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By- Levendowski, Jerry C.

AUDIO VISUAL INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION: A CLASSIFIED BIBLIOGRAPHY.  
FINAL REPORT.

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The bibliography contains a list of 90 names and addresses of sources of audiovisual instructional materials. For each title a brief description of content, the source, purchase price, rental fee or free use for 16MM films, sound-slidefilms, tapes-records, and transparencies is given. Materials are listed separately by topics: (1) advertising and display, (2) business and consumer credit, (3) commodity and stock markets, (4) consumer information, (5) economics, (6) labor-management relations, (7) marketing and merchandising, (8) money and banking, (9) occupational guidance, (10) oral and written communication, (11) personality and attitude development, (12) salesmanship, (13) supervision and human relations, and (14) supporting distributive occupations skills. (MM)

c1

FINAL REPORT  
Project No. 7-0031  
Contract No. OEG-4-7-070031-1626  
Report No. 22

AUDIO VISUAL INSTRUCTIONAL MATERIALS  
FOR DISTRIBUTIVE EDUCATION  
A Classified Bibliography

May 1968

U.S. DEPARTMENT OF  
HEALTH, EDUCATION AND WELFARE

Office of Education  
Bureau of Research

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**U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE  
OFFICE OF EDUCATION**

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**by**

**Jerry C. Levendowski**

**May 1968**

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**University of Idaho, Department of Education  
Washington State University, Department of Education  
Idaho State Board for Vocational Education  
Washington State Coordