip, captions \$6.75

4609MX Set, 6 filmstrips boxed, guide \$36.50

Set 6 (Color)

About 42 frames each

4660 Animals Have Homes

4661 Animals Adapt to Winter

4662 Some Ways Seeds are Scattered

4663 Some Things Dissolve

4664 The Meaning of Conservation

4665 Plants Change Through the Year

4666 Understanding Chemical Changes

Each color filmstrip, captions \$6.75

4666MX Set, 7 filmstrips boxed \$42.50

Set 7 (Color)

About 43 frames each.

4667 Light and Color

4668 Exploring Sound

4669 What Are Stars?

4670 Prehistoric Animals

4671 Our Body Fights Disease

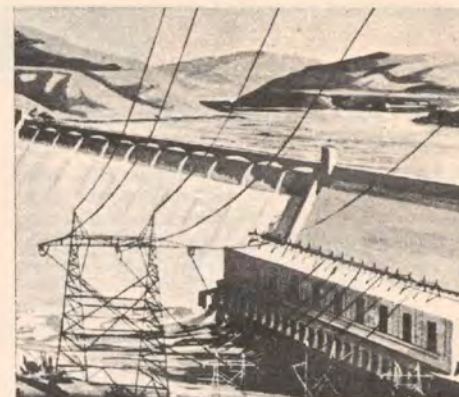
4672 Atoms and Molecules

Each color filmstrip, captions \$6.75

4672MX Set, 6 filmstrips boxed \$36.50

All Filmstrips Available On

10 DAY APPROVAL



Set 8 (Color)

About 36 frames each.

SCIENCE — GENERAL SCIENCE

INTER. — JR. — SR. HIGH

PLANTS AND THEIR ENVIRONMENT (I-J-S) IFC

Emphasis is on the relations between plants and various factors of their environment, such as climate, weather, other plants, insects and other animals, and surrounding terrain. The many factors covered range from survival to defense, successful and unsuccessful.

- How Plants Transfer Pollen
- How Plants Use Leaves

1076MXR Sound Set, 2 color filmstrips
1 33 1/3 rpm record.....\$15.00

- How Seeds and Fruits Travel
- How Plants Use Other Plants

1077MXR Sound Set, 2 color filmstrips,
1 33 1/3 rpm record.....\$15.00

1078MXR Sound Set, 4 color filmstrips,
2 33 1/3 rpm records.....\$30.00

SPACE AND THE ATOM (I-J-S) EBF

Adapted from five Walt Disney science motion pictures they help answer many of the questions which arise today in the classroom. About 49 frames each.

- 5898 Man Becomes an Astronomer
- 5899 Man and the Moon
- 5900 Man Learns to Fly
- 5901 Man in Flight
- 5902 Man in Space
- 5903 Flight into Space
- 5904 Flight Around the Moon
- 5905 Flight to Mars
- 5906 Man Discovers the Atom
- 5907 Our Friend the Atom

Each color filmstrip, captions.....\$ 6.00

5907X Set, 10 filmstrips boxed.....\$60.00

WILDLIFE OF THE WEST (I-J-S) G

Objectives: To offer a simple classification of wildlife; to provide examples for training in recognition; to point out some natural adaptations for finding and eating food; to suggest the importance of conservation.

- 7733 Life in the Wild
- 7734 Mammals of the Mountains
- 7735 Mammals of the Plains
- 7736 Birds of the Forests & Fields
- 7737 Water Birds

Each color filmstrip, captions.....\$ 6.00

7737X Set, 5 filmstrips boxed.....\$27.00

Walt Disney TRUE-LIFE ADVENTURES (I-J-S) EBF

Some of the best-known Walt Disney science motion pictures are the basis for this filmstrip series. The unique Disney "flavor" and the excellence of the photography help to present authentic educational material in an enjoyable manner. About 48 frames each.



- 7911 Seal Island
- 7912 In Beaver Valley
- 7913 Nature's Half Acre
- 7914 Bear Country
- 7915 Water Birds
- 7916 Plants and Their Seeds
- 7917 The Honeybee
- 7918 Ants at Work and at War

Each color filmstrip, captions.....\$ 6.00

7918X Set, 8 filmstrips boxed.....\$48.00

40

Walt Disney's THE LIVING DESERT (I-J-S) EBF

Collaborator: Staff of Chicago Natural History Museum. An outstanding series taken from Disney's film. Will integrate very well with Geography and Science courses. About 48 frames each.

- 5378 The Great American Desert
- 5379 Survival in the Desert
- 5380 Mammals of the Desert
- 5381 Reptiles of the Desert
- 5382 Small Creatures of the Desert
- 5383 Plant Life of the Desert

Each color filmstrip, captions.....\$ 6.00

5383X Set, 6 filmstrips boxed.....\$36.00

Walt Disney's FORESTS OF TROPICAL AMERICA (I-J-S) EBF

Based on his picture "Jungle Cat" it shows how these animals and birds live. About 50 frames each.

- 5914 Land of the Tropical Forests
- 5915 Mammals of the Tropical Forests
- 5916 Monkeys of the Tropical Forests
- 5917 Cats of the Tropical Forests
- 5918 Birds of the Tropical Forests
- 5919 Reptiles & Amphibians of the Tropical Forests

Each color filmstrip, captions.....\$ 6.00

5919X Set, 6 filmstrips boxed.....\$36.00

Walt Disney's THE AFRICAN LION (I-J-S) EBF

Based on the film, this reproduces many of the exciting and unique sequences. Filmed by the same cameramen, the life-like color photographs are authentic and full of interest. About 48 frames each.

- 5424 King of Beasts
- 5425 The King's Realm
- 5426 Life and Death on the African Plain
- 5427 Larger Animals of Africa
- 5428 Antelopes and Smaller African Animals
- 5429 Elephants in Africa

Each color filmstrip, captions.....\$ 6.00

5429X Set, 6 filmstrips boxed.....\$36.00

Walt Disney's THE VANISHING PRAIRIE (I-J-S) EBF

Color photographs taken from the film of the same title. Shows what is happening to our prairie wildlife. Adds much authentic material for all grades. About 48 frames each.

- 5430 The American Prairie
- 5431 The American Buffalo
- 5432 Prairie Dogs
- 5433 The Mountain Lion
- 5434 Coyotes and Other Prairie Animals
- 5435 Birds of the Prairie

Each color filmstrip, captions.....\$ 6.00

5435X Set, 6 filmstrips boxed.....\$36.00

Walt Disney's THE ARCTIC WILDERNESS (I-J-S) EBF

Collaborator: Karl P. Schmidt, D.Sc., Chicago Natural History Museum. These filmstrips capture much of the beauty and drama of the great Northland — the frozen desolation of the Polar Ice Cap, the strange and fascinating life on the tundra, and the breath-taking beauty of the mountainous sub-arctic. About 50 frames each.

- 5484 The Northland
- 5485 Rodents of the Northland
- 5486 Marine Mammals of the Northland
- 5487 Arctic Foxes and Wolves
- 5488 Wolverines and Weasels of the Northland
- 5489 Birds of the Northland

Each color filmstrip, captions.....\$ 6.00

5489X Set, 6 filmstrips boxed.....\$36.00

SPACE-AGE SCIENCE (b&w) (I-J-S) SP

Produced by Current Affairs this brings 4 phases of present day developments to the classroom.

- 7080 Electronics (39)
- 7081 The Geophysical Year (44)
- 7082 Outer Space - The New Frontier (40)
- 7083 The Race to Outer Space (43)

Each filmstrip, captions.....\$ 4.00

7083X Set, 4 filmstrips boxed.....\$14.00

METHODS OF THE SCIENTIST (I-J-S) B

Helps to show how scientists work and some of the tools they use. The importance of the microscope and its use and care. Grade levels (5-8). About 42 frames each.

- 7238 The Human Senses and Their Limitations (5-8)
- 7239 The Meter Stick and Balance: Their Limitations (5-8)
- 7240 The Dissection of the Fetal Pig (9-12)
- 7241 Simple & Compound Microscopes (7-10)
- 7242 The Compound Microscope: Techniques of Observation (7-10)
- 7243 The Compound Microscope: Its Care & Use (7-10)
- 7244 Dissection Methods (8-12)

Each color filmstrip, captions.....\$ 4.00

7244X Set, 7 filmstrips boxed.....\$28.00

AMERICAN SCIENTISTS (I-J-S) M-H

Done in original art work, each deals with life and work of a famous leader in science and technology. About 40 frames each.

- 4540 Alexander G. Bell 4543 Cyrus McCormick
- 4541 Luther Burbank 4544 S. F. B. Morse
- 4542 Thomas A. Edison 4545 Eli Whitney

Each color filmstrip, captions.....\$ 6.75

4545MX Set, 6 filmstrips boxed, guide.....\$36.50

AUDUBON'S BIRDS OF AMERICA (I-J-S) EBF

Using the original Audubon bird plates, these filmstrips provide a delightful study of Audubon's art and of American birds and their habits. By John A. Heeseler. About 55 frames each.



- 5218 John James Audubon
- 5219 Birds of the Countryside
- 5220 Birds of Forest and Woodland
- 5221 Birds of Towns and Villages
- 5222 Birds of the Gardens
- 5223 Birds of Sea and Shore

Each color filmstrip, captions.....\$ 6.00

5223X Set, 6 filmstrips boxed.....\$36.00

PREHISTORIC LIFE (I-J-S) EBF

These tell the fascinating story from the early beginnings through the age of reptiles to the age of mammals. About 55 frames each.



- 5224 Discovering Fossils
- 5225 The Story Fossils Tell
- 5226 The Coming of Reptiles
- 5227 Rise of the Dinosaurs
- 5228 Triumph of the Dinosaurs
- 5229 Age of Mammals

Each color filmstrip, captions.....\$ 6.00

5229X Set, 6 filmstrips boxed.....\$36.00

SCIENCE — GENERAL SCIENCE

JR. — SR. HIGH

THE STORY OF THE UNIVERSE (J-S) M-H

This series represents a brilliant and painstaking introduction to the world of astronomy. The focus is on the basic concepts and findings of astronomy, especially those which can be brought out best through visual instruction. History, geography, physics and other matters not purely astronomical are introduced to heighten interest and clarity, and to emphasize that scientific knowledge is not an isolated body of information. Educational Adviser: Harlan J. Smith, PhD, Department of Astronomy, Yale University. About 52 frames each.

Set 1 — The Earth and Its Moons

- 6880 The Earth's Shape and Size
- 6881 Motions of the Earth in Space
- 6882 The Earth as a Planet
- 6883 Exploring the Space Around Earth
- 6884 Information from Satellites
- 6885 The Moon

Each color filmstrip, captions.....\$ 7.50

6885X Set, 6 filmstrips boxed.....\$42.00

Set 2 — The Solar System

- 6886 Introduction to the Solar System
- 6887 Mercury and Venus
- 6888 Mars
- 6889 The Giant Planets: Jupiter, Saturn, Uranus and Neptune
- 6890 Between the Planets
- 6891 Our Sun

Each color filmstrip, captions.....\$ 7.50

6891X Set, 6 filmstrips boxed.....\$42.00

Set 3 — The Stars

- 6892 On the Sky
- 6893 How Far are the Stars
- 6894 More About the Stars
- 6895 Why the Stars
- 6896 Abnormal Stars
- 6897 The Life of a Star

Each color filmstrip, captions.....\$ 7.50

6897X Set, 6 filmstrips boxed.....\$42.00



Set 4 — The Universe

- 6898 Eyes and Ears (Telescopes & Antennas)
- 6899 Between the Stars
- 6900 The Milky Way Galaxy
- 6901 Galaxies
- 6902 The Universe
- 6903 Man in the Universe

Each color filmstrip, captions.....\$ 7.50

6903X Set of 6, filmstrips boxed.....\$42.00

ESEA — NDEA — EOA

Most of the filmstrips in this Catalog 17 can be purchased under one of these Acts. Check your State Dept. of Education for approval.

SCIENCE — BIOLOGY

JR. — SR. HIGH

PLANT LIFE (J-S) EBF

Collaborator: Dr. Paul Voth, Univ. of Chicago. Excellent photos, photomicrographs and drawings cover most important concepts of plant study. About 51 frames each.

- 9961 The Plant Kingdom
- 9962 Life Cycle of a Plant
- 9963 Roots of Plants
- 9964 Stems of Plants
- 9965 Leaves of Plants
- 9966 Flowers and Fruits

Each color filmstrip, captions.....\$ 6.00

9966X Set, 6 filmstrips boxed.....\$36.00

THE MORPHOLOGY OF PLANTS (J-S) B

Excellent photos make this subject clearer and more fascinating to the student, since it covers many examples, 27 to 40 frames each.

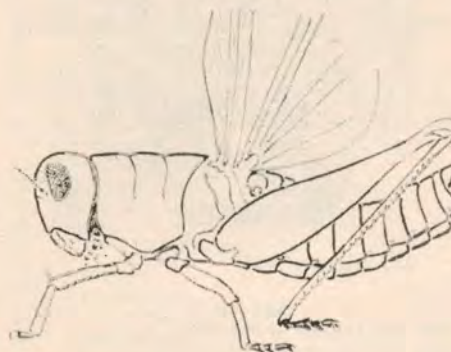
- 7245 The Arrangement of Leaves on Seedplants
- 7246 Inflorescences of the Seedplants: Raceme Types of Inflorescence
- 7247 Inflorescences of the Seedplants: Cyme Types of Inflorescence
- 7248 The Vegetative Ramification of the Higher Plants
- 7249 Succulent Plants: Stem Succulence
- 7250 Succulent Plants: Leaf Succulence
- 7251 The Tools of the Insectivores to Catch Animals

Each color filmstrip, captions.....\$ 4.00

7251X Set, 7 filmstrips boxed.....\$28.00

BIOLAB TECHNIQUES (J-S) LFS

Will aid in teaching students the safe and proper methods of using laboratory equipment, preparing collections and dissection of specimens. Photos and drawings present the fundamental points of each technique.



- 7158 Using the Microscope
- 7159 Collecting Insects
- 7160 Dissecting the Frog

Each color filmstrip, captions.....\$ 5.00

7160X Set, 3 filmstrips boxed.....\$14.50

Records for the Classroom—Catalog 17R
If you need one, please write for it.

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

GENERAL SCIENCE (b&w) (J-S) VS

By means of black and white drawings, this group shows how these topics have developed.

- 8452 Mechanical Movements (37)
- 8453 Timekeepers Thru the Ages (39)
- 8554 Optical Illusions (36)
- 8455 History of Aviation (40)
- 8457 History of Photography (51)
- 8458 Radio and Electronic Symbols (40)
- 8459 Records of Speeds (47)

Each filmstrip, captions.....\$2.50

GENERAL PHYSICAL SCIENCES SERIES (J-S) M-H

In original artwork which explains basic facts of the physical world ranging from the minute atom to the boundless universe, with a coverage that follows the modern approach to science teaching today. Correlated with Mallinson, Mallinson and Welch: General Physical Science, About 37 frames each.

- 9459 The Universe and Space
- 9460 The Atom
- 9461 The Weather and Jet Stream
- 9462 The World's Matter Supply
- 9463 The World's Energy Supply
- 9464 Changes in the Earth's Crust

Each color filmstrip, captions.....\$ 8.50

9464X Set, 6 filmstrips boxed.....\$45.00

EARTH AND SKY SERIES (b&w) (Color) (J-S) M-H

Designed to give students an understanding and appreciation of our physical world. About 44 frames each.

- 4923 Looking at the Stars (b&w)
- 4924 Weather and Climate (b&w)
- 4925 The Changing Seasons (color)
- 4926 How Rocks Are Formed (color)
- 4927 The Changing Surface of the Earth (color)
- 4928 The Sun's Family (color)

Each b&w filmstrip, captions.....\$ 4.00

Each color filmstrip, captions.....\$ 7.00

4928X Set, 6 filmstrips boxed.....\$32.00

THE INSECTS (J-S) EBF

The four filmstrips strike at the very heart of insect detail, the visuals consist mostly of high quality color study at the high school level. Authentic in every photograph to point out important features. About 50 frames each.



- 7865 What Is an Insect?
- 7866 The Life Cycles of Insects
- 7867 Insects That Live in Societies
- 7868 Insects: Harmful and Useful

Each color filmstrip, captions.....\$ 6.00

7868X Set, 4 filmstrips boxed.....\$24.00

OUTLINES OF NATURAL SCIENCE (J-S) LFS

Designed to aid the teacher to introduce and stimulate interest in Biology and General Science. Color photos and drawings encourage further study by students. About 30 frames each.

- 7110 Introducing Biology
- 7111 Introducing Cells
- 7112 Introducing Invertebrates
- 7113 Introducing Vertebrates
- 7114 Introducing Plants

Each color filmstrip, captions.....\$ 5.00

7114X Set, 5 filmstrips boxed.....\$23.50

Continued on next page.

41

Filmstrips on 10 day approval — Order blanks on middle pages.

SCIENCE — BIOLOGY

JR. — SR. HIGH

ORDERS OF INSECTS

(J-S) EBF

Basically they are a visual classification of insects. They abound in pertinent facts regarding insects. Superb close-up photography is featured throughout. Professional art drawings are used where such are helpful. About 45 frames each.

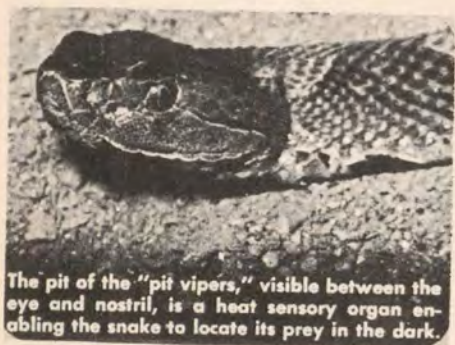
- 7887 Some "Primitive" Insects
- 7888 Grasshoppers and Their Relatives
- 7889 Ants, Bees, and Wasps
- 7890 Bugs and Their Relatives
- 7891 Moths and Butterflies
- 7892 Beetles
- 7893 Flies and Mosquitoes
- 7894 Termites and Some Minor Orders of Insects

Each color filmstrip, captions\$ 6.00
7894X Set, 8 filmstrips boxed\$48.00

CLASSIFICATION OF LIVING AMPHIBIANS AND REPTILES

(J-S) EBF

Common representatives of major groups are shown, the taxonomic system which scientists use to classify them and the common names by which they are generally known. About 44 frames each.



The pit of the "pit vipers," visible between the eye and nostril, is a heat sensory organ enabling the snake to locate its prey in the dark.

- 7996 Amphibians 7998 Crocodilians and Lizards
- 7997 Turtles 7999 Snakes

Each color filmstrip, captions\$ 6.00
7999X Set, 4 filmstrips boxed\$24.00

All Filmstrips

AVAILABLE ON APPROVAL

CLASSIFICATION OF LIVING BIRDS

(J-S) EBF

160 species are in this series of photographs which show many of them in natural habitat and with nests or young. Name, range and descriptive statement given with each. About 47 frames each.



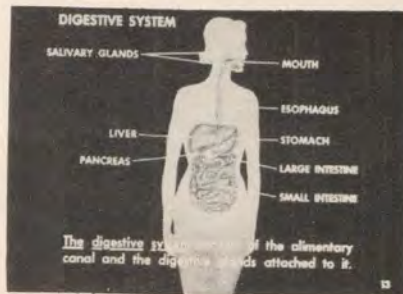
- Caspian tern World-wide
- Terns often nest with gulls, and their nesting habits are similar. Terns secure their food by diving for small fish.
- 7599 Flightless Birds & Primitive Water Birds
- 7600 Birds of Prey; and Game, Marsh and Shore Birds
- 7601 Some Birds of Field and Forest
- 7602 Some Representative Perching Birds
- 7603 Some Representative New World Song-birds

Each color filmstrip, captions\$ 6.00
7603X Set, 5 filmstrips boxed\$30.00

HIGH SCHOOL BIOLOGY SERIES

(J-S) M-H

Designed for a high level course in high school biology explains the structure and function of the major systems of the human body. About 40 frames each.



- 6862 Circulation
- 6863 Respiration
- 6864 Digestion
- 6865 How the Nervous System Works
- 6866 Reproductive System
- 6867 Endocrine System

Each color filmstrip, captions\$ 8.50
6867X Set, 6 filmstrips boxed\$45.00

THE HUMAN BODY

(b&w) (J-S) EBF

Graphic photographs combine with micro-photographs and easily understood drawings to provide one of the most significant series ever produced. Adapted from EBF motion pictures, 65 to 88 frames each.

Set No. 1

- 5058 The Heart and Circulation
- 5059 Digestion of Foods
- 5060 Foods and Nutrition
- 5061 The Eyes and Their Care
- 5062 The Teeth
- 5063 Care of the Feet
- 5064 Body Defenses Against Disease
- 5065 Reproduction Among Mammals

Each filmstrip, captions\$ 3.00
5066X Set, 8 filmstrips boxed\$24.00



The Human Body

Set No. 2

- 5095 Mechanisms of Breathing
- 5096 Control of Body Temperature
- 5097 Work of the Kidneys
- 5098 Posture and Exercise
- 5099 Nervous System
- 5100 Ears and Hearing
- 5101 Endocrine Glands
- 5102 Heredity

Each filmstrip, captions\$ 3.00
5103X Set, 8 filmstrips boxed\$24.00

STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

HUMAN BIOLOGY (Color) (J-S) M-H

A series presenting a detailed study of important aspects of human biology and health. About 48 frames each.

- 4929 Dangers of Narcotics
- 4930 How the Heart Works
- 4931 How Vitamins Help Man
- 4932 What Is Digestion?
- 4933 What Is Behavior?
- 4934 Human Respiration
- 4935 Excretion
- 4936 Kinds of Cells

Each color filmstrip, captions\$ 7.00
4936X Set, 8 filmstrips boxed\$49.50

FIGHTING DISEASE

(J-S) M-H

Explains the causes of various diseases, and shows how science is combating them with new advances. About 45 frames each.

- 6264 Invasion by Disease
- 6265 The Germ Invaders
- 6266 Body Defenses Against Invasion by Disease
- 6267 Helping Body Defenses Against Disease
- 6268 How Chemicals and Anti-Biotics Fight Disease
- 6269 Fighting Cancer

Each color filmstrip, captions\$ 7.00
6269MX Set, 6 filmstrips boxed, manual\$37.50

INTERDEPENDENCE OF LIVING THINGS

(J-S) M-H

A new set designed for high school biology.

- 4717 Introduction to Ecology
- 4718 The Web of Life
- 4719 Animal & Plant Communities: Field
- 4720 Animal & Plant Communities: Forest
- 4721 Animal & Plant Communities: Pond
- 4722 Animal & Plant Communities: City

Each color filmstrip, captions\$ 6.75
4722MX Set, 6 filmstrips boxed\$36.50

GREAT NAMES IN BIOLOGY (J-S) EBF

Collaborator: C. W. Condit, Ph.D., Northwestern Univ. The life stories of six great scientists who have contributed much in the field of Biology. About 51 frames each.



Pasteur claimed he could inoculate animals with a vaccine that would make them immune to the dread cattle disease, anthrax.

- 5372 William Harvey 5375 Charles Darwin
- 5373 A. van Leeuwenhoek 5376 Louis Pasteur
- 5374 Carolus Linnaeus 5377 Gregor Mendel

Each color filmstrip, captions\$ 6.00
5377X Set, 6 filmstrips boxed\$36.00

quik splice® for repairing your torn 35mm filmstrips. Match filmstrip on Splicer, pull off backing and your filmstrip is ready for use. T35DP Dispenser with 125 quik splice® \$5.00

Records for the Classroom—Catalog 17R
If you need one, please write for it.

JR.-SR. HIGH—COLLEGE

SCANNING THE UNIVERSE

(b&w & Color) (J-S-C) EBF

Featuring the giant telescopes at Mount Wilson and Palomar as a means of astronomic study through telephotographs, the remarkable black-and-white visuals (color in The Universe in Color) demonstrate the orientation of earth to planetary, solar and galaxial systems. Treatment of celestial phenomena leads the student to an understanding of the universe. About 33 frames each.



- 7850 Mt. Wilson and Palomar Telescopes
- 7851 Exploring the Moon
- 7852 Planets and Comets
- 7853 Exploring the Sun
- 7854 The Milky Way and Other Galaxies
- 7855 Nebulae
- 7856 The Universe in Color (Color)

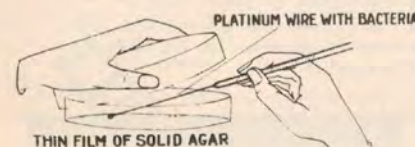
Each filmstrip, captions\$ 3.00
7856X Set, 7 filmstrips
(6 b&w—1 color) boxed\$21.00

PRINCIPLES OF BIOLOGY

(b&w) (J-S-C) VS

Charts and descriptions of typical animals, man and other vertebrates, and structures of the plant kingdom are used in this series. 34 to 50 frames each.

BACTERIA ARE TRANSFERRED TO THE PLATE BY STREAKING THE SURFACE WITH A WIRE WHICH HAS BEEN TOUCHED TO THE MATERIAL BEING STUDIED.



STREAKING A PLATE

- 8403 BI—Animal cell structure, one-celled animals, sponges
- 8404 BII—Coelenterata, platyhelminthes, nemathelminthes, annelida
- 8405 BIII—Echinodermata, mollusca
- 8406 BIV—Arthropoda
- 8407 BV—Chordata
- 8408 BVI—Man and other primates
- 8409 BVII—Thallophyta, small bryophyta, and pteridophyta
- 8410 BVIII—Spermatophyta and general biology
- 8411 BIX—Microbiology

Each filmstrip, captions\$ 2.75
8412X Set, 9 filmstrips boxed\$24.00

GRADE LEVEL CODING (Shown after Set Title)

- (P) Primary (K-3)
- (I) Intermediate (4-6)
- (J) Junior High (7-9)
- (S) Senior High (9-12)
- (C) College and Adult

SR. HIGH — COLLEGE

CLASSIFICATION OF LIVING MAMMALS

(S) EBF

Pictures arranged and classified according to modern mammalian taxonomy, supplemented by photos of museum models that explain how the lines of mammals have evolved. Collaborator: C. A. Tryon, Jr. Ph.D. Univ. of Pitts. About 37 frames each.

- 7538 Primitive Mammals
- 7539 Insectivores, Bats and Whales
- 7540 Primates
- 7541 Rabbits and Rodents
- 7542 Carnivores
- 7543 Hoofed Animals

Each color filmstrip, captions\$ 6.00
7543X Set, 6 filmstrips boxed\$36.00

CLASSIFICATION OF INVERTEBRATE ANIMALS (Except Insects)

(S) EBF

Carefully researched and up-to-the-minute, gives a pictorial classification of all major invertebrate animals, except insects. Complete with common names, scientific names, and pertinent natural history. Collaborator: R. Buchsbaum, Ph.D., Univ. of Pitts. About 49 frames each.

- 7577 How Animals are Classified
- 7578 The Protozoa
- 7579 Sponges, Coelenterates, Ctenophores
- 7580 The Flatworms
- 7581 Roundworms and some Minor Phyla of Animals
- 7582 Snails and Slugs
- 7583 Chitons, Tooth Shells, Clams and Octopuses
- 7584 The Segmented Worms
- 7585 The Crustaceans
- 7586 Arachnids, Centipedes and Millipedes
- 7587 Sea Stars and Their Relatives

Each color filmstrip, captions\$ 6.00
7587X Set, 11 filmstrips boxed\$66.00

CLASSIFICATION OF LIVING FISH

(S) EBF

Each is captioned with common name; size of mature fish, primary range, habits and habitats. Arranged in taxonomic order according to the way scientists believe the fish evolved. Three classes of fish included: Lampreys, Sharks, and Rays, Bony Fish. Collaborator: L. P. Woods, Chicago Nat. Hist. Museum. About 47 frames each.

- 7534 Primitive Cartilage Fish
- 7535 Primitive Bony Fish
- 7536 Representative Soft-Finned and Spiny-Finned Fish
- 7537 Some Specialized Perciform Fish

Each color filmstrip, captions\$ 6.00
7537X Set, 4 filmstrips boxed\$24.00

CLASSIFICATIONS OF PLANTS (S) EBF

From superb photographs of giant Sequoia trees to electron photomicrographs of virus particles, the visuals clarify various aspects of plant classification in a vital interesting way. Collaborators: Wm. T. Doyle, Ph.D. and H. J. Arno, Ph.D., No. Western Univ. About 50 frames each.

- 7511 How Plants are Classified
- 7512 Bacteria
- 7513 Fungi and Slime Molds
- 7514 Algae
- 7515 Ferns and Fern-Allies
- 7516 Bryophytes
- 7517 Gymnosperms
- 7518 Monocotyledons
- 7519 Dicotyledons

Each color filmstrip, captions\$ 6.00
7519X Set, 9 filmstrips boxed\$54.00

ECOLOGY SERIES

(C) M-H

These explain the ecology of plant and animal groups in a variety of situations. About 45 frames each.

- 9391 Physical Environment
- 9392 The Field as a Community
- 9393 The Pond as a Community
- 9394 Ecological Succession
- 9395 The Forest as a Community
- 9396 The City as a Community

Each color filmstrip, captions\$ 7.00
9396X Set, 6 filmstrips boxed\$37.50

ECOLOGY AND MAN

(S-C) M-H

Set 1

Outlines and illustrates the basic principles of Ecology with a greater geographic and seasonal range than field trips permit. About 48 frames each.

- 4835 Introduction to Ecology
- 4836 Changes in Ecosystems
- 4837 Energy Relationships
- 4838 Habitats and Niches
- 4839 Populations and Biomass
- 4840 Adaptations to Environment

Each color filmstrip, captions\$ 8.50
4840X Set, 6 filmstrips boxed\$45.00

Set 2

Shows how the principles, illustrated in Set 1, operate in the major biomes and habitats. About 50 frames each.

- 6030 The Forest Biome—Part 1
- 6031 The Forest Biome—Part 2
- 6032 The Grassland Biome
- 6033 The Desert Biome
- 6034 Fresh Water Ecology
- 6035 Seacoast Ecology

Each color filmstrip, captions\$ 8.50
6035X Set, 6 filmstrips boxed\$45.00

Set 3

The theme of applied ecology: man's efforts to manage nature for his own benefit is point taken in this set. Shows success and failure in man-managed ecosystems. About 50 frames each.

- 4000 Man-Managed Ecosystems
- 4001 The Management of Water
- 4002 The Management of Soil
- 4003 The Ecology of Farming
- 4004 Competitive Land Uses
- 4005 Human Ecology

Each color filmstrip, captions\$ 8.50
4005X Set, 6 filmstrips boxed\$45.00

PRINCIPLES OF BIOLOGY

(b&w) (S-C) M-H

Presents Biology as a series of basic concepts or broad natural laws which govern the world of living things. Text-frame states the concept in simplest terms. Adviser: Dr. K. E. Anderson, Univ. of Kansas. About 40 frames each.

Set No. 1

- 4522 Pt. 1—Energy and Life
- 4523 Pt. 2—Fundamental Life Processes
- 4524 Pt. 3—Interdependence of Living Things
- 4525 Pt. 4—Structure of Living Things (I)
- 4526 Pt. 5—Structure of Living Things (II)
- 4527 Pt. 6—Behavior of Living Things

Each filmstrip, captions\$ 4.50
4527MX Set, 6 filmstrips boxed, guide\$24.00

Set No. 2

- 4528 Pt. 7—Effects of Environment
- 4529 Pt. 8—Heredity and Environment
- 4530 Pt. 9—Factors in Survival
- 4531 Pt. 10—Factors in Health and Disease
- 4532 Pt. 11—Origins of Living Things
- 4533 Pt. 12—Descent with Change

Each filmstrip, captions\$ 4.50
4533MX Set, 6 filmstrips boxed, guide\$24.00

ZOOLOGY

(b&w) (S-C) M-H

Correlated with Storer, General Zoology. Photographs and drawings show relationship of phylum, anatomy, reproduction, life cycles. About 24 frames each.

Set One

- 9318 Protozoans 9321 Roundworms
- 9319 Sponges and Coelenterates
- 9320 Flatworms 9322 Echinoderms

Each filmstrip, captions\$ 6.50
9322X Set, 5 filmstrips boxed\$29.50

Set Two

- 9323 Mollusks 9326 Insects
- 9324 Annelids 9327 Lower Chordates
- 9325 Crustaceans

Each filmstrip, captions\$ 6.50
9327X Set, 5 filmstrips boxed\$29.50

CONSERVATION

INTER. — JR. — SR. HIGH

WATER (b&w) (I-J) VS
From the time it falls until used.
8467 Water Conservation (46)
Filmstrip, captions \$ 3.00

NATURAL RESOURCES AND YOU (I-J-S) EBF

The filmstrips do not answer questions; they raise questions for which students themselves must discover the answers. They provide students with an excellent opportunity to experiment with thought. About 34 frames each.

5956 What We Need
5957 Where We Find It
5958 How We Get It
Each color filmstrip, captions \$ 6.00
5958MX Set, 3 filmstrips boxed, manual \$18.00

THE FOREST COMMUNITY SERIES (I-J-S) M-H

Photographed in natural color. Deals with evolution of the forest (plant succession from bare rock to hardwood forest), ecology, conservation and the forest as a renewable resource and economic crop. About 51 frames each.

4424 Building the Soil
4425 Where Trees Grow
4426 How Trees Grow
4427 Forest Plant and Animal Relationships
4428 Enemies of the Forest
4429 Forests for the Future
Each color filmstrip, captions \$ 7.50
4429X Set, 6 filmstrips boxed \$39.50

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VALHALLA, NEW YORK 10595

SCIENCE — PHYSICS — CHEMISTRY

HIGH SCHOOL PHYSICS (I-J-S) M-H

A comprehensive series designed to teach the fundamentals of physics with stress on modern developments and scientific method. About 40 frames each.

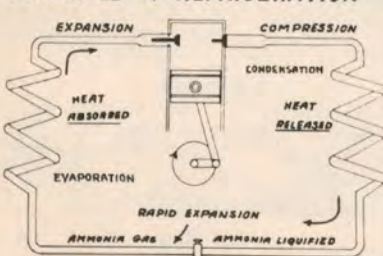
Set 1 — Mechanics

9465 Vectors
9466 Torque
9467 Force and Motion
9468 Work and Energy
9469 Machines and Energy
9470 Time and Its Measurement
Each color filmstrip, captions \$ 8.50
9470X Set, 6 filmstrips boxed \$45.00

PRINCIPLES OF PHYSICS (b&w) (J-S) VS

Diagrams of fundamental principles are used to make this group a time saver in covering minimum essentials. About 36 frames each.

PRINCIPLE OF REFRIGERATION



8435 Mechanics I
8436 Mechanics II
8437 Fire and Heat
8438 Sound
8439 Light
8440 Magnetism
8441 Electricity
Each filmstrip, captions \$ 2.50
8442X Set, 7 filmstrips \$16.00

CONSERVING OUR NATURAL RESOURCES (I-J-S) EBF

A visual statement of the problems of conservation and conservative use of renewable and non-renewable natural resources leads the pupil into specific studies of six major areas where the results of use, misuse, and rehabilitation are described. About 45 frames each.



7817 What is Conservation?
7818 Saving Our Soil
7819 Enough Water for Everyone
7820 Improving Our Grasslands
7821 Using Our Forests Wisely
7822 Giving Our Wildlife a Chance
7823 Using Our Minerals Wisely
Each color filmstrip, captions \$ 6.00
7823X Set, 7 filmstrips boxed \$42.00

CONSERVATION IS EVERYBODY'S BUSINESS (I-J) M-H

A vivid study of the depletion of our natural and human resources. Suggests ways in which adults and youngsters can help conserve resources. About 52 frames each.

6108 People—Our Most Valuable Resource
6109 Saving the Soil
6110 Using Our Forest Wisely
6111 Nothing Can Live Without Water
Each color filmstrip, captions \$ 7.00
6112MX Set, 4 filmstrips boxed, manual \$25.00

USING NATURAL RESOURCES (I-J) EBF

Designed to help students, through discussion and evaluation, to comprehend the nature of the environment in which they live. Helps students become aware that the bounty of the earth is not endless, that science can help through the discovery of substitutes, but that there are no substitutes for water, space, and pure air. About 34 frames each.

5979 The Demand
5980 The Supply
5981 Balancing the Supply and Demand
Each color filmstrip, captions \$ 6.00
5981MX Set, 3 filmstrips boxed, manual \$18.00

SOIL CONSERVATION (b&w) (J-S) EBF

Explains what soil is, how it is formed, how it is used or misused, how it can be made more productive. Correlates with science, agriculture, geography, social studies. About 60 frames each.

5126 How Long Will It Last?
5127 How Soil is Formed
5128 Plant Life and The Soil
5129 Water and The Soil
5130 Animal Life and The Soil
5131 Minerals and The Soil
5132 How Man Has Used The Soil
5133 How Man Conserves The Soil
Each filmstrip, captions \$ 3.00
5134X Set, 8 filmstrips boxed \$24.00

SCIENCE AND NATURAL RESOURCES (I) EBF

Designed for high school science and social studies, these filmstrips stress three pervading concepts: Demand, Supply and Balance. They do not answer questions; they raise questions for which students themselves must discover the answers. They provide students with an excellent opportunity to experiment with thought. About 34 frames each.

5976 Can the Biologist Meet the Demand?
5977 Can the Chemist Renew the Supply?
5978 Can the Physicist-Engineer Strike a Balance?
Each color filmstrip, captions \$ 6.00
5978MX Set, 3 filmstrips boxed, manual \$18.00

PHYSICS (I-J-S) B

Helps the student to more quickly understand these topics, their functions and their uses. Grade levels (6-12). 25 to 38 frames each.

7252 Telescopes: Design and Principle (6-12)
7253 A Look at the Fourth Dimension (8-12)
7254 The Nature of Solids (4-8)
7255 Power from Hydro-Electricity (4-8)
7256 How Fluids Work for Us (5-8)
7257 Magnetism (4-8)
Each color filmstrip, captions \$ 4.00
7257X Set, 6 filmstrips boxed \$24.00

OPTICAL ILLUSIONS (I-J-S) VS

Seeing is not always believing as depicted on these new color filmstrips. Illustrations and examples are given which show how the eye can be led astray and how you don't really see what you think you see. About 30 frames each.

THE LONG LINES ARE STRAIGHT AND PARALLEL!



8472 Optical Illusions, Part I
8473 Optical Illusions, Part 2
Each color filmstrip, captions \$ 5.00
8473X Set, 2 filmstrips \$ 9.50

ELECTRICITY (b&w) (J-S-C) LFS

Diagrams and photographs explain fundamental scientific principles. Explains use and operation of basic electrical instruments. Emphasizes importance of electricity in our daily lives as well as in industry.



1619 A.C. and D.C. Generators (33)
1620 A.C. Voltmeters and Ammeters (32)
1621 Condensers and Choke Coils (27)
1622 D.C. Voltmeters and Ammeters (44)
1623 Electricity at Work (43)
1624 Motors (28)
1625 Resistance (29)
1626 Transformers (33)
Each filmstrip, captions \$ 3.00
1626X Set, 8 filmstrips boxed \$20.00

THE ATOM: MAN'S SERVANT (I-J-S) EBF

Describes the atom and explains the difference between stable and unstable atoms, how unstable atoms strive toward stability, and in doing so they release energy in the form of radiation — radioactivity. Collaborator: Dan Q. Posin, DePaul Univ. About 46 frames each.

7528 Introducing Atomic Energy
7529 Harnessing the Atom
7530 Radioisotopes: Natural and Man-made
7531 Radiation and Its Practical Uses
7532 Measuring with Radiation
7533 The Atomic Detective
Each color filmstrip, captions \$ 6.00
7533X Set, 6 filmstrips boxed \$36.00

ATOMIC AND MOLECULAR MODELS (I-S-C) EBF

Through the use of photographs of models, supplemented by explanatory diagrams, students are introduced to the concepts of the relative sizes of atoms and of ions. They are given a basis for understanding the sizes and shapes of molecules and how the properties of molecules are influenced by, and are dependent upon, their shapes, sizes, and structures. Models clearly show the formation and the deformation of crystals and how atoms are packed in crystals. Accompanying is an explanatory reading script. About 32 frames each.



7810 Relative Sizes of Atoms
7811 Relative Sizes of Ions
7812 Sizes and Shapes of Molecules
7813 Shapes and Properties of Molecules
7814 Crystals and Their Deformations
7815 Packing of Atoms in Crystals
7816 Construction of Molecular Models
Each color filmstrip, captions \$ 6.00
7816MX Set, 7 filmstrips boxed, guide \$42.00

All Filmstrips Available On
10 DAY APPROVAL

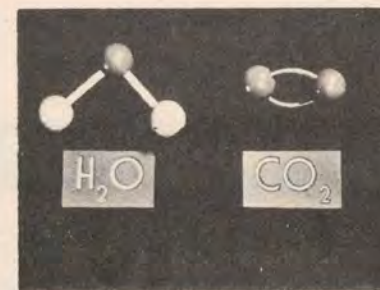
ATOMIC ENERGY SERIES (b&w) (S) VS

Here is a GOOD ANSWER to the puzzling problem confronting science teachers today. Part I begins with early Greek ideas and traces concept thru 1800's to Roentgen's X-ray. Part 2 (Ready Jan. 1956) later ideas beginning with 20th Century contributions of Thomson, Einstein, Rutherford, Bohr and others to recently discovered Transuranic series of elements.

8468 History of Atomic Concept (Early Ideas) (43)
8469 History of Atomic Concept (Modern Views) (40)
8470 The Nucleus (52)
8443 Story of the Atomic Bomb (73)
8448 Safety in Atomic Attack (90)
Each filmstrip, captions \$ 3.00
8448X Set, 5 filmstrips \$15.00

EXPERIMENTS IN CHEMISTRY (S) EBF

Ideal for pre-experiment briefings — so comprehensive that they virtually eliminate the need for a laboratory manual... help all students sharpen their skills without the time-consuming hours frequently spent in explanation of the bare operation of chemical apparatus... open-ended presentation helps teachers move directly into the laboratory experiment with ease and facility. Content is designed within the framework of the modern chemistry course with emphasis upon emerging teaching philosophies related to "self-discovery." Collaborator: Dr. Melvin Greenstadt, Fairfax H. S., Los Angeles, Calif., contributing author of the CHEM Study text and SMSG text.



7616 Introduction to the Laboratory Part I
7617 Introduction to the Laboratory Part II
7618 Measurement in Chemistry
7619 Experiments with Subatomic Particles
7620 The Size of Molecules
7621 Crystallization
7622 Chemical Reactions
7623 Energy of Reactions
7624 Boyle's Law
7625 Charles' Law
7626 Molar Volume of a Gas
7627 Determination of a Formula
7628 Ionization
7629 Acids and Bases
7630 pH
7631 Hydrolysis
7632 Equivalent Weight
7633 Titration
7634 Reaction Rates
7635 Equilibrium
7636 Oxidation-Reduction Reactions
7637 Oxidation-Reduction Titration
7638 Electrochemistry
7639 Chemistry of Column I and II
7640 Chemistry of the Halogens
7641 Chemistry of Sulfur
7642 Chemistry of Sulfuric Acid
7643 Chemistry of Boron and Aluminum
7644 Chemistry of Iron
7645 Qualitative Analysis
Each color filmstrip, captions \$ 6.00
7645X Set, 30 filmstrips boxed \$180.00



INTRODUCTION TO CHEMISTRY (S) EBF

Collaborator: Dr. John Baxter, Univ. of Fla. was EBF teacher for the film course on Chemistry and NBC TV course "Continental Classroom." Photo and art visuals make the series simple, informative and attractive. About 49 frames each.

9967 Classification of Matter
9968 Molecules, Atoms & Simple Reactions
9969 Atomic and Molecular Weights
9970 The Mole Concept
9971 The Simplest Formula of a Compound
9972 The Composition of Atoms
9973 Electron Arrangement & Chemical Bonds
9974 Ionic and Covalent Bonds
9975 Ionization & Dissociation in Solution
Each color filmstrip, captions \$ 6.00
9975X Set, 9 filmstrips boxed \$54.00

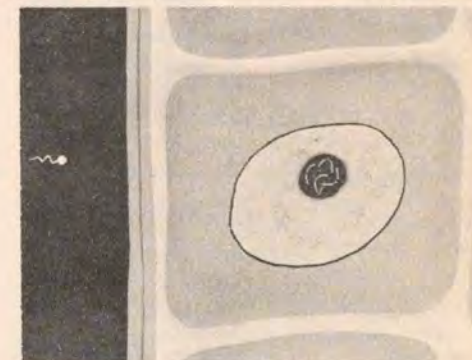
PRINCIPLES OF CHEMISTRY (b&w) (J-S) VS

Diagrams and pictures visualize many of these processes. Designed to cover minimum essentials.

8426 Physical and Chemical Changes (48)
8427 Electrolysis, Reduction, Synthesis (53)
8428 Metals and Non-Metals (49)
8429 Nomenclature, Formula Writing, Sulphur Compounds (50)
8430 Ionization, Neutralization, Nitrogen Cycle, etc. (50)
8431 Carbon, Calcium, etc. (49)
8432 Metallurgy and Organic Chemistry (52)
Electron Theory I includes: Distribution of Charges, Outer Ring, Isotopes, Electron arr. up to No. 18. Part 2 includes Development. Reactions in terms of Electrons, Valence, Atom vs. ion. 32 frames each.
8433 Electron Theory, Part 1 Ring Structure
8434 Electron Theory, Part 2 Historical Dev.
Each filmstrip, captions \$ 2.50
8434X Set, 9 filmstrips \$21.50

NUCLEAR RADIATION (Sound) (S) IFC

Various developments are discussed concerning this new energy and the many ways in which it can help or harm us. About 40 frames each.



1051M Nuclear Radiation: Detectors
1052M Nuclear Radiation Used in Medicine
1053M Nuclear Radiation Used in Earth Studies
1054M Nuclear Radiation in Outer Space
1055M Nuclear Radiation Used in Industry
1056M Nuclear Radiation Fallout
Each color filmstrip, guide \$ 6.00
1056MX Set, 6 filmstrips, guides, boxed \$36.00
Single side LP record for #1051M \$ 3.00
Back-to-back record for #1052M and #1053M \$ 3.00
Back-to-back record for #1054M and #1055M \$ 3.00
Single side LP record for #1056M \$ 3.00
1056MXR Sound Set, 6 filmstrips, 4 records, guides, boxed \$48.00

GRADE LEVEL CODING (Shown after Set Title)

(P) Primary (K-3)
(I) Intermediate (4-6)
(J) Junior High (7-9)
(S) Senior High (9-12)
(C) College and Adult

Continued on next page.

SCIENCE — PHYSICS — CHEMISTRY

SR. HIGH — COLLEGE

HEAT AND COLD

(Sound) (S) IFC

A rather complete treatment of these terms with uses and effects on mankind. About 38 frames each.



- 1057M Basic Theory of Heat
- 1058M Conversion of Heat into Useful Work
- 1059M Effects of Heat
- 1060M Very High Temperatures
- 1061M Very Low Temperatures
- 1062M Heat as Radiant Energy

Each color filmstrip, guide \$ 6.00
1062MX Set, 6 filmstrips, guides, boxed \$36.00
LP record for #1057M and #1058M \$ 3.00
LP record for #1059M and #1060M \$ 3.00
LP record for #1061M and #1062M \$ 3.00
1062MXR Sound Set, 6 filmstrips, 3 records, guides, boxed \$45.00

CHEMISTRY (Color) (b&w) (S-C) M-H

Correlated with Weaver and Foster: Chemistry for Our Times. Topics covered are those considered to be difficult to teach. Drawings and photographs are designed to carry concept to the student. About 40 frames each.

Set 1 (b&w)

- 9136 Kinetic Molecular Theory
 - 9137 Atomic Theory
 - 9138 Chemical Formula
 - 9139 Equations
- Each filmstrip, captions \$ 6.00
9139X Set, 4 filmstrips boxed \$22.50

Set 2 (b&w)

- 9140 Structure of the Atom
 - 9141 Ionization
 - 9142 Acid and Basic Solutions
 - 9143 Electrolysis
 - 9144 Periodic Table
- Each filmstrip, captions \$ 6.00
9144X Set, 5 filmstrips boxed \$27.50

Set 3 (b&w)

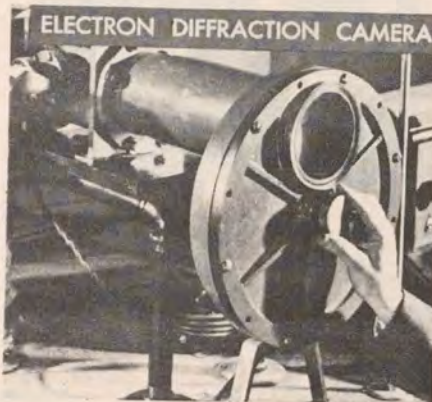
- 9262 What Is Chemistry?
 - 9263 Laboratory Techniques
 - 9264 Water Purification
 - 9265 Crystals
 - 9266 Nuclear Energy
 - 9267 Chemical Bond
- Each filmstrip, captions \$ 6.00
9267X Set, 6 filmstrips boxed \$32.50

Set 4 (Color)

- 9339 Sulfuric, King of the Acids
 - 9340 Hydrocarbons
 - 9341 Nitrogen Fixation
 - 9342 Electroplating
 - 9343 The Fluorine Story
 - 9344 Balancing Equations by Electron Transfer
- Each color filmstrip, captions \$ 8.00
9344X Set, 6 filmstrips boxed \$45.00

Set 5 (Color)

- 9385 Hydrolysis of Salts
 - 9386 Solutions of Definite Concentrations
 - 9387 Rate of Reactions
 - 9388 Voltaic Cells
 - 9389 Gas Laws
 - 9390 Equilibrium
- Each color filmstrip, captions \$ 8.00
9390X Set, 6 filmstrips boxed \$45.00



ELECTRON DIFFRACTION CAMERA

Set 6 (Color)

- 9404 Equilibrium Constant — K_e
 - 9405 Hydrogen Ion Concentration — pH
 - 9406 Solubility Product Constant — K_{sp}
 - 9407 Distribution Coefficient — K_d
 - 9408 Concentration Cell — Nernst Equation
 - 9409 Phase Rule
- Each color filmstrip, captions \$ 8.00
9409X Set, 6 filmstrips, boxed \$45.00

PICTORIAL CHEMISTRY (b&w) (S-C) LFS

Original diagrams and cartoons treat fundamentals of chemistry. Calls attention to use of chemistry in trade and industry. Clearly explains fundamental chemical terms, concepts, formulas, laws and theories. About 54 frames each.

- 2306 Acids, Bases, and Salts
- 2307 Ionization and Electrolysis
- 2308 Metals
- 2309 Nonmetals
- 2310 The Halogens—A Typical Chemical Family
- 2311 Solutions, Colloids, and Suspensions

Each filmstrip, captions \$ 3.50
2311X Set, 6 filmstrips boxed \$20.00

AN INTRODUCTION TO OCEANOGRAPHY (Sound) (S-C) EBF

Designed for use by the science teacher at various levels where the study of oceanography is to be introduced into the curriculum. Gives a general view and various disciplines related to it.

5110MXR Color filmstrip, 12" record, booklet \$ 9.00

OCEANOGRAPHY: Understanding Our Deep Frontier (Sound) (S-C) EBF

Created to meet the need for up-to-date accurate material for the science classroom, and prepared by outstanding leaders in the field, this new series presents almost every significant aspect of Oceanography, including a review of the major fundamental concepts in the specific ocean discipline. For use in Earth Science, Physics, Chemistry, Biology, General Science, etc. About 70 frames each.

Each record, 12" LP with inaudible change signal. Produced by the NATIONAL ACADEMY OF SCIENCES, Committee on Oceanography.

Physical Oceanography Chemical Oceanography

8500MXR Sound Set; 2 color filmstrips, guides, 1-12" LP record \$15.00

Geological Oceanography Biological Oceanography

8501MXR Sound Set; 2 color filmstrips, guides, 1-12" LP record \$15.00

Ocean Engineering Marine Resources

8502MXR Sound Set; 2 color filmstrips, guides, 1-12" LP record \$15.00

Air-Sea Interaction A Career in Oceanography

8503MXR Sound Set; 2 color filmstrips, guides, 1-12" LP record \$15.00

8504MXR Sound Set; Above 8 filmstrips, 4 LP records, boxed \$60.00

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INSIDE BACK COVER

Standard FILMSTRIP CABINETS — Projector Stands

See Page 62

PRIMARY

STORIES WITH NUMBERS (P) M-H

These introduce and develop the basic skills in beginning arithmetic. Combines language arts (stories), social studies (life on a farm), and mathematics. Related number skills arranged in educationally sound sequences. About 35 frames each.

- 4736 Birthday at the Farm
- 4737 Brown Eggs and White Eggs
- 4738 Bricks for a Fireplace
- 4739 The Horseback Ride
- 4740 The Swimming Lesson
- 4741 Feeding Time on the Farm

Each color filmstrip, captions \$ 6.50
4741X Set, 6 filmstrips boxed \$35.50

ARITHMETIC FOR BEGINNERS (P) EBF

Designed as readiness material as an integral part of beginning arithmetic program. For use with the story which accompanies each strip it aids the teacher in evaluating progress of each child. About 30 frames each.

Series I — Number Readiness

- 9948 Pedro and His Sheep
- 9949 Getting Acquainted With Numbers
- 9950 How Many?
- 9951 Let's Play Numbers
- 9952 Recognizing Numbers
- 9953 Taller? Shorter? Larger? Smaller?



Series II — Number Concepts

- 9954 The Tea Party
- 9955 Duck Eggs
- 9956 The Circus
- 9957 Roy's Number Friends
- 9958 The Storekeepers

Each color filmstrip, script \$ 6.00
9958X Set, 11 filmstrips boxed \$66.00

HOW TO TELL TIME (b&w) (P) M-H

- 6043 Hour and 1/2 Hour (45)
 - 6044 Minutes (45)
- Each filmstrip, captions \$ 4.50
6044X Set, 2 filmstrips \$ 7.50

PRIMARY ARITHMETIC (P) M-H

Teaches a basic understanding of numbers and their use. About 45 frames each.

- 6058 What Numbers Mean
- 6059 Zero—a Place Holder
- 6060 A Number Family in Addition
- 6061 Compound Subtraction
- 6062 The Threes
- 6063 The Twos in Division

Each color filmstrip, captions \$ 6.75
6064MX Set, 6 filmstrips boxed, manual \$36.50

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MATHEMATICS

KENNER ON MODERN MATHEMATICS (P) FH

A new series by the Kenners of Southern Illinois Univ. These sets can be used in the 1st grade or when you wish to introduce the concepts covered. Gerry-Graph, a whimsical animal, learns, demonstrates and sometimes fumbles, in the charming narrative technique the Kenners use so effectively.



Sets and Counting Numbers

- 3561 Sets
 - 3562 Comparing Sets
 - 3563 Counting Numbers and Zero
 - 3564 Numbers, Numerals and Digits
- 3564X Set, 4 filmstrips boxed \$20.00

Operations and Relations, Part 1

- 3565 Discovery of Additional Facts
 - 3566 Relation Symbols
 - 3567 Discovery of Subtraction Facts
 - 3568 Number Sentences
- 3568X Set, 4 filmstrips boxed \$20.00

Operations and Relations, Part 2

- 3569 Tens and Hundreds Notation
 - 3570 Discovery of the Number Line
 - 3571 Discovery of Multiplication Facts
 - 3572 Missing Numbers
- 3572X Set, 4 filmstrips boxed \$20.00

All filmstrips in COLOR unless noted.

MODERN ARITHMETIC, GRADES 1 & 2 (P) M-H

Delightful, eye-catching filmstrips designed to provide a visual approach to some of the concepts basic to most of the modern elementary arithmetic programs, including sets, equations, inequalities and problem solving. Educ. Advisers: Tina Thoburn, Educ. Research Council of Greater Cleveland; Margaret Russell, Elem. Math. Coord., Shaker Heights, Ohio. About 35 frames each.

Set 1

- 6310 Sets and Numbers
 - 6311 Numbers and Numerals
 - 6312 Introduction to Problem Solving
 - 6313 Learning About Equations
 - 6314 Inequalities
 - 6315 More Numbers and Numerals
- Each color filmstrip, captions \$ 7.00
6315X Set, 6 filmstrips boxed \$38.50

Set 2

- 4876 Solving Equations—Addition
 - 4877 Solving Equations—Subtraction
 - 4878 Solving Inequalities
 - 4879 Investigating the Number Line
 - 4880 Inverse Operations—Addition and Subtraction
 - 4881 Problem Solving—Addition and Subtraction
- Each color filmstrip, captions \$ 7.00
4881X Set, 6 filmstrips boxed \$38.50

Understanding Units of Measurement

- 7400 Dollars and Cents
 - 7401 Rulers and Inches
 - 7402 Clocks and Hours
 - 7403 Pints and Quarts
- 7403X Set, 4 filmstrips boxed \$20.00

Extending Arithmetic

- 3592 Addition Patterns
 - 3593 Subtraction Patterns
 - 3594 Multiplication Patterns
 - 3595 Division Patterns
- 3595X Set, 4 filmstrips boxed \$20.00

Discovering Fractions

- 3596 Geometric Shapes
 - 3597 Halves and Fourths
 - 3598 Thirds and Sixths
 - 3599 Fractions and the Number Line
- 3599X Set, 4 filmstrips boxed \$20.00



Gerry-Graph plans to play Musical Chairs at the party. The number of chairs must not equal the number of children.

Any Set of Modern Math \$20.
Each Additional Set \$15.
Each Color Filmstrip \$ 6.
ALL 6 SETS ABOVE \$95.

MODERN ARITHMETIC, GRADES 3 & 4 (P-I) M-H

A set which provides visual explanations of some of the concepts basic to most of the modern elementary arithmetic programs, including the commutative, associative and distributive properties of some of the fundamental operations. Educ. Advisers: Tina Thoburn, Educ. Research Council of Greater Cleveland; Margaret Russell, Elem. Math. Coord., Shaker Heights, Ohio. About 35 frames each.

Set 1

- 6330 Changing the Order (Addition & Subtraction)
 - 6331 Changing the Order (Multiplication & Division)
 - 6332 Changing the Grouping (Addition & Subtraction)
 - 6333 Changing the Grouping (Multiplication & Division)
 - 6334 Solving Problems: Grades 3 and 4
 - 6335 The Distributive Property
- Each color filmstrip, captions \$ 7.00
6335X Set, 6 filmstrips boxed \$38.50

Set 2

- 4888 Equations and Inequalities
 - 4889 Zero and One
 - 4890 Investigating Negative Numbers
 - 4891 Inverse Operations: Multiplication & Division
 - 4892 Solving Problems: Multiplication & Division
 - 4893 Investigating Closure: Addition and Subtraction
- Each color filmstrip, captions \$ 7.00
4893X Set, 6 filmstrips boxed \$38.50

Continued on next page.

MATHEMATICS

PRIMARY — INTERMEDIATE

NEW HORIZONS IN ARITHMETIC (P-I) M-H

Deals with topics not covered in the traditional textbook. Develops important mathematical understandings in a light, entertaining way, covering such subjects as the idea of base in a number system, the importance of place value and the role of standardized units of measure. About 48 frames each.



- 6242 Numbers Through the Ages
6243 Our Number System
6244 Number Bases
6245 Exploring Numbers
6246 The Story of Linear Measurement
6247 The Story of Time Measurement
6248 The Story of Money
- Each color filmstrip, captions \$ 6.50
6248X Set, 7 filmstrips \$40.50

ARITHMETIC SERIES (P-I) M-H

This group deals with elementary number concepts, especially designed for introductory, summary and review purposes. Adviser: Dr. Henry Syer, School of Education, Boston Univ. About 44 frames each.

- Set 1**
- 4582 What Are Numbers?
4583 Reading and Writing Whole Numbers
4584 Addition and Subtraction (I) (I-10)
4585 Addition and Subtraction (II) (10 and more)
4586 Multiplication and Division
4587 Solving Problems
- Each color filmstrip, captions \$ 6.75
4587MX Set, 6 filmstrips boxed, guide \$36.50



- Set 2**
- 4673 Meaning of Fractions
4674 Working with Fractions
4675 Decimal Fractions and Reading Instruments
4676 Measurement
4677 Telling Time
4678 Percentage and Using Money
- Each color filmstrip, captions \$ 6.75
4678MX Set, 6 filmstrips boxed \$36.50

- Set 3**
- 4742 Factors and Primes
4743 Exponents
4744 Properties of Numbers: Addition and Subtraction
4745 Properties of Numbers: Multiplication and Division
4746 Geometric Figures and Measurements
4747 Scale Drawings and Tables
- Each color filmstrip, captions \$ 6.75
4747MX Set, 6 filmstrips boxed, guide \$36.50

THE CALENDAR (P-I) M-H

Presents in terms of a child's everyday experience a clear understanding of calendar use.

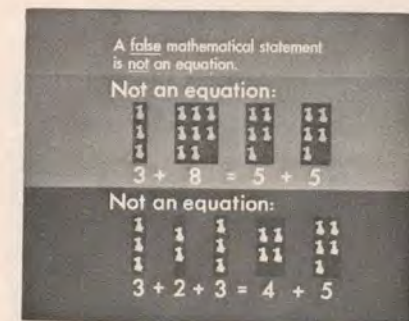
- 6292 How A Day Passes 6295 The Year
6293 A Busy Week 6296 Spring & Summer
6294 The Month 6297 Autumn & Winter
- Each color filmstrip, captions \$ 6.75
6297X Set, 6 filmstrips boxed \$36.50

INTERMEDIATE — JR. HIGH

MODERN ARITHMETIC SERIES, GRADES 5 & 6 (I) M-H

Presents a visual means of developing some of the basic concepts in modern elementary Arithmetic. To challenge child — to develop critical inductive and deductive thinking and to think quantitatively. About 42 frames each.

- Set 1**
- 9515 Naming Numbers
9516 True/False Statements & Open Sentences
9517 Equalities and Inequalities
9518 Systems of Numeration
9519 Solving Problems Grades 5 & 6
9520 Equations
- Each color filmstrip, captions \$ 7.00
9520X Set, 6 filmstrips boxed \$38.50



- Set 2**
- 4894 Investigating Closure: Multiplication & Division
4895 Investigating Fractional Numbers
4896 Properties of Fractional Numbers
4897 Investigating Integers
4898 Properties of Integers
4899 Solving Problems: Fractional Numbers
- Each color filmstrip, captions \$ 7.00
4899X Set, 6 filmstrips boxed \$38.50

ADVENTURES WITH NUMBERS (I) M-H

Developed with Webster Pub. Co., they are made to stimulate interest, build understanding, emphasize meanings and create in the child a desire to master arithmetic. About 45 frames each.

- 6172 Zero in Multiplication
6173 Meaning of Decimals
6174 Dividing With Decimals
6175 Dividing a Whole Number by a Fraction
6176 Two Figure Divisors
6177 Making Change
- Each color filmstrip, captions \$ 6.75
6178MX Set, 6 filmstrips boxed, manual \$36.50

MAN AND MEASURES (I-J) FH

Alert teachers find the cultural background of mathematics a useful tool for enlisting pupils' interest in a difficult subject. Here it is translated into terms that have real life meaning. Written by Agnes Herbert of the Baltimore Schools. About 40 frames each.

- 5561 Early Counting 5563 Early Time Telling
5562 Early Measuring 5564 Geometric Figures
- Each color filmstrip, captions \$ 6.00
5564X Set, 4 filmstrips boxed \$20.00

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Filmstrips on 10 day approval — Order blanks on middle pages.

ELEMENTARY MATHEMATICS SERIES (I-J) FH

Developed for the modern approach to Mathematics. Using step-by-step procedures, children grasp these ideas quickly. About 30 frames each.

Learning New Numbers—Fractions
Beginning with the child's present knowledge, these relate each fraction "fact" to whole number "facts" previously learned. Concepts are methodically built up in the child's mind before being stated. First the understanding is developed, then the rule is stated, then material is introduced to reinforce the rule and its meaning.

First three present the concepts basic to understanding the actual operations. Last five explain the operations themselves. About 30 frames each.

- 5601 What is a Fraction?
5602 Working With Equal Fractions and Reducing Fractions
5603 Working with Like Fractions and Improper Fractions
5604 Adding with Fractions
5605 Subtracting with Fractions
5606 Beginning to Multiply and Divide with Fractions
5607 Multiplying with Fractions
5608 Dividing with Fractions
- Each color filmstrip, captions \$ 5.00
5608X Set, 8 filmstrips boxed \$40.00

Learning New Numbers—Decimals
Building on the child's understanding of whole numbers and fractions, these explain the concept of decimals. A home-made Abacus is utilized and directions for making it come with the set, so the child may reinforce with manipulative experience the concepts he is learning. About 30 frames each.

- 5609 Decimal Whole Numbers
5610 Decimal Fractions — Tenths
5611 Decimal Fractions — Hundredths
5612 Adding Decimal Numbers
5613 Decimal Fractions — Subtraction
5614 Decimal Fractions — Multiplication
5615 Decimal Fractions — Division
5616 Decimal Fractions — Extending Division and Multiplication
- Each color filmstrip, captions \$ 5.00
5616X Set, 8 filmstrips boxed \$40.00
5616X2X Above Sets, 5608X & 5616X \$65.00



Connect points D and A with a straight line. This line is perpendicular to the given line. You should practice this construction.

- Nature of Geometry**
- 5528 Points, Lines and Triangles
5529 Compasses and Circles
5530 Parallels and Perpendiculars
5531 Rectangles and Squares
- Each color filmstrip, captions \$ 6.00
5531X Set, 4 filmstrips boxed \$20.00

- Learning To Measure**
- 5532 Linear Measure
5533 Weight Measure
5534 Liquid Measure
5535 Time Measure
- Each color filmstrip, captions \$ 6.00
5535X Set, 4 filmstrips boxed \$20.00

ALL 4 SETS ABOVE \$105.

All Filmstrips

AVAILABLE ON APPROVAL

HISTORY OF MEASURES (b&w) (I-J) M-H

Traces the history of our units and systems of measure. Designed to enrich and supplement the arithmetic outline and textbook. About 35 frames each.



- 4109 History of Linear Measures
4110 Hist. of Weight & Volume Measures
4111 History of Area Measure
4112 History of Our Number System
4113 History of Our Calendar
4114 History of Telling Time
- Each filmstrip, captions \$ 4.00
4115MX Set, 6 filmstrips boxed, guide \$21.00

BUILDING CONCEPTS IN MATHEMATICS (I-J) IFC

Introduces the concept of fractions, meaning and development of vocabulary. Then to an understanding of computation processes, all done with graphic visualization. About 40 frames each.

- 1063 Meaning of Fractions
1064 Factors and Primes
1065 Adding Fractions
1066 Subtracting Fractions
1067 Multiplying Fractions
1068 Dividing Fractions
- Each color filmstrip, captions \$ 6.00
1068X Set, 6 filmstrips boxed \$36.00

INTER. — JR. — SR. HIGH

MODERN JUNIOR HIGH SCHOOL MATHEMATICS (J) M-H

Designed to provide visual explanations of some of the modern concepts basic to today's 7th and 8th grade mathematics curriculum. Educ. Adviser: Dr. H. I. Fremont, Queens College, N. Y. About 36 frames each.

- Set 1**
- 6380 Sets and Subsets
6381 Finite Arithmetics
6382 Statistics: Mean, Median, Mode
6383 Solving Problems: Grades 7 and 8
6384 Using Graphs
6385 Introduction to Algebra
- Each color filmstrip, captions \$ 8.50
6385X Set, 6 filmstrips boxed \$45.00



- Set 2**
- 4911 Using Statistics: Making the Best Decision
4912 Fundamental Laws: Rules of Arithmetic
4913 Algebra: Mathematics of Relationship
4914 Modern Percent: Using Ratio and Proportion
4915 Sets: Unifying Mathematics
4916 Mathematics for Computers: Binary System
- Each color filmstrip, captions \$ 8.50
4916X Set, 6 filmstrips boxed \$45.00

MATHEMATICS (I-J-S) B

Interesting approaches to these subjects provide students with challenging material. Grade levels (7-12). About 32 frames each.

- 8042 Introduction to Probability (7-12)
8043 Introduction to Sets (4-8)
8044 Topology (9-12)
8045 Trigonometric Line Functions (8-11)
- Each color filmstrip, captions \$ 4.00
8045X Set, 4 filmstrips boxed \$16.00

MANAGING YOUR MONEY (J) M-H

This gives young people a practical way of learning their mathematics. About 45 frames each.

- 6428 Earning Your Money
6429 Paying Your Bills
6430 Spending Your Money
6431 Borrowing Money
6432 Making Money Work for You
6433 Buying Insurance
- Each color filmstrip, captions \$ 7.00
6433MX Set, 6 filmstrips boxed, manual \$37.00

MODERN MATHEMATICS (J-S) M-H

Designed to introduce and develop some of the basic concepts of set theory as they relate to the secondary school mathematics curriculum. Correlated with Modern Mathematics: Topics and Problems by Aiken and Beseman. About 45 frames each.

- Set 1**
- 9417 Introduction to Sets
9418 Intersection of Sets
9419 Union and Complement
9420 Solution Sets and the Number Line
9421 Ordered Pairs and Conditions
9422 Relations and Functions
- Each color filmstrip, captions \$ 8.00
9422X Set, 6 filmstrips boxed \$45.00



- Set 2**
- Adviser: Mannis Charosh, New Utrecht High School, Brooklyn, New York.
- 4917 Number Systems
4918 Rational and Irrational Numbers
4919 Mathematical Systems and Closure
4920 The Quadratic Equation
4921 Open Sentences and Truth Sets
4922 Identity and Inverse Elements
- Each color filmstrip, captions \$ 8.50
4922X Set, 6 filmstrips boxed \$45.00

USING MATHEMATICS 7 & 8 SERIES (J-S) M-H

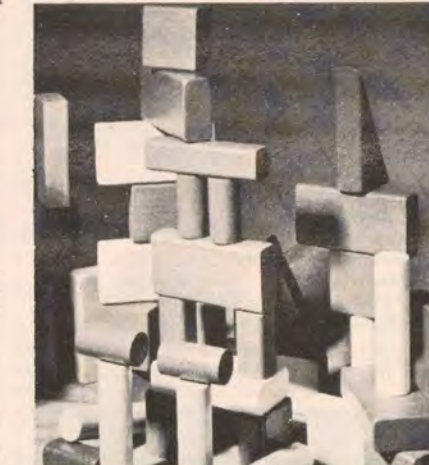
Designed to provide visual explanation of some of the more difficult topics in the 7th and 8th grade mathematics curriculum. Correlated with Using Mathematics, 7 and 8 by Henderson & Pingry. About 38 frames each.

- Set 1**
- 9429 Operations with Decimals
9430 Percent
9431 Area
9432 Volume
9433 Plane Figures
9434 Constructions with Compass
- Each color filmstrip, captions \$ 8.50
9434X Set, 6 filmstrips boxed \$45.00

- Set 2**
- 9493 Operations with Fractions
9494 Our Decimal Number System
9495 Using the Protractor
9496 Ratio and Proportion
9497 Probability
9498 Number Bases Other than Ten
- Each color filmstrip, captions \$ 8.50
9498X Set, 6 filmstrips boxed \$45.00

DISCOVERING SOLIDS (J-S) IFC

Photographs, artwork and unique demonstrations illustrate the necessary concepts in understanding solids. About 38 frames each.



- 1069M Volumes of Cubes, Prisms, Cylinders
1070M Volumes of Pyramids, Cones, Spheres
1071M Surface Areas of Side 1
1072M Surface Areas of Solids
- Each color filmstrip, guide \$ 6.00
1072MX Set, 4 filmstrips guides, boxed \$24.00
LP record for #1069M & #1070M \$ 3.00
LP record for #1071M & #1072M \$ 3.00
1072MXR Sound Set, 4 filmstrips, 2 records, guides, boxed \$30.00

GENERAL MATHEMATICS SERIES (J-S) M-H

Introduces and summarizes some important topics in the general mathematics curriculum. Correlated with Using Mathematics, 9 by Henderson and Pingry. About 40 frames each.

- 9435 Using Approximations
9436 Scale Drawing
9437 Saying It in Algebra
9438 The Metric System
9439 Trigonometry
9440 Measurement with Dials, Calipers, Micrometers
- Each color filmstrip, captions \$ 8.00
9440X Set, 6 filmstrips boxed \$45.00

ARITHMETIC FUNDAMENTALS

USE WITH

PERCEPTA-MATIC T-Scope Projector

PERCEPTA-MATIC training will help develop a smooth and rapid process of perceptual organization, making the individual better equipped to function at a high level of efficiency.

The reels are packaged 20 to a book, each book having a COMPLETE PROGRAM for the teacher to follow. Each book of 20 reels has 840 exposures.

PERCEPTA-MATIC T-Scope Projector

Arithmetic Fundamentals Book \$135.00
Arithmetic Fundamentals Book \$35.00

See — Inside Back Cover

Continued on next page.

MATHEMATICS

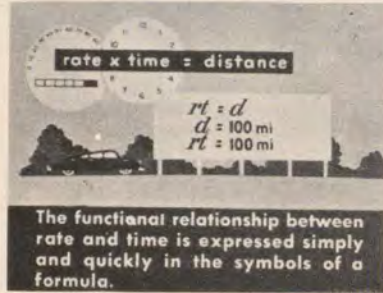
JR. — SR. HIGH

MATHEMATICS (b&w) (J-S) M-H

Correlated with Rosskopf, Aten and Reeve: Mathematics: A First Course. Excellent for preliminary survey and review of general mathematics and wherever they fit into algebra, geometry, aviation, physics and shop courses. About 40 frames each.

Set 1

- 9282 Thinking in Symbols
9283 Grouping Symbols; Order of Operations
9284 Geometric Figures
9285 Measurement
9286 Variables and Coordinates
9287 Mathematics in Daily Living
Each filmstrip, captions \$ 6.00
9287X Set, 6 filmstrips boxed\$32.50

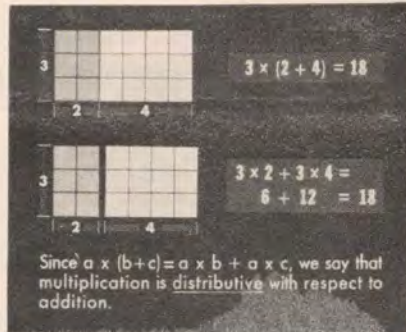


Set 2

- 9288 Mathematics in Aviation: The Compass
9289 Mathematics in Aviation: Wind Drift
9290 Indirect Measurement
9291 Systems of Equations
9292 Slide Rule, Pt. I
9293 Slide Rule, Pt. II
Each filmstrip, captions \$ 6.00
9293X Set, 6 filmstrips boxed\$32.50

MODERN ALGEBRA SERIES (J-S) M-H

Provides visual development of some major topics in the modern algebra curriculum. Correlated with Algebra Book 1, Modern Mathematics Edition by Aiken, Henderson & Pingry. About 35 frames each.



- 9423 Exponents
9424 Signed Numbers
9425 Laws of Operation
9426 Inequalities
9427 Solving Equations
9428 Graphing Equations
Each color filmstrip, captions \$ 8.00
9428X Set, 6 filmstrips boxed\$45.00

GRADE LEVEL CODING (Shown after Set Title)

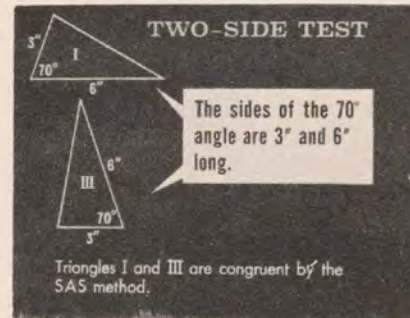
- (P) Primary (K-3)
(I) Intermediate (4-6)
(J) Junior High (7-9)
(S) Senior High (9-12)
(C) College and Adult

MODERN GEOMETRY SERIES (J-S) M-H

Introduces and summarizes from a modern point of view, some important topics in the high school geometry curriculum. Correlated with Modern Geometry: Its Structure and Function by Henderson, Pingry and Robinson. About 35 frames each.

Set 1

- 9441 The Nature of Proof
9442 Coordinate Geometry
9443 Similarity
9444 Sets of Quadrilaterals
9445 Parallel and Perpendicular Lines and Planes
9446 Properties of Triangles
Each color filmstrip, captions \$ 8.00
9446X Set, 6 filmstrips boxed\$45.00



Set 2

- 9505 How to Devise a Proof
9506 Vectors
9507 Locus
9508 The Geometry of Space
9509 Proving Triangles Congruent
9510 How to Prove Proportions in Geometry
Each color filmstrip, captions \$ 8.50
9510X Set, 6 filmstrips boxed\$45.00

HEALTH EDUCATION

PRIM — INTER — JR. HIGH

HEALTH STORIES (P) EBF

Six basic areas of health education. Each is made up of appealing drawings and provides an experience not easily forgotten. About 45 frames each.

- 5242 Health Habits
5243 Checking Your Health
5244 Keeping Neat and Clean
5245 Avoiding Infection (Treating a Cold)
5246 Proper Food
5247 Health Helpers
Each color filmstrip, captions \$ 6.00
5247MX Set, 6 filmstrips boxed\$36.00

HEALTH AND GROWTH (I) M-H

Colorful pictures show health habits and safety measures. About 44 frames each.



- 6304 How to Grow Well and Strong
6305 Keeping Clean
6306 Keeping Sickens Away
6307 Protecting Our Eyes and Ears
6308 Better Safe Than Sorry
6309 Working and Playing Together
6407 Wintertime Safety
Each color filmstrip, captions \$ 6.50
6407X Set, 7 filmstrips boxed\$41.00

Walt Disney's THIS IS YOU (P-I-J) EBF

Jimmy Cricket is story-teller and master of ceremonies. Aimed at middle grades but usable above and below. About 50 frames each.



- 5838 You the Human Being
5839 You and Your Five Senses
5840 You and Your Eyes
5841 You and Your Ears
5842 Your Senses of Smell and Taste
5843 Your Sense of Touch
5844 You and Your Food
5845 You the Living Machine
Each color filmstrip, captions \$ 6.00
5845X Set, 8 filmstrips boxed\$48.00

HEALTHY LIVING (I-J) SP

Tells the story of a proper diet and why it is necessary to keep one full of energy and good health.

- 2450 Peppo (46)
Color filmstrip, captions\$5.00

PRIMARY HEALTH SET (P) M-H

Full-color art work, built around health topics stressed in courses of study and textbooks for this grade-level. Special attention given to vocabulary load. About 37 frames each.

- 4380 Keeping Clean 4383 Foods for Health
4381 Straight and Tall 4384 Rest and Sleep
4382 Strong Teeth 4385 Keeping Well
Each color filmstrip, captions \$ 7.00
4385MX Set, 6 filmstrips boxed, guide\$35.00

JUNIOR SPORTS SERIES (b&w) (I) LFS

Photos show normal play situations with stress on ball handling skills and other techniques.



- 7140 Softball for Elementary Grades
7141 Touch Football for Elementary Grades
7142 Basketball for Boys, Elem. Grades
7143 Netball Leading into Volleyball
Each filmstrip, captions \$ 3.50
7143X Set, 4 filmstrips boxed\$12.50

ELEMENTARY PHYSICAL EDUCATION SERIES (Sound) (I) LFS

The first stresses regular medical examination, good diet, exercise and rest, while the second shows importance of rules, fair play, being a good loser and honesty are stressed for playing field and everyday life. Produced with Oakland Unified School District, Oakland, Cal.

Why Physical Education Citizenship Training Through Physical Education

- 7179MXR Sound Set, 2 color filmstrips,
12" LP manual Sold only as a Set\$15.00

LEARN TO SWIM (I-J) BFI

The joys and rewards of learning to swim! Starting with a typical swimming class held in a neighborhood public swimming pool, a boy and girl are followed through all the steps of learning swimming, diving, and water safety. They finally enter a swimming meet. Constant encouragement is given to the prospective swimmer and pride in accomplishment is developed. About 40 frames each.

Learn to Swim, Part I Learn to Swim, Part 2

- 1333X Set, 2 filmstrips boxed\$12.00

INTRODUCTORY PHYSIOLOGY (I-J) M-H

Explains the nature, function and care of the human body. Original drawings medically authenticated, with special emphasis given to the functional use of color in the illustrations. About 42 frames each.

- 4266 The Teeth
4267 The Ears
4268 The Eyes
4269 The Respiratory System
4270 The Digestive System
4271 The Nervous System
4272 The Skin, Hair, and Nails
4273 The Circulatory System
4274 The Bones and Muscles

- Each color filmstrip, captions\$ 6.75
4274MX Set, 9 filmstrips boxed, guide\$54.50

JR.-SR. HIGH—COLLEGE

COMMUNITY HEALTH (J-S) M-H

Deals with health problems affecting the community, and explains how the community meets and solves these problems. About 45 frames each.

- 4472 Safety in the Community
4473 Maintaining Community Health
4474 The Water We Drink
4475 Safeguarding Our Food
4476 Communicable Diseases
4477 Community Sanitation

- Each color filmstrip, captions \$ 7.00
4477MX Set, 6 filmstrips boxed, guide\$37.50

SKIPPER SERIES (Sound) (P) SP

Introducing Skipper! a primary grade youngster who has a number of adventures which will help in teaching various skills and amplify various curriculum areas.



7086MXR Skipper Visits the Dentist (32)
Color filmstrip, 45 rpm record, script,
in handy box\$7.95

Skipper celebrates his birthday with a trip to the zoo. He sees the animals eating and learns how different teeth are used for different types of food. He then compares them with his own.
7087MXR Skipper's Trip to the Zoo (32)
Color filmstrip, 45 rpm record, script,
in handy box\$7.95

ALCOHOL AND NARCOTICS SERIES (J-S) M-H

Explains the nature of alcohol and narcotics, their effects upon the human body, the nature of addiction and its effect on the individual and society. About 42 frames each.

- 4370 Alcohol and You, Part I
4371 Alcohol and You, Part 2
4372 Narcotics and You, Part I
4373 Narcotics and You, Part 2

- Each color filmstrip, captions\$ 6.75
4373MX Set, 4 filmstrips boxed, manual\$24.50

FOOD AND NUTRITION (J) M-H

These deal with the different kinds of food needed by the body, including criteria for selection of foods. About 52 frames each.

- 6037 The Essentials of Diet
6038 Eat Well - Live Well
6039 The Nutrients in Food
6040 How Food is Digested
6041 Consumer Problems in Nutrition

- Each color filmstrip, captions \$ 7.00
6042MX Set, 5 filmstrips with manual\$31.50

FIRST AID SERIES (b&w) (J-S-C) M-H

Explain and demonstrate modern, approved techniques for first aid in most emergencies. Done in sharp photography each is based on techniques and procedures prescribed in the manuals issued by the American Red Cross. About 43 frames each.



- 4407 Your Responsibilities in First Aid
4408 First Aid for Bleeding and Shock
4409 Use of Artificial Respiration
4410 First Aid for Bone, Muscle and Joint Injuries
4411 Dressings and Bandages
4412 First Aid for Wounds
4413 Transportation of the Injured
4414 First Aid in Common Medical Emergencies
4415 First Aid for Injuries Caused by Heat and Cold

- Each filmstrip, captions \$ 4.50
4415MX Set, 9 filmstrips boxed, guide\$36.00

DENTAL HEALTH

Other Dental Health Filmstrips

(P) Prim. (I) Inter. (J-S) Jr.-Sr. High (C) Adult

- Color
4382 Strong Teeth (35) (P) \$ 7.00
7105 The Dentist (29) (P) \$ 5.00
4711 The Dentist (38) (P) \$ 6.50
4266 The Teeth (49) (I-J) \$ 6.75

- Black & White
5062 The Teeth (77) (J-S) \$ 3.00



STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

ABOUT VENEREAL DISEASE (Sound) (J-S) BFI

Simple artwork and a lucid narration cover the causes, effects, and treatment of the two most prevalent venereal diseases, syphilis and gonorrhea. Emphasis is placed on the early detection of the diseases, the fact that they are curable, the need to report them to responsible public health authorities, and that "quack-type" cures should be avoided. It has been tested by considerable classroom use, and careful editing has made it suitable for use in junior and senior high school health classes throughout the United States. Produced by the Los Angeles City Schools in cooperation with the Los Angeles County Health Dept.

- 1364MXR Sound Set, color filmstrip,
12" LP record, manual, in custom storage-
shipping case\$13.50

CHILD CARE SERIES (b&w) (J-S-C) M-H

Deals with specific problems in the care and supervision of young children, told through the eyes of a baby-sitter. For Home Economics, Child Care, family Guidance, and Child Psychology. About 36 frames each.

- 4198 Getting Acquainted
4199 Keeping Children Happy
4200 Special Daytime Problems
4201 Keeping Children Safe

- Each filmstrip, captions \$ 4.00
4202MX Set, 4 filmstrips boxed, guide\$15.00



INFANT CARE SERIES (b&w) (S-C) M-H

Demonstrates techniques in physical care of the infant and points out aids for best emotional and social growth of the child. About 40 frames each.

- 4442 Bathing of the Baby
4443 Preparing the Formula
4444 Feeding the Baby
4445 Selecting Children's Clothing
4446 Selecting Children's Toys
4447 Teaching Desirable Habits

- Each filmstrip, captions \$ 4.00
4447MX Set, 6 filmstrips boxed, guide\$22.50

CHILD AND MATERNAL HEALTH (S-C) SP

A young mother's first pregnancy and steps she and doctor take in prenatal care.

- 3212M Caring For Baby (44)
Color filmstrip, manual, captions\$5.00

DENTAL HEALTH (P-I) SP

Delightful drawings illustrate the topic of better tooth care. Dental health rules should be followed and these help to point the way.



- 2035M Ten Little People and Their Teeth (33)
(for Primary grades)
2034M Brush Up on Your Teeth (41)
(for Intermediate grades)

- Each color filmstrip, captions, manual\$5.00
2034MX Set, 2 filmstrips\$9.50

GUIDANCE

PRIMARY

JIMMY RABBIT

(P) BFI

A unique series on social attitudes, using a positive approach to illustrate simple precautions for playground safety, to encourage cleanliness, health, and good eating habits, and to emphasize characteristics of cooperation, mutual assistance, and fair play.

Safety at Play
Wholesome Living
Democratic Living

NEW
Sold only as a Set
1336X Set, 3 filmstrips, boxed\$15.00

SKIPPER SERIES

(Sound) (P) SP

(Introducing Skipper) a primary grade youngster who has a number of adventures which will help in teaching various skills and amplify various curriculum areas. Here Skipper wonders what he can do indoors so he and his Mother start painting. Skipper learns some colors and some numbers.



7085MXR Skipper Spends a Rainy Day (29)

Color filmstrip, 45 rpm record, script, in handy box\$7.95

The Dentist gives Skipper a check up. He sees how the Dentist does his work and learns about the 4 types of teeth and how they are used.

7086MXR Skipper Visits the Dentist (32)

Color filmstrip, 45 rpm record, script, in handy box\$7.95

Skipper celebrates his birthday with a trip to the zoo. He sees the animals eating and learns how different teeth are used for different types of food. He then compares them with his own.

7087MXR Skipper's Trip to the Zoo (32)

Color filmstrip, 45 rpm record, script, in handy box\$7.95

GOOD MANNERS

(P) EBF

Collaborator: Louise F. David, Ph.D., Nat'l College of Educ. Told with color drawings. Designed as an aid in field of guidance, they contain captions prepared for the boys and girls themselves to read. About 48 frames each.

5404 Manners at Home
5405 Manners at Play
5406 Manners at School
5407 Manners in Public
5408 Manners at Parties
5409 Manners While Visiting

Each color filmstrip, captions\$ 6.00
5409X Set, 6 filmstrips boxed\$36.00

GUIDANCE STORIES

(P) EBF

Enjoyable picture stories for pupils themselves to read. Each teaches a guidance lesson, using real boys and girls in life-like situations. Collaborator: Dr. Allison Davis, Univ. of Chicago. About 46 frames each.

5700 Sharing With Others
5701 Playing Fair
5702 Sticking to Your Job
5703 New Friends—Good Friends
5704 One Kind of Bravery
5705 Taking Care of Your Things

Each color filmstrip, captions\$ 6.00
5705X Set, 6 filmstrips boxed\$36.00

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

GROWING UP

(P) M-H

Shows how to share responsibilities, develop self-reliance, manners, courtesy and other desirable traits. Developed with Childcraft. About 27 frames each.

6270 Good Helpers
6271 It Pays to Save
6272 Johnny Goes to the Store
6273 Lost and Found
6274 When We Have Guests
6275 A New Classmate

Each color filmstrip, captions, manual\$ 5.50
6275MX Set, 6 filmstrips boxed, manual\$29.50

OUR MANNERS SERIES

(P-I) M-H

Points up the part that good manners play in helping boys and girls to enjoy being with others. Vocabulary and story interest are suitable for Reading and other subjects. About 33 frames each.

4572 Manners at Home
4573 Manners in Public
4574 Manners at School
4575 Manners When Visiting

Each color filmstrip, captions\$ 6.50
4575MX Set, 4 filmstrips boxed, guide\$23.00

LIVING TOGETHER IN SCHOOL

(P) M-H

Excellent for Guidance at Kindergarten — Primary level. About 40 frames each.

4647 Visitors to Our Class
4648 Being Prompt
4649 Caring for School Materials
4650 Consideration for Others
4651 Going to School Assembly
4652 Our School Helpers

Each color filmstrip, captions\$ 6.50
4652MX Set, 6 filmstrips boxed, guide\$35.50

INTERMEDIATE

BUILDING WORK HABITS

(b&w) (I) M-H

6 Sound filmstrips to stimulate elementary school children to build good work habits. Series includes 6 filmstrips, 6 records (12" non-breakable vinylite, 78 rpm, 2 sides) in attractive album. Photographs. About 50 frames each.



Sold only as a Set

Julie Was Lost (following directions)
Sandy Got Stuck (thinking before acting)
Eddie Wasn't There (concentration)
Susie Went Hunting (neatness)
Carol Had Problems (checking work)
Barrie Didn't Report (perseverance)
9210MXR Sound: Set above with 6 records in attractive album, Teacher's Guide\$60.00

GRADE LEVEL CODING (Shown after Set Title)

(P) Primary (K-3)

(I) Intermediate (4-6)

(J) Junior High (7-9)

(S) Senior High (9-12)

(C) College and Adult

MAKING FRIENDS

(I) BFI

Designed for group discussions on desirable personality and behavior traits. It is a participation unit in personal guidance and check-lists enable students to rate themselves. About 30 frames each.

How Do You Rate at Home?
How Do You Rate at School?
How Do You Rate with Your Friends?

1314X Set, 3 filmstrips boxed\$16.50

DEVELOPING YOUR PERSONALITY

(I-J) EBF

Collaborator: Dr. Margaret O'Brien, Northwestern Univ. Color drawings tell stories, each stressing a personality trait developed at the middle grades level. Good for guidance programs in youth organizations and churches. About 45 frames each.

5398 Thinking for Yourself
5399 More Than One Friend
5400 Trying New Things
5401 Leaders and Followers
5402 Promises Are Made to Keep
5403 Enjoying Today

Each color filmstrip, captions\$ 6.00
5403X Set, 6 filmstrips boxed\$36.00

JR. — SR. HIGH

A BETTER YOU SERIES

(J) M-H

Designed to help Junior High students get more from association with others. About 45 frames each.

6443 So You Want to Make a Good Impression
6444 Yours for the Best
6445 Yes, Politeness is for You
6446 Making Friends Is Easy
6447 Popularity Comes to You
6448 Your Boss is Proud of You

Each color filmstrip, captions\$ 6.75
6448MX Set, 6 filmstrips boxed, manual\$36.50

JUNIOR HIGH SCHOOL GUIDANCE SERIES

(J) M-H

To provide students with a better understanding of some major areas of adjustment facing boys and girls of their age; adjustments to physical changes which occur in adolescence; adjustments to their changing school and social environment and the new demands these environments make on them. About 37 frames each.

9511 Starting Junior High
9512 Preparing for Tests
9513 Preparing for Daily Work
9514 An Age of Change

Each color filmstrip, captions\$ 6.95
9514X Set, 4 filmstrips boxed\$24.50

GETTING ALONG WITH OTHERS

(J-S) M-H

Uses situations at home, school and in public to emphasize behavior and social skills that help the teen-ager get along with others. Written in spirit of teen-age language. About 38 frames each.



No, the secret of the Champions is really simple — their manners are showing.

4576 Personal Relationships
4577 Table Manners
4578 You're on a Trip
4579 Personal Appearance
4580 School Functions
4581 You're in Public

Each color filmstrip, captions\$ 6.50
4581MX Set, 6 filmstrips boxed, guide\$35.00

JR.-SR. HIGH—COLLEGE

GOING TO COLLEGE

(J-S) M-H

Designed to lead the student: (1) to choose his college course wisely through an appreciation of his own capabilities and interests; (2) to understand the opportunities offered by colleges of various kinds; and (3) to alert him to the necessity of choosing the secondary subjects required for admission to his chosen college. About 41 frames each.

4780 Why Go to College?
4781 The Kinds of Colleges
4782 Choosing a College
4783 Applications and Admissions
4784 How to Visit Colleges
4785 Financing Your Education

Each color filmstrip, captions\$ 6.75
4785X Set, 6 filmstrips boxed\$36.50

All Filmstrips

AVAILABLE ON APPROVAL

GROOMING FOR BOYS

(J-S) M-H

Written in the spirit of teen-age language and designed to show that respect for one's appearance is good social and future business insurance. Tips for boys on cleanliness, clothing, keeping fit and healthy, grooming and conduct when applying for a job. About 40 frames each.

4555 Clean as a Whistle
4556 Fit as a Fiddle
4557 Time to Attire
4558 Strictly Business

Each color filmstrip, captions\$ 6.75
4558MX Set, 4 filmstrips boxed, guide\$24.50

GROOMING FOR GIRLS (Revised)

(J-S-C) M-H

A bright, effective treatment of basic problems of good grooming, especially for teen-agers. About 40 frames each.



...if you prefer liquid polish, go over nails again with remover to insure a dry surface.

4253 You and Your Grooming
4254 Your Face
4255 Your Hair
4256 Your Figure
4257 Your Hands and Feet
4258 Your Clothing

Each color filmstrip, captions\$ 6.75
4258MX Set, 6 filmstrips boxed, guide\$36.50

COOKING SERIES

(b&w) (J-S-C) M-H

Explains and demonstrates some important understandings and skills in cooking. Each is a complete demonstration and teaching unit.

4416 Understanding Cooking Terms (49)
4417 Planning Meals for Nutrition (34)
4418 Buying Food Wisely (39)
4419 Storing Foods (48)
4420 Safety in the Kitchen (44)
4421 Measuring Accurately (35)
4422 Organizing and Preparing Meals (39)
4423 Serving Meals Attractively (color) (39)

Each b&w filmstrip, captions\$ 4.00
Color filmstrip No. 4423, captions\$ 6.50
4423MX Set, 8 filmstrips boxed, guide\$32.50

TEEN ETIQUETTE SERIES

(J-S) M-H

Illustrates the fine points of personal behavior that make for successful and pleasant relationships with others — at home, in school, at work or in social activities. Correlated with Beery's Manners made Easy. About 35 frames each.



At a concert you applaud only at the end of a group of numbers and at the end of a symphony. When in doubt, wait for others to take the lead.

9477 At Home & in Public
9478 At School
9479 Grooming & Posture
9480 Clothes
9481 Parties
9482 Dating
9483 Table Manners
9484 Dining Out

Each color filmstrip, captions\$ 8.50
9484X Set, 8 filmstrips, boxed\$60.00

HOME ECONOMICS

COOKING

(J-S-C) SP

Drawings and photographs show proper methods to use and many recipes for fresh and frozen fish.



3163M An Animated Fish Cook Book (83)
3165 How to Buy Fish (42)

Each color filmstrip, manual or captions\$5.00
3165MX Set, 2 filmstrips\$9.50

TEEN GUIDE TO HOMEMAKING

(J-S) M-H

Designed to assist young people in solving problems in family and social living through presentation of some aspects of home economics. About 35 frames each.



9485 There's Nobody Just Like You
9486 Funds and Fundamentals
9487 Welcome to the Family
9488 Tots and Teens
9489 The Food Preparation Center
9490 How's Your House?
9491 The Well-Dressed Teenager
9492 Parties Are for Pleasure

Each color filmstrip, captions\$ 8.50
9492X Set, 8 filmstrips boxed\$60.00

MARRIAGE AND FAMILY LIVING

(b&w) (S-C) M-H

Correlated with Landis: Your Marriage and Family Living. Shows the family as America's most valuable resource. Helps teen-agers to understand their families. Develops the story of dating thru the engagement. About 29 frames each.

9161 Family Portrait
9162 Future in Hand
9163 It's a Date
9164 Seeing Double
9165 With This Ring

Each filmstrip, captions\$ 6.00
9165X Set, 5 filmstrips boxed\$27.50

DAVID'S SERIES

(b&w) (P-C) SB

Deals with the problem of sibling rivalry, adapted from the book David's Bad Day.

4099 David and His Family (30)

Recommended for Kindergarten-Primary Grades.

Filmstrip, guide\$2.00

4100 David's Bad Day (36)

Parent-Teacher groups and College classes in Child Psychology.

Filmstrip, guide\$2.00

4101MX Set, 2 filmstrips, guides\$3.00

SEWING SERIES (Revised)

(J-S) M-H

Done in sharp, meaningful photographs, designed to help explain and demonstrate certain important skills in sewing. Each is a complete teaching and demonstration unit. About 40 frames each.



Turn under and press the seam allowance on one piece. Place folded edge on seam allowance of second piece and pin.

4300 Tools for Sewing
4301 Pattern Choice and Use
4302 Sleeves and Neckline Treatments
4303 Buttonhole Types
4304 Cutting and Construction
4305 Machine Stitching and Seams
4306 Selection and Treatment of Fabrics
4307 Placket Fasteners and Waist Bands

Each color filmstrip, captions\$ 6.75
4307X Set, 8 filmstrips boxed\$48.50

CONSUMER EDUCATION SERIES

(b&w) (S-C) KP

Helps the student make more intelligent choices when buying ready-to-wear garments and fabrics. For Home Economics, Consumer Education, Distributive Education, and Basic Sales Training.

4191 How to Buy a Blouse (44)
4192 Select Your Style (42)
4193 Your Retail Store (42)
4194 Facts About Rayon Fabrics (43)
4195 Facts About Wool Fabrics (44)
4196 Facts About Cotton Fabrics (46)

Each filmstrip, captions\$ 4.00
4197MX Set, 6 filmstrips boxed, guide\$22.50

WEAVING

(b&w) (J-S-C) SP

3108M Preparing the Warp (48)
3109M Setting Up the Loom (58)
3110M General Information (24)

3110MX Set, 3 filmstrips boxed\$9.00

Records for the Classroom—Catalog 17R

If you need one, please write for it.

FOREIGN LANGUAGES



LAGUNA LANGUAGE SERIES—SPANISH (Sound) (P-I-J-S) K

Introduces and supplements any Spanish Program, yet complete as a Basic Program. Narrated by Cesar Romero, developed by Dr. Jose Elgorriaga of Fresno State College. Illustrated by Ed Nofziger, creator of the comic strip BUENOS DIAS.

Imitation — Pronunciation — Pattern Drills — Dramatization — Games.

This material has been used at all grade levels from First Grade and up to High School.

Each STARTER Set consists of: 1 illustrated Story Book, Color filmstrip without captions, 12" banded LP record, Teacher's Guide.

Each BASIC CLASS Set: as above with 24 copies of Story Book.

Caperucita Roja (Little Red Riding Hood)
(5 teaching units plus review and test)
Greetings — Naming — Family Members — Parts of the Body — Pattern Drills, etc.

2000MXR STARTER Set\$14.50
2000MXR24 BASIC CLASS Set, with
24 Books included\$37.25

Los Tres Osos (The Three Bears)
(4 teaching units plus review and test)

Places of Residence — Comparative Sizes — Hot and Cold — Furniture — Food, etc. (Builds on vocabulary, ideas, concepts of Caperucita Roja)

2001MXR STARTER Set\$14.50
2001MXR24 BASIC CLASS Set, with
24 Books included\$37.25

Los Cuatro Cantantes de Guadalajara (The Four Singers)
(4 teaching units plus review and test)

Singing, Dancing, Playing—Names of Parts of Animals—Traits of Animals—Drills, etc. (Builds on first two stories)

2002MXR STARTER Set\$14.50
2002MXR24 BASIC CLASS Set, with
24 Books included\$37.25

El Flautista de Hamelin (The Pied Piper)
(4 teaching units plus review and test)
Shops and Shopkeepers — Emotions — Activities of a Town — Musical Instruments, etc. (Builds on first three stories)

2003MXR STARTER Set\$14.50
2003MXR24 BASIC CLASS Set, with
24 Books included\$37.25

Narrated by
Cesar Romero



Doña Cigarra Y Doña Hormiga (The Ant and The Cricket)
(4 teaching units plus review and test)

Seasons—Sports—Clothing—Names of Days and Months—Work and Play—Drills. (Builds on first four stories)

2004MXR STARTER Set\$14.50
2004MXR24 BASIC CLASS Set, with
24 Books included\$37.25

Doña Zorra Y Doña Cigüeña (The Fox and The Stork)
(4 teaching units plus review and test)

Telling Time—Food Preparation—Rooms and Furniture — Clothing and Grooming, etc. (Builds on the other stories)

2005MXR STARTER Set\$14.50
2005MXR24 BASIC CLASS Set, with
24 Books included\$37.25

Illustrated Spanish Story Books —
Order by titles listed above.

Story Books, each title, per dozen\$12.00
Story Books, 1-11 copieseach \$ 1.00
Teacher's Guides, per titleeach .75

NUESTROS VECINOS LATINOAMERICANOS

(Sound) (I-J) M-H

Purpose of the Filmstrips: To increase vocabulary while teaching students about the culture of five of our Latin American neighbors. To introduce or review linguistic concepts appropriate for beginning & intermediate levels of Spanish. When should these materials be introduced to the class? 1. Beginning Level—After the third or fourth month of instruction. 2. Intermediate or Advanced Levels — At any time during the term. About 44 frames each.

9521R La Argentina
9522R Chile
9523R Colombia
9524R El Peru
9525R Venezuela

Each color filmstrip and record\$10.00
9525MXR Sound Set, 5 filmstrips,
5 - 10" LP Records, Guide\$45.00

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Records for the Classroom—Catalog 17R
If you need one, please write for it.

Filmstrips on 10 day approval — Order blanks on middle pages.

SPANISH FOR ELEMENTARY SCHOOLS (Sound) (I) M-H

Designed for the elementary student learning to speak Spanish. Everyday experiences of American children are shown with story told in Spanish. Spanish captions appear on the repeated pictures.

SET No. 1
La Familia López El Salón de Clase
La Tienda de Ropa La Lección de Matemáticas
Miguel Está Enfermo La Fiesta de Cumpleaños
4697MXR Set, 6 color filmstrips, 3-10" 33 1/3 rpm
records, Manual\$57.50

SET No. 2
Los Parientes de Miguel La Casa
El Día de Miguel El Supermercado
Los Amigos de Miguel La Finca
4725MXR Set, 6 color filmstrips, 3-10" 33 1/3 rpm
records, manual\$57.50

FRENCH (Sound) (P-I-J) SP

Two sound filmstrips about Ti-Jean and his adventures. Especially good from 3rd grade up. Captions on each frame present the highlights of each story. The record and manual give the complete story.



3202MR Les Exploits de Ti-Jean Dans L'Ouest
3203MR Ti-Jean et Les Bucherons (28)
Each color filmstrip, captions, manual, 45 rpm
record, boxed\$7.95

A filmstrip designed to aid in teaching French to children in Grades 3 to 9. Attention given to vocabulary load, phrasing and sentence structure. Accompanying record narrates the story, giving not only the material on the filmstrip but additional material in the manual.

3200MR Les Aventures de Léo. A La Ferme (34)
Color filmstrip, captions, manual, 45 rpm
record\$7.95

The Cinderella fairytale — presented as an aid in the teaching of French to children. Titles and captions are in French and the recording provides ten minutes of French dialogue. Manual contains full instructions in English on how to conduct a lesson using this unit.

3201MR Cendrillon (42)
Color filmstrip, captions, manual,
45 rpm record\$7.95

Designed to teach the popular French folksong about Cadet Rousselle, an ostentatious dandy of the pre-Napoleonic era who owned three of everything. Pictures are as gay and whimsical as the song. Singer Felix Leclerc leads the pupils into learning the lyrics and melody. Excellent for FRENCH and MUSIC classes.

3210MXR Cadet Rousselle (96)
Color filmstrip, captions, 45 rpm record,
manual, boxed\$10.45
ABOVE 5 SETS . . . ONLY . . . \$40.00

FRENCH FOR ELEMENTARY SCHOOLS (Sound) (I) M-H

Set No. 1

Designed to help the elementary student learn beginning French. Each dramatizes a story of everyday activities of American children, using full color photographs. First the story is told without captions, then repeats it with French captions.

La Salle de Classe La Famille Dupont
La Leçon de Mathématiques La Magasin
La Fête de l'Anniversaire Michel est Malade
4698MXR Set, 6 color filmstrips, 3-10" 33 1/3 rpm
records, Manual\$57.50

SET No. 2

Les Parents de Michel La Maison
La Journée de Michel L'Epicierie Libre Service
Les Amis de Michel La Ferme
4724MXR Set, 6 color filmstrips, 3-10" 33 1/3 rpm
records, Manual\$57.50

STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

BERLIN AND ITS IRON CURTAIN (German) (Sound) (S-C) BFI

Made to enrich beginning German classes. 42 action shots depict West Berlin, the Eastern Sector a glance across the Wall and other timely scenes. Based on minimum vocabulary, narrated by native speaker. Bilingual manual and exercises. Pres. Kennedy's speech and translation in German is included.

1363MXR Sound Set, 45 frame color filmstrip,
2 long play records, manual, fibre storage-shipping
case\$19.50

ROMA ANTICA (Latin) (J-H) EBF

This Latin version of Ancient Rome set, provides an excellent means for enrichment of traditional Latin programs. Latin captions plus a Teacher's guide. About 53 frames each.

7689 Magnae Res Gestae Imperi Romani
7690 Caius Julius Caesar: Vir Rei Politicæ
Peritus et Imperator
7691 Vita Romae Antiquæ
7692 Duo Pueri Romae Antiquæ
7693 Architectura Romana
Each color filmstrip, captions, guide\$ 6.00
7693MX Set, 6 filmstrips boxed\$30.00

ENGLISH AS A FOREIGN LANGUAGE (Sound) (P-I-J-S) K

Excellent for any class in which students need help in English. Useful in HEADSTART programs also. Narrated by Cesar Romero.

Narrated by
Cesar Romero



Set contains 1 color Filmstrip each of: Little Red Riding Hood—The Three Bears—The Four Singers of Guadalajara—Pied Piper of Hamelin and 3 records. Record #1 has English narration of all 4 stories; #2 has English narration of Red Riding Hood and The Three Bears with Children's Responses; #3 with English narration of The Four Singers and Pied Piper with Class Response Pauses.

2006XR Sound Set, 4 filmstrips, 3 records \$45.00

MUSIC

Portraits of the COMPOSERS

Large full-color reproductions of the great composers, classic and modern. Based on magnificent original oil paintings by Jean Kuyterick, Flemish artist, born and trained in Belgium.

CLASSIC

Set 1

Bach
Handel
Haydn
Mozart
Beethoven
Schubert
Johann Strauss
Mendelssohn
Chopin
Schumann
Liszt
Wagner
Verdi
Brahms
Saint-Saens
Bizet
Tchaikovsky
Dvorak
Grieg
Mahler

Box of 20
\$19.75



MODERN

Set 2

Debussy
Richard Strauss
Sibelius
Rachmaninoff
Schoenberg
Ives
Ravel
Bartok
Villa-Lobos
Stravinsky
Prokofiev
Grove
Hindemith
Thomson
Gershwin
Copland
Menotti
Britten
Shostakovich
Hanson

Box of 20
\$19.75

PORTRAIT MINIATURES
Each of the above sets has been reproduced in miniature form on 11"x17" coated stock sheets, folded and punched for notebook use.

They make pertinent reference material for each student.

Set 1R envelope of 20 sheets.....\$2.75
Set 2R envelope of 20 sheets.....\$2.75

Continued on next page.

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MUSIC

MEET THE INSTRUMENTS

THE FILMSTRIPS AND RECORDING

Two color filmstrips provide detailed and beautiful illustrations keyed to the 12" LP recording. An informative and short discussion on Side 1 of the recording introduces each instrument, playing a familiar melody such as "Lullaby" of Brahms. Side 2 again presents the sound of each instrument, this time without commentary, playing selections that are from the classic literature.

SET M1-12 contains: 2 color filmstrips, 1-12" long play record, boxed.....\$19.75



THE POSTERS

25 full color posters on sturdy artboard, 14"x22", varnished for lasting protection. Instruments pictured singly, in family groups and in playing position (insets). Clear, informative text printed in booklet, and on back of each chart. In sturdy storage case.

Set of 25 Posters.....\$27.50



COMPLETE PACKAGE—including 25 full color posters, two filmstrips and one LP record, envelope of 20 study prints.....\$45.00

FOLK SONGS IN AMERICAN HISTORY (Sound) (I-J-S) W&P

30 songs correlated to the Social Studies, illustrated with original and authentic art work. Each song is introduced by a story of why it was popular at its time in history. SIX filmstrips and SIX records, each with FIVE songs.

1. Early Colony Days
2. Revolutionary War
3. Workers of America
4. In Search of Gold
5. The South
6. The Civil War

7266XR Set, 6 color filmstrips, 6-12" LP records, boxed

Sold only as a Set\$52.00

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

AVAILABLE ON APPROVAL

Records for the Classroom—Catalog 17R
If you need one, please write for it.

STAR SPANGLED BANNER and AMERICA THE BEAUTIFUL (Sound) (I-J) BR



Lucid, dramatic history of the origins of these great anthems, with actual photographs of places and events which led to the writing of these songs.

7709XR Set, 2 color filmstrips, 12" 1p\$15.00

FOLK SONGS (Sound) (P-I-J-S) BR

New SOUND FILMSTRIP SETS — 2 color filmstrips in each set, picture the setting of each song correlated with record narration, followed by words and music of that song. All have 1-12" LP record.

Folk Songs of Our Pacific Neighbors

18 songs from 8 countries.

7710XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Folk Songs of California and the Old West

19 songs from various periods.

7711XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Favorite Songs of Japanese Children

15 colorful songs.

7712XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75



Folk Songs of the U.S.A.

14 selections, colorfully sung.

7713XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Folk Songs of Canada

12 selections—3 in French.

7714XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Latin American Folk Songs

13 songs from 7 countries.

7715XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Children's Songs of Mexico

18 appealing songs.

7716XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Folk Songs of Many People

12 songs from 11 countries.

7717XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

Folk Songs of Africa

18 delightful songs

7718XR — Sound Set; Record with 2 Color filmstrips, boxed\$19.75

BAND INSTRUMENT CARE (J-S) EBF

Vivid close-ups of each step emphasize the intricacies of band instrument care for each student. Created by teachers for teachers and students, the operations are kept within the capability of students. Traditional procedures have been updated. About 46 frames each.

- 7800 Cornet & Trumpet Care
- 7801 French Horn Care
- 7802 Trombone Care
- 7803 Baritone & Euphonium Care
- 7804 Tuba & Sousaphone Care
- 7805 Flute & Piccolo Care
- 7806 Clarinet Care
- 7807 Saxophone Care
- 7808 Oboe & Bassoon Care
- 7809 Percussion Care

NEW!

Each color filmstrip, captions\$ 6.00
7809X Set, 10 filmstrips boxed\$60.00

INTERMEDIATE — JUNIOR

8421 Sound (37)

b&w filmstrip, captions\$2.50

5324 Sound (48)

Color filmstrip, captions\$6.00

4668 Exploring Sound

Color filmstrip, captions\$6.00

JUNIOR — SENIOR

8438 Sound (32)

b&w filmstrip, captions\$2.50

4946 How We Produce Sound and Speech (45)

b&w filmstrip, captions\$3.50

THE RAFTSMEN (Sound) (I-J-S) SP

An old Ottawa Valley lumberman's song, dating back to when Ottawa was still Bytown, is brightly illustrated by school children's drawing. Sung in English by Felix Leclerc.

3209MXR The Raftsmen (99)

Color filmstrip, captions, 45 rpm record and manual, boxed\$10.45

CADET ROUSSELLE (Sound) (J-S-C) SP

Designed to teach the popular French folksong about Cadet Rousselle, an ostentatious dandy of the pre-Napoleonic era who owned three of everything. Pictures as gay and whimsical as the song. Singer Felix Leclerc leads the pupils into learning the lyrics and melody. Excellent for FRENCH and MUSIC classes.



3210MXR Cadet Rousselle (96)

Color filmstrip, captions, 45 rpm record and manual, boxed\$10.45

GREAT COMPOSERS (J-S) EBF

Collaborator: James H. Hall, Oberlin College. Drawings vividly tell the life and story of each; major influences affecting his life and work; and influence each wielded in the music field. Excellent for music appreciation. About 51 frames each.

- 5346 Johann Sebastian Bach
- 5347 Ludwig von Beethoven
- 5348 Johannes Brahms
- 5349 Wolfgang Amadeus Mozart
- 5350 Franz Schubert
- 5351 John Philip Sousa

Each color filmstrip, captions\$ 6.00

5351X Set, 6 filmstrips boxed\$36.00

PRIMARY — INTERMEDIATE

ART IN OUR CLASSROOM (P) EBF

Collaborator: E. E. Saunders, Northwestern Univ. Photographs. Aimed at motivating the youngsters in the use of various media. About 45 frames each.



5340 We Work with Paper and Scissors

5341 We Make Designs with Needle & Thread

5342 We Work with Clay

5343 We Work with Papier Mache

5344 We Make Stick Puppets

5345 We Print Designs and Pictures

Each color filmstrip, captions\$ 6.00

5345X Set, 6 filmstrips boxed\$36.00

PRIMARY ART SERIES (P) M-H

Brilliant photos. Designed to stimulate and guide young children in art activities. Adviser: Maude Ellsworth, Univ. of Kansas. About 34 frames each.

4342 Finger Painting 4345 Clay Modeling

4343 Drawing 4346 Water Coloring

4344 Cutting & Pasting 4347 Painting

Each color filmstrip, captions\$ 6.50

4347MX Set, 6 filmstrips boxed, guide.....\$36.00

LISTENING, LOOKING, AND FEELING (Sound) (P-I) BFI

Walt Smith's paintings are designed to stimulate creative expression in writing stories and poetry, dramatizing, drawing, painting, music. No captions nor narration except for a brief introduction, but background of music and sound effects is blended to arouse the imaginations of youngsters (and their teachers). 4 color filmstrips, 26-30 frames each. Titles: The Beach—The City—Let's Fly—Wind and Rain

Sold only as a Set

1360XR Sound Set; 4 color filmstrips, 4-7" long play records, boxed\$25.00

INTRODUCING ART TECHNIQUES (P-I) IFC

Special photographs designed to: introduce the common art mediums in use in schools; illustrations of types of finished projects, tools and raw materials needed; step-by-step creation; encourage creativity and self-expression; introduce some basic vocabulary of color and design; help the teacher show some completed projects—useful when class is first introduced to a new medium. About 35 frames each.



- 1077 Clay Figures
- 1078 Clay Pottery
- 1079 Creative Collages
- 1080 Hand Puppets
- 1081 Fingerpainting
- 1082 Paper Mosaics

Each color filmstrip, captions\$ 6.00

1082X Set, 6 filmstrips boxed\$36.00

ARTS AND CRAFTS

CLASSROOM ART FOR MIDDLE GRADES (I) EBF

Real children at work in their classroom on supervised art projects. Techniques are authentic and sound. They can also be used to demonstrate techniques to elementary art teachers in training. Collaborator: Everette Saunders, Northwestern Univ. About 52 frames each.

5442 Working with Paints

5443 Making and Using Stencils

5444 Working with Wax Crayons

5445 Making Marionettes and Puppets

5446 Working with Paper

5447 Experiments in Sculpture

Each color filmstrip, captions\$ 6.00

5447X Set, 6 filmstrips boxed\$36.00

INTERMEDIATE ART (I-J) M-H

Designed to stimulate and guide children's interest in art activities at this grade-level. Photographs. About 39 frames each.

4354 Sketching With Crayons

4355 Painting With Water Colors

4356 Stenciling 4359 Paper Craft

4357 Potato Printing 4360 Weaving

4358 Pottery Making 4361 Making a Mural

Each color filmstrip, captions\$ 6.50

4361MX Set, 8 filmstrips boxed, guide\$46.00

DRAW BIG! ART FOR SELF-EXPRESSION (I) FH

Shows how figures, animals, trees, etc. are made up of circles, ovals, squares and other shapes. Simple explanations of arrangements, proportion and water colors and use of light and shade. Posters and drawings for school projects are shown with examples. A section on art appreciation shows Egyptian picture writing, Greek and Indian ceramics, portraits, up to modern abstract painting.



Drawing is Fun

Drawing What We See

People Have Always Liked to Draw

Drawing What We Imagine

3230XR Sound Set, 4 color filmstrips, 2-10" long play records boxed\$30.00

INTER. — JR. — SR. HIGH

ROCK PAINTINGS (I-J-S) SP

We present the Indian Rock Paintings, which are found on the shores of Lake Superior. No attempt is made to interpret them but they are presented for themselves as an example of aboriginal art.



3250M Indian Rock Paintings (43)

Color filmstrip, captions, manual\$5.00

MASKS - CARVINGS (Color) (b&w) (I-J-S-C) SP

Reproduces the individual and colorful masks used in the religious and secular ceremonies of the Bering Sea Eskimos, the Haida and Tsimshian Indians, the Nootka and Kwakiut Indians, and the Iroquois.



2332M Masks of the North American Indians (41) (color)

A highly developed native art form is seen in argillite carvings of the Haida Indians.

3260 Haida Argillite Carvings (36) (b&w)

Shows origin and purpose of totem poles developed by Indians of the west coast, and explains symbolism of some typical examples.

3101M Totem Poles of the West Coast (46) (b&w)

Each b&w filmstrip, captions/manual\$ 3.00

Color filmstrip, manual\$ 5.00

3260MX Set, 3 filmstrips boxed\$10.25

INTRODUCTION TO ARTS AND ARTISTS (I-J-S) B

A new approach to the difficult problem of high quality art education: color filmstrips which are short, precise and devoted to one particular subject. These are short filmstrips, 15 to 19 frames, which show typical examples of the artist or subject.

- 7200 Georges Braque
- 7201 Paul Cezanne
- 7202 Honore Daubigny
- 7203 Edgar Degas
- 7204 Andre Derain
- 7205 Duccio di Buoninsegna
- 7206 Fra Filippo Lippi
- 7207 Paul Gauguin
- 7208 Frescoes by Giotto
- 7209 Vincent Van Gogh
- 7210 Francisco Goya
- 7211 Wassily Kandinsky
- 7212 Paul Klee
- 7213 Oskar Kokoschka
- 7214 Henri de Toulouse-Lautrec
- 7215 Leonardo da Vinci
- 7216 Ambrogio Lorenzetti
- 7217 Pietro Lorenzetti
- 7218 Edouard Manet
- 7219 Hans Memling
- 7220 Piet Mondrian
- 7221 Claude Monet
- 7222 Edvard Munch
- 7223 Pablo Picasso
- 7224 Camille Pissarro
- 7225 Henri Rousseau
- 7226 Simone Martini
- 7227 Alfred Sisley
- 7228 Maurice Utrillo
- 7229 Velazquez
- 7230 Maurice de Vlaminck
- 7231 English Water Colors
- 7232 Indian Miniatures, 16-18th Cent.
- 7233 Persian Miniatures, 13-16th Cent.

Each color filmstrip with captions\$2.00

ART AND THE GROWING CHILD (Sound) (I-C) M-H

This filmstrip and record serve a dual-purpose. Side 1 for use with adults gives art supervisors, and other teachers an opportunity to explain to parents, teachers and student groups how children develop art ability if it is encouraged. Side 2 explains to children the art work pictured and encourages them to express themselves through drawing and painting.

7062R Art and the Growing Child (58)

Color filmstrip, 33 1/3 rpm record\$15.00

Continued on next page.

ARTS AND CRAFTS

INTERMEDIATE — JR. HIGH

SR. HIGH — COLLEGE

FAMOUS ARTISTS AT WORK

(Sound) (I-J-S-C) W&SP

A series for all ages. Hear each artist tell about and interpret the art in which he has specialized. For your protection, each record has duplicate recording on flip side.

Elsa Schmid — Mosaic
Seymour Lipton — Sculptor
Richard Lytle — Abstractionist
Esteban Vicente — Collage

7270XR Set, 4 filmstrips, 4-10" long play records, boxed\$35.00

FINE ART IN THE NATIONAL GALLERY

(I-J-S) IFC

Outstanding examples are included to give the student an opportunity to compare styles of painting and gain an insight into the growth of art.



1073 The Italian Renaissance
1074 The Dutch Renaissance
1075 The 18th & Early 19th Centuries
1076 The Late 19th & Early 20th Centuries

Each color filmstrip, captions\$ 6.00
1076X Set, 4 filmstrips boxed\$24.00

LEARNING TO LOOK (Sound) (I-J-S) BFI

For teaching fundamental art principles that will inspire students to express their experiences creatively. The camera reveals universes of beauty which the eye can be taught to find. Music, adapted to subject matter, sustains without distracting. Narration aids the understanding of art principles. Uses: art appreciation, drawing, design, writing, poetry, etc. Each color filmstrip has 33 frames, Titles;

Desert Flowers
Desert Textures
Desert Soil, Sand, Stone

Trees
Lumber
Plants

Sold only as a Set

1362MXR Sound Set, 6 color filmstrips, 6-7" long play records, manual, boxed\$37.50

ARTISTS OF HOLLAND (I-J-S-C) EBF

The paintings of each with text frames for developing the story more completely. About 44 frames each.



5869 Vincent Van Gogh
5870 Rembrandt

Each color filmstrip, captions\$ 6.00
5870X Set, 2 filmstrips boxed\$12.00

PHOENICIAN ART

(I-J-S-C) B

The Phoenicians were one of the great peoples of the ancient world, noted for their achievements in the fields of trade, navigation, and diffusion of culture. Phoenician art is essentially composite, reflecting the diversity of foreign influences.

9594M Phoenician Art (40)

Color filmstrip, manual\$6.00

HISTORY OF WESTERN ART

(I-J-S-C) B

Covering ancient art—history of art. From Constantine to about 1400, 1400 to 1800—1800—to the present. Plus general art appreciation. About 40 frames each.

Series 1: Ancient Art

9619M Babylonian and Assyrian Art
9620M Egyptian Art - I - Architecture
9621M Egyptian Art - II - Sculpture-Painting
9622M Greek Art - I - Pre-Classic
9623M Greek Art - II - Classic and Hellenistic
9624M Roman Art

9624MX Set, 6 filmstrips, manuals\$27.00

Series 2: History of Art from Constantine to About 1400

9625M Early Christian, Byzantine, Migration Art
9626M Mosaics - Frescoes - 4th to 13th Cent.
9627M Early Middle Ages - Architecture and Sculpture
9628M Late and Middle Ages - Architecture and Sculpture
9629M Illuminated Manuscripts - 6th to 16th Centuries
9630M Paintings of the Late Middle Ages
9630MX Set, 6 filmstrips, manuals\$27.00

Series 3: History of Art from About 1400 to about 1800

9631M Renaissance Architecture
9632M Renaissance Sculpture
9633M Renaissance Paintings
9634M Baroque Sculptures and Architecture
9635M Baroque Paintings
9636M Art of the Rococo

9636MX Set, 6 filmstrips, manuals\$27.00

Series 4: History of Art from About 1800

9637M Neo-Classicism
9638M Romanticism
9639M Realism
9640M Impressionism
9641M Post Impressionism and Expressionism
9642M Modern Art — 20th Century

9642MX Set, 6 filmstrips, manuals\$27.00

Series 5: General Art Appreciation

9643M The Cathedral at Reims
9644M The Cathedral at Chartres
9615M Architectural Styles — Romanesque to Baroque

9616M History of Costumes, 1000 to 1900
9605M Treasury of Delphi
9617M Olympia, Sports and Games

9617MX Set, 6 filmstrips, manuals\$27.00
Each filmstrip with manual\$ 4.50
9645MX Set, 30 filmstrips, manuals\$135.00

CONTEMPORARY AMERICAN PAINTING

(I-J-S-C) EBF

These five make a valuable contribution to the enjoyment and appreciation of art. Series graphically presents the development, aims and techniques of the various American schools on painting. Collaborator: D. C. Rich, Director, Art Inst. of Chicago. 60 frames each.

5111 Let's Look at a Painting
5112 Realism
5113 The American Scene
5114 Romanticism
5115 Modernism

Each color filmstrip, captions\$ 6.00
5116X Set, 5 filmstrips boxed\$30.00

Filmstrips on 10 day approval — Order blanks on middle pages.

MASTERWORKS OF MEXICAN ART

(Sound) (I-J-S-C) BFI

Students may experience how the earliest civilizations on our continent lived, shown in this archeological study. Begins with earliest pre-classic art of 1500 B. C. in the Valley of Mexico. Maps establish locations and dates. Civilizations of the Pacific Coast give insights into life as it existed. High points of Teotihuacan, Zapotec, Mixteca-Puebla, Huastec, and Tain civilizations are discovered through their art. The Toltec, Aztec, and Mayan civilizations before they made way for the conquering Spanish in 1519. Indian and European cultures created the great art and nation of modern Mexico. 42-62 frames each.

Pre-Classic Art
Cultures of the Pacific Coast
Teotihuacan Civilization
Toltec Civilization
Maya Civilization
New Spain to Mexico

1365MXR Sound Set, 6 color filmstrips, 6-12" LP records, manual, custom storage-shipping case\$54.00

HISTORY OF MEXICAN ART (I-J-S-C) B

This new series covers the Ancient, Colonial and Modern developments in building, sculpture and painting. 40 frames each.

9595M Mayan Art. Chichen Itza.
9596M Mayan Art. Dzibilchaltun, Edsna, Sayil, Kabah, Uxmal.
9597M Cuicuilco, Tula and selection of Indian Sculpture.
9598M Zapotec and Mixtec Art, Valley of Oaxaca: Monte Alban and Mitla.
9599M Aztec and Pre-Aztec Art.
9600M Colonial Art, 16th Century.
9601M Colonial Art, 17th & 18th centuries.
9602M Modern Architecture in Mexico City
9603M Modern Architecture: University City.

Each color filmstrip, manual\$ 6.00
9603MX Set, 9 filmstrips boxed\$54.00

GERMAN PAINTING OF THE 20th CENTURY

(I-J-S-C) B

About 29 frames each.
9853 1900-10 — Lieberman, Corinth, Kubin, Kirchner, Pechstein, Nolde, Rohlf, 5 others.

9854 About 1910-18 — Kandinsky, Schlemmer, Feininger, Marc, Macke, Klee, Kokoschka, Schwitters, Grosz
9855 About 1918-25 — Jawlensky, Beckmann, Kokoschka, Schrimpf, Hofer, Albers, 4 others.

9856 About 1925-50 — Kandinsky, Klee, Ernst, Baumeister, Hartung, Wols, 4 others.
Each color filmstrip, captions\$ 6.00
9856X Set, 4 filmstrips\$24.00

BULLETIN BOARDS AND DISPLAY

(I-J-S-C) BFI

Amusing drawings and examples of good bulletin board design show how it can be made to function as an effective educational tool. Examples of background materials and fastening devices, layouts and principles of good design and organization, will encourage the design and construction of simple, powerful bulletin board displays. About 36 frames each.

Planning the Bulletin Board
Bulletin Boards in Action

1326MX Set, 2 filmstrips boxed, manual\$12.00

DRAWINGS

(I-J-S) VS

Figures and features in one easy lesson.
8451 Figure Drawing (50)
Stimulates pupil to try his own hand at sketching.
8450 Pencil Technique (40)

Each filmstrip, captions\$3.00

AVAILABLE ON APPROVAL

STANLEY BOWMAR CO., INC.

VALHALLA, NEW YORK 10595

JR.-SR. HIGH—COLLEGE

HISTORY OF AMERICAN ART

(I-J-S-C) B

Based on the book "Art and Life in America," this series presents the development of Architecture, Painting and Sculpture in the U. S. A. from the colonial period to the present. About 38 frames each.

9646M Architecture and Crafts—Colonial America (1600-1790)
9647M Painting, Colonial America (1600-1790)
9648M Republican Architecture and Sculpture (1790-1830)
9649M Republican Painting (1790-1830)
9650M Architecture and Sculpture—Middle Years (1830-70)
9651M Painting — Middle Years (1830-70)
9652M Architecture and Sculpture in the Gilded Age (1870-1900)
9653M Painting—the Gilded Age (1870-1900)
9654M Architecture and Painting—Pioneers of Modernism (1900-20)
9655M Painting and Sculpture in the 1920's
9656M Architecture and Sculpture Since 1930
9657M Painting Since 1930

Each filmstrip, manual\$ 4.50
9657MX Set, 12 filmstrips\$54.00

COMMUNITY HELPERS STUDYPRINTS

Developed to provide teachers with colorful pictures of modern workers in their natural environments, for discussion in social studies units which introduce young children to the concept of the interdependence of people. Photographed from life and reproduced in four color lithography, they bring realism to the classroom. They emphasize that a modern community could not exist without the contributions of unskilled, semi-skilled and highly skilled labor, salesmen, and office service workers, and the professionals. They motivate children's interest in finding out more about their own community, and they stimulate language arts activities.

10 sets of 10 pictures in full color
11x14 inches

School Helpers

School Board
Superintendent
Supervisor
Principal
Teacher

Helpers Who Come To The Home
Milkman
Postman
Baby sitter
Laundryman
Breadman

Shopping Center
Overview
Mall
Druggist
Bank teller
Truckers delivering food above ground to supermarket
Truckers delivering merchandise below ground to department store

Food Helpers

Dairyman
Poultry farmer
Fisherman
Field worker
Orchard picker

Appearance Helpers

Barber
Drugstore saleslady
Laundryman
Dry cleaner
Shoe salesman

Safety Helpers

Firemen fighting fire
Truck and ladder men
Firemen saving life
City policeman
Highway patrol

Clerk
Custodian
Cafeteria helper
Bus driver
Traffic guard
Newsboy
Parcel deliveryman
Plumber
T.V. repairman
Moving vanmen

Bakery clerks
Candy store salesman
Nursery worker
Variety store clerk

Milk trucker
Butcher
Baker
Clerk
Checker

Clothing salesman
Cutter
Seamstress
Stock clerk
Factory workers

Forest fire lookout
Weatherman
Life guard
Coastguardsman
Flight controlmen

HOW PRINTS ARE MADE

(I-J-S-C) B

Starting with engraving, the several processes are shown in good detail, making for a better understanding of the various methods used for making prints.

9824 The Intaglio Process (68)
9825 The Relief and Planographic Processes (63)
Each color filmstrip, captions\$ 6.00
9825X Set, 2 filmstrips\$12.00

NATIONAL GALLERY OF ART (I-J-S-C) EBF

A new series produced in collaboration with Herbert Lester Cooke, Curator, National Gallery, Wash., D.C. Painting and sculptures in the National Gallery present an integrated story of art from the Renaissance in the present century. About 60 frames each.

5946 Art in Early Renaissance Italy
5947 Art of the Northern Italian Renaissance
5948 Art of the High Renaissance
5949 Art of the Northern Renaissance
5950 Art of the Low Countries
5951 Art of Spain
5952 Art of Royal France
5953 Art of England
5954 Art in the United States
5955 Art in 19th Century France

Each color filmstrip, captions\$ 6.00
5955X Set, 10 filmstrips boxed\$60.00

ARTS AND CRAFTS

(I-J-S-C) EBF

Brings to art classes a collection of outstanding reproductions, tells the story of craft art through the ages. Superb examples of craftsmanship at its finest brought together in logical sequences. About 58 frames each.



A 13th Century example of the enamelling for which France was famous.

5090 Textile Art Through the Ages
5091 Metalwork Arts Through the Ages
5092 Glass and Mosaic Art Through the Ages
5093 Ivory Carving Through the Ages
5094 Ceramic Art Through the Ages

Each color filmstrip, captions\$ 6.00
5094X Set, 5 filmstrips boxed\$30.00

MEXICO STUDYPRINTS

Bring reality to the classroom and show the striking contrasts of modern Mexico. The skyscrapers of its cosmopolitan capital and fabulous university are contrasted with historic buildings and churches and picturesque scenes in remote villages. The simple dignity of the Mexican people is shown as they work or relax in a variety of activities. On each studyprint a story of about 100 words gives the student a deeper appreciation of the significance of the scene.

in full color 11x14 inches.
Oaxaca—The Indian Market
Amecameca—A Colonial Town
Pueblo and the Volcanoes
Mexico Is Building
Art in Mexico
Mexican Churches
University of Mexico
Mexican Folk Art: Textiles
Mexican Folk Art: Lacquerwork
A Mexican Father and Son
Transportation in Mexico
Tropical Fruits
At a Mexican Crossroads
Lake Patzcuaro
A Tarascan Village in the Highlands
Christmas in Mexico—The Posada
SET OF 16 MEXICO STUDY-PRINTS\$15.00

EARLY HAWAII STUDYPRINTS

Supply authentic background information for a unit on the Hawaiian Islands. Explains how the Polynesians lived and worked before the arrival of many foreigners; emphasizes the effects of the rise and decline of the fur trade, the sandalwood trade, and whaling; and introduces the infant sugar industry. On the front of each is a "story" of approximately 100 words written in simple language on the reading level of the middle grades. It provides basic information for slow learners and motivates gifted pupils to further inquiry and study. Early Hawaii Studyprints provide historic understandings necessary to an appreciation of the importance of the modern "Crossroads of the Pacific."

in full color 11x14 inches.
The People
Family life
Agriculture
Fur Trade
Sandalwood Trade
Pacific Whaling
End of
Sandalwood Trade
Whaling Trade
SET OF 16 EARLY HAWAII STUDY-PRINTS\$15.00

STANLEY BOWMAR CO., INC.
VALHALLA, NEW YORK 10595

Transportation Helpers

Parking lot attendant
Serviceman
Mechanic
Tow trucker
Road repair crew

Communication Helpers

Newsboys
Mailmen
Secretary
Librarian
Telephone operators

Shelter Helpers

Bull dozer operator
Contractor
Cement trucker
Lumberman
Carpenters

Health Helpers

Garbage collectors
Street cleaner
Pharmacist
Doctor
Dentist

Price: 1-9 sets—\$9.50 each
10-39 sets—\$8.50 each
40-99 sets—\$8.00 each
over 100 sets—\$7.50 each

Standard Filmstrip Library Plans



Library Plan	No. of Drawers	Filmstrip Capacity	Total Capacity	Size of Cabinet
				Wide High Deep
No. 300	6	50	300	10 1/4 14 3/4 17 1/2
No. 200	4	50	200	10 1/4 10 1/4 17 1/2
No. 100	2	50	100	10 1/4 5 1/4 17 1/2
No. 24	2	100	200	19 1/2 5 1/4 17 1/2
No. 4E	1	100	100	19 1/2 3 3/4 17 1/2
No. 400E	4	100	400	19 1/2 10 3/4 17 1/2
No. 1200E	12	100	1200	19 1/2 32 3/4 17 1/2
No. 072	6	45	270	10 13 15

... for effective organization and administration of a filmstrip library ... save space and give protection. Save ... Add-a-Unit as your library grows. All have LUXOR drawer extension arms for easy opening and closing; compartments keyed for organized filmstrip filing. Also 2"x2" slide filing. Cabinets are made of heavy-gauge steel; grey hammerloid finish. Planning booklet and library materials are a part of the Standard Filmstrip Library Plan.

Products of JACK C. COFFEY CO., Inc.



Library Plan	No. of Drawers	Filmstrip Capacity	Total Capacity	Size of Cabinet
				Wide High Deep
No. 300	6	50	300	10 1/4 14 3/4 17 1/2
No. 200	4	50	200	10 1/4 10 1/4 17 1/2
No. 100	2	50	100	10 1/4 5 1/4 17 1/2
No. 24	2	100	200	19 1/2 5 1/4 17 1/2
No. 4E	1	100	100	19 1/2 3 3/4 17 1/2
No. 400E	4	100	400	19 1/2 10 3/4 17 1/2
No. 1200E	12	100	1200	19 1/2 32 3/4 17 1/2
No. 072	6	45	270	10 13 15

FILE
Sound Filmstrips
in one Cabinet
100 Filmstrips
100 Disc Records

No. 77 \$42.00
Filmstrips are in 2 drawers with numbered compartments and 100 12-inch records in 3 sections below. Holds albums 10 1/4" W x 17 1/2" D. Lock and keys. Shpg. wt., 27 lbs.
Grey hammerloid finish and steel construction. Lock-stacks with and matches Nos. 100, 200, 300 and 642. Slide-out type, cutaway record envelopes with indexing tabs as shown are EXTRA per doz. \$1.25

New Letter-Type Filer For Disc Records

Deep-drawer design for letter-type filing. Each drawer files 150 12" albums or over 200 12" records in jackets in indexed, tabbed envelopes. (Also files OH Projector Transparencies.) Heavy-gauge steel, rounded edges and corners, recessed drawer pulls. Finished in LUXOR brown and beige. Heavy-duty roller suspension arms. Optional base with self-leveler, sliding safety bar and glides. Size: 31 1/4" H with base (28" w/o base) x 22" D x 16 1/2" W. Drawer interior 12 3/4" H x 12 1/2" W x 20" D. Shpg. Wt. 80 lbs.
No. 150RT \$98.90
No. 150B (Base) \$11.80
Heavy-duty rubber mat for top ... \$3.80
Double Your Record Capacity!! Second unit lock-stacks on first when needed.

Floor Base makes Drawers Accessible



No. 36BN

Steel Base saves floor space. For Nos. 4E, 24, 400E, 1200E (3 No. 400E's). Ht. 15" without casters, 19 1/2" W x 17 1/2" D. Matching grey hammerloid finish. Shpg. wt., 20 lbs.
No. 36BN without casters ... \$19.70
No. 36BN with 3" casters, 2 with brakes ... \$24.50
Same, but with 2-inch casters ... \$23.50
Same, but with 4 gliders, 15 1/4" high ... \$21.20
No. 82SB Same as No. 36BN but has storage compartment, locking door \$32.40

Floor Base for Convenience



No. 642

Lock-stack combinations of Nos. 100, 200, 300 and 77 on Base as high as you wish. Makes all drawers more accessible. Has matching finish and guard rail for safety. No. 642, 8 1/2" high without casters ... \$15.80
No. 642C, 11 1/2" high with 3" swivel casters, 2 with brakes ... \$20.60
No. 642G, 9 1/4" high with gliders ... \$17.55

Filmstrip Wall-file to display and file 90 filmstrips. Add-a-Unit as needed. Heavy gauge steel, silver grey, 17 1/2" h. x 19 1/2" w. x 1 1/4" d. No. 14 - Wall-file Wt., 7 lbs., Ea. \$17.80

STANLEY BOWMAR CO., INC. VALHALLA, NEW YORK 10595



No. 55B at 42" height



No. 55BW12 at 26 1/2" height

Model No. 55B \$34.80
With 4" ball-bearing casters, 2 with brakes
With regular 4" casters \$32.80
No. 55RC



No. 55B at 26 1/2" height

the No. 55 LUXOR Multi-height all-purpose mobile projector stand. The highest (42") and the lowest (26 1/2") positions are pictured. The height may be adjusted to any point within these two heights.

At the right is the No. 55B equipped with 2 12" rubber-tired wheels and two 4-inch ball-bearing swivel casters with brakes and a combination Push-pull handle and cord take-up, making it the No. 55BW12. It has the same multi-height features as the No. 55B. Two heights are shown - 26 1/2" lowest, and 42", the highest. Adjustable to any height in between.

This is the LUXOR AV and Instructional Materials Record System

It's New! It provides an easy-to-use, practical record and booking system and use record for filmstrips, sound filmstrips, disc records, tape recordings and 16mm & 8mm motion pictures, OH projector transparencies, instructional materials, as well as AV equipment. The AV Librarian has full control. It provides organized inventory control for AV materials and supplements the Standard and LUXOR Library plans shown on succeeding pages.

ESEA Help

The system helps in record keeping and reporting as required to meet the "Elementary and Secondary Education Act of 1965" regulations.

- No. 73 V-file for up to 1,000 snap-in-out 5" x 8" cards for 21,000 bookings with plastic dust cover, complete ... \$37.80
- Specially designed, color coded notched cards, 5" x 8" for:

- Filmstrips (with and without records), Form No. 10.
 - Disc Records (both sides), Form No. 11.
 - Tape Recordings, Form No. 12.
 - Motion Pictures (16mm & 8mm), Form No. 13.
 - AV equipment of all types, Form No. 14.
 - Overhead Projector, Transparencies, Form No. 15.
 - Instructional Materials (globes, maps, planetariums, solar systems, models, specimens, etc.), Form No. 16.
 - Blank Cards, white only, \$3.50 per C, Form No. 17.
 - Scheduling Card for two years, Form No. 18.
- No. 516 Metal Booking Tabs, GREEN, box of 100 \$3.50
No. 517 Metal Booking Tabs, RED, box of 100 \$3.50
Each card provides basic information about each AV materials title. The system tells you where everything is at all times. Shows use record and non-use record. It's efficient. Record use cards tell the story. 21,000 charge-outs. Helps control AV materials costs, scheduling and inventory. Cards in pack of 100, per 100 \$5.80

(Order by form number)

ALPHABETICAL FILMSTRIP INDEX arranged by SET TITLES

Grade Use Level indicated: P (Primary K-3); I (Intermediate 4-6); J (Junior High 7-9); SC Senior High — College).

(X) indicates grades for basic use. (V) indicates grades for supplementary use.

Grade Use Level	P	I	J	SC	Pg.	Grade Use Level	P	I	J	SC	Pg.	Grade Use Level	P	I	J	SC	Pg.		
	x	x			51	Cities of Europe	x	x	x		18	Fables of Aesop	x	v				4	
	x	x			3	City Community, The	x	x			12	Families Around the World	x	x				13	
	x	v	v		3	Civics	x	x			24	Families of Other Lands	v	x				13	
	x	v	v		3	Civil War, The	x	x			22	Families of the World	x	x	x	v		13	
	x	x			48	Classics of Medieval Literature	x	x	x		10	Family Outings	x					12	
	x	x	v		19	Class. of Amphibians & Reptiles	x	x	x		42	Family Shelter	x	x				11	
	x	x	v		19	Class. of Invertebrate Animals	x	x			43	Famous American Stories	x	x	x	x		8	
	x	x	v		19	Classification of Living Birds	x	x			42	Famous Artists at Work	x	x	x	x		60	
	x	x	v		16	Classification of Living Fish	x	x			43	Far East Series	x	x				19	
	x	x	v		51	Classification of Living Mammals	x	x			43	Far Western States	x	x				15	
	x	x	v		2	Classification of Plants	x	x			43	Farm & City Series	x	x				12	
x	x	x			36	Classroom Art for Middle Grades	x	x			59	Farm Fathers	x	x				11	
	x	x	x		17	Clothing	x	x			14	54 Functional Words	x			v		1	
	x	x	x		18	Coach for Good English	x	x	v		3	Fighting Disease	x	x	x	x		42	
	x	x	x		23	College Library	x	x	v		10	Fine Art in the National Gallery	x	x	x	x		60	
	v	x	x		8-9	Communism	x	x			25	First Aid Series	x	x	x	x		58	
	x	x	v		8	Communities of Living Things	x	x			37	Folk Songs	x	x	x	x		58	
v	x	x			8	Community Health	x	x	x		51	Folk Songs in American History	x	x	x	x		58	
	x	x	x		25	Community Helpers	x	x			11	Folk Tales from Many Lands	x	x				8	
	x	x	x		20	Community Helpers Study Prints	x	x			61	Food	x	x				12	
	x	x	x		21	Community Services	x	x	x		12	Food & Nutrition	x	x				51	
	x	x	x		27	Composers, Portraits of	v	x	x		57	Forest Community, The	x	x	x	x		44	
	x	x	x		22	Composition	x	x	x		3	Forest & Forest Products	x	x	x	x		24	
	x	x	v		9	Conservation, Everybody's Business	x	x	x		44	Founders of America	x	x	x	x		38	
	x	x	v		22	Conserving Our National Resources	x	x	x		44	Four Metallic Elements	x	x	x	x		30	
	x	x	x		9	Constructing Reports	x	x			3	Four Seasons	x	x				21	
	x	x	x		22	Consumer Education	x	x			55	France	x	x	x	x		18	
	v	x	x		40	Contemporary American Painting	x	x			60	French	x	x	x	x		57	
x	x	x	x		24	Cooking	x	x			55	French Explorers of New World	x	x	x	v		20	
	x	x	x		20	Cooperative Living, Home Series	x	x			12	Fundamentals of English	x	x		v		3	
	x	x	x		27	Country Community, The	x	x			12	Fundamentals of Space Travel	x	x				38	
	x	x	x		9	County Government	x	x			25								
	x	x	x		26	Current Affairs Filmstrips	v	x	x		23								
	x	x			35	Current Problems in U.S.	v	x	x		23	General Business	x	x					28
	x	x			37							General Mathematics Series	x	x					49
	x	x			30	David's Series	x	x	x		54	General Physical Sciences	x	x					41
	x	x			35	Deep Sea Crab Industry	x	x	x		14	General Science Set	x	x					38
	x	x			35	Democracy	x	x	x		25	General Science	x	x	x	x			41
	x	x			36	Dental Health	x	x	x		25	German Painting, 20th Century	x	x					60
	x	x	x		39	Desert, The	x	x	x		39	Getting Along With Others	x	x					54
	x	x	x		39	Developing Effective Reading	x	x	x		10	Glad Book, Sad Book	x	x					2
	x	x	x		47	Developing Your Personality	x	x	x		54	Goals in Spelling	x	x					55
	x	x	x		48	Dev. of Western Civilization	v	x	x		26	Going to College	x	x					29
	x	x	x		59	Different Kinds of Animals	x	x	x		30	Good Day Filmstrips Series, The	x	x					54
	x	x			59	Discovering Fractions	x	x			47	Good Manners	x	x					24
	x	x			59	Discovering Life Around Us	x	x			49	Government in Action	x	x	x	x			18
	x	x	x		60	Discovering Solids	x	x	x		59	Great Britain	x	x					10
	v	x	x		23	Draw Big! Art for Self-Expression	x	x	x		60	Great British Narrative Poems	x	x					9
	x	x	x		19	Drawings	x	x	x		52	Great Classics of Literature	x	x					58
	x	x	x		19	Driver Education	x	x	x		52	Great Composers	v	x	x				26
	x	x	x		35	Early American History Series	x	x			21	Great Episodes in British History	x	x					20
	x	x	x		38	Early Hawaii Study Prints	x	x			61	Great Explorers Series	x	x					9
	x	x	x		45	Earth, The	x	x	x		38	Great Names in Biology	x	x					28
	x	x	x		45	Earth & Its Moons	x	x	x		41	Great Writers	x	x					28
	x	x	x		38	Earth & Its Neighbors in Space	x	x	v		37	Gregg Typewriting	x	x					55
	x	x	x		40	Earth's Wonders, The	x	x	v		14	Grooming for Boys & Girls	x	x					24
	x	x	x		38	Earth & The Sky, The	x	x	v		41	Growing Up Citizenship Series	x	x					54
	x	x	x		58	Earth's Surface, The	x	x			35	Growing Up	x	x					54
	x	x	x		36	Eastern and Southern Lands	x	x	x		17	Guidance Stories	x	x					5
	x	x	v		36	Ecology Series	x	x	x		43	Hans Christian Andersen Stories	x	x					15
	x	x	v		25	Ecology & Man	x	x	x		43	Harlem, N. Y.	x	x	v				16
	x	x	x		2	Economics for Our Times	x	x			25	Hawaii	x	x					50
	x	x	x		57	Economics Series	x	x			45	Health & Growth	x	x					50
	x	x	x		10	Electricity	x	x	x		38	Health Stories	x	x					35
	x	x	x		54	Electricity & Magnets	x	x	x		38	Heat	x	x					46
	x	x	x		24	Electronics	x	x	x		38	Heat and Cold	x	x					44
	x	x	x		41	Elementary Classroom Guidance	x	x			28	Heat, Light, Sound	x	x	x				5
	x	x	x		36	Elementary Math Series	x	x			48	Helpful Stories for Children	x	x					20
	x	x	x		36	Elem. Physical Education Series	x	x			51	Heroes of Long Ago	x	x					42
	x	x	x		38	Elementary Science	x	x			39	High School Biology Series	x	x	x	x			44
	x	x	x		36	Elephants of India	x	x			30	High School Physics	x	x					61
	x	x	x		38	English As A Foreign Language	x	x	x		57	History of American Art	x	x	x	x			23
	x	x	x		18	Enrichment Filmstrips	x	x	v		22	History of American Negro	x	x					49
	x	x	x		22	Europe Today	v	x	x		23	History of Measures	x	x					60
	x	x	x		49	Experiences in Living	x	x			11	History of Mexican Art	x	x					27
	x	x	x		54	Experiments in Chemistry	x	x			45	History of Western Art	x	x					60
	x	x	x		60	Exploration Series	v	x	x		20	Holiday Series	x	x					11
	x	x	x		28	Exploring Ancient Civilizations	v	x	x		26	Home Community, The	x	x					18
						Exploring the Animal World	x	x			35	Home Life in European Lands	x	x					20
						Exploring DeGama's Portugal	x	x	x		18	How Colonial America Began	x	x					21
						Extending Arithmetic	x	x			47	How Our Fathers Lived	x	x	x				61
												How Prints Are Made	x	x					3
												How to Read Literature	x	x					47
												Hto to Tell Time	x	x					13
												How to Use Maps & Globes	x	x	x				3
												How to Write	x	x					3
												Human Biology	x	x					42
												Human Body, The	x	x					42
												Important Chemical Elements	x	x					38
												Impressions of Holland	x	x					18
												Independent Word Perception	x	x					1
												India, a New Wind is Blowing	x	x					19
												Indian Cultures of the Americas	x	x					27
												Indian-Pioneer Life	x	x	x				14
												Industries	x	x	v				51
												Infant Care	x	x					36
												Insect Life Cycles	x	x					41
												Insects	x	x	x				37
												Insects: How They Live & Grow	x	x					42
												Interdependence of Living Things	x	x	x				59
												Intermediate Art	x	x					59
												Introducing Art Techniques	x	x					59
												Introduction to Arts & Artists	x	x	x				45
												Introduction to Chemistry	x	x					46
												Introduction to Oceanography	x	x					51
												Introductory Physiology	x	x					19
												Israel: Land & the People	x	x	x				19
												Italy	x	x	x				19

ESEA — NDEA — EOA

Most of the filmstrips in this Catalog 17 can be purchased under one of these Acts. Check your State Dept. of Education for approval.

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ALPHABETICAL FILMSTRIP INDEX arranged by SET TITLES

Grade Use Level indicated: P (Primary K-3); I (Intermediate 4-6); J (Junior High 7-9); SC Senior High — College).
(X) indicates grades for basic use. (V) indicates grades for supplementary use.

Grade Use Level	P	I	J	SC	Pg.	Grade Use Level	P	I	J	SC	Pg.	Grade Use Level	P	I	J	SC	Pg.
Jamestown: Settlement & Its People...	X	X	X	X	20	Oceania	X	X	X	X	19	Soil Conservation	X	X	X	X	44
Jimmy Rabbit	X	X	X	X	54	Oceanography	X	X	X	X	46	Solar System	X	X	X	X	41
Julius Caesar	X	X	X	X	10	Ohio Farmer	X	X	X	X	15	South America	X	X	X	X	17
Junior High School Guidance...	X	X	X	X	54	On the Farm With Tom & Susan	X	X	X	X	30	Southeastern States	X	X	X	X	15
Junior Safety Set	X	X	X	X	52	Operations & Relations 1 & 2	X	X	X	X	47	Southwestern States	X	X	X	X	15
Junior Sports	X	X	X	X	50	Optical Illusions	X	X	X	X	44	Soviet Union	X	X	X	X	18
Junior Travel	X	X	X	X	12	Orders of Insects	X	X	X	X	42	Soviet Union Today	X	X	X	X	18
Kenner on Modern Mathematics	X	X	X	X	47	Organizing Your Writing	X	X	X	X	35	Space Age Science	X	X	X	X	40
Labor-Management Relations	X	X	X	X	25	Our Bodies	X	X	X	X	21	Space & The Atom-Walt Disney	X	X	X	X	40
Laguna Language Series—Spanish	X	X	X	X	56	Our Colonial Beginnings	X	X	X	X	12	Spain	X	X	X	X	18
Lands of the Far East	X	X	X	X	19	Our Community Helpers	X	X	X	X	24	Spanish Explorers of New World	X	X	X	X	18
Language Arts Series	X	X	X	X	3	Our Constitution	X	X	X	X	23	Spanish for Elem. Schools	X	X	X	X	56
Latin-American Developments	X	X	X	X	23	Our Country Series	X	X	X	X	21	Stars, The	X	X	X	X	41
Leaders of America	X	X	X	X	22	Our Economic System	X	X	X	X	27	Steel Worker	X	X	X	X	15
Learn to Swim	X	X	X	X	37	Our Federal Government	X	X	X	X	22	Stories for Children	X	X	X	X	8
Learning About Familiar Plants	X	X	X	X	27	Our Flag Series	X	X	X	X	14	Stories from Other Lands	X	X	X	X	9
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Learning About Living Things	X	X	X	X	37	Our Geography	X	X	X	X	21	Stories from the Old World	X	X	X	X	22
Learning About North Amer. Birds	X	X	X	X	2	Our Heritage from the Old World	X	X	X	X	13	Stories with Numbers	X	X	X	X	4
Learning About Our Language	X	X	X	X	30	Our History 1789-1860, 1860-1945	X	X	X	X	3	Story of the Universe	X	X	X	X	41
Learning About Plants	X	X	X	X	48	Our History Since 1945	X	X	X	X	54	Story of Yankee Whaling, The	X	X	X	X	10
Learning New Numbers	X	X	X	X	1	Our Holiday Heritage	X	X	X	X	21	Storybook Filmstrip Series	X	X	X	X	5
Learning Readiness Series	X	X	X	X	60	Our Holidays—What They Mean	X	X	X	X	15	Study Skills	X	X	X	X	2
Learning to Look	X	X	X	X	48	Our Latin American Neighbors	X	X	X	X	30	Tales of Far-Away Folk	X	X	X	X	5
Learning to Measure	X	X	X	X	13	Our Major Industries	X	X	X	X	21	Talking Time Series	X	X	X	X	2
Learning to Use Maps	X	X	X	X	21	Our Manners	X	X	X	X	14	Teacher Education Series	X	X	X	X	28
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Library Tools Series	X	X	X	X	9	Our National Parks	X	X	X	X	35	Teaching Language Skills	X	X	X	X	28
Life in Ancient Times	X	X	X	X	13	Our National Resources	X	X	X	X	27	Teaching Reading with Games	X	X	X	X	29
Life in Early America	X	X	X	X	35	Our Planet, the Earth	X	X	X	X	29	Teaching Science in Elem. Schools	X	X	X	X	29
Life in Elizabethan Times	X	X	X	X	59	Our Public Utilities	X	X	X	X	41	Teaching Science with Visual Materials	X	X	X	X	55
Life in Other Countries	X	X	X	X	22	Our Sky	X	X	X	X	27	Teen Etiquette	X	X	X	X	55
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Mediterranean Europe	X	X	X	X	18	Primary Science	X	X	X	X	5	Disneyland	X	X	X	X	8
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Mexico (Our World Neighbors)	X	X	X	X	16	Progressive Filing	X	X	X	X	28	Safety Tales	X	X	X	X	52
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Mining & Metals	X	X	X	X	14	Regions of the U.S.	X	X	X	X	14	Wonder Tales	X	X	X	X	8
Minorities Have Made America Great	X	X	X	X	23	Research Paper on Shakespeare	X	X	X	X	3	War for Independence	X	X	X	X	22
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Modern Math. Readiness Activities	X	X	X	X	29	School Helpers Series	X	X	X	X	11	What Water Is	X	X	X	X	36
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Modern Physics Series	X	X	X	X	44	Science	X	X	X	X	23	Whys of Elementary Science	X	X	X	X	35
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Mother Goose Rhymes	X	X	X	X	5	Science Adventures Series	X	X	X	X	38	Wildlife of the West	X	X	X	X	40
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New Spelling Goals Series	X	X	X	X	2	Shelter	X	X	X	X	9	Zoo Adventure	X	X	X	X	30
New Webster Language Series	X	X	X	X	3	Signs We See	X	X	X	X	11	Zoology	X	X	X	X	43
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Nigeria: What You'd See There	X	X	X	X	19	Skipper Series	X	X	X	X	51-54						
North America's Changing Face	X	X	X	X	16	Skipper & Magic Rabbit	X	X	X	X	5						
North Atlantic Community, The	X	X	X	X	14	Snipp, Snapp, Snurr	X	X	X	X	19						
Northeastern States	X	X	X	X	15	Social Geo.: Peoples & Places	X	X	X	X	17						
Northwestern States	X	X	X	X	15	Social Studies Series	X	X	X	X	17						
Nuclear Radiation	X	X	X	X	45												
Nuestros Vecinos Latinoamericanos	X	X	X	X	56												

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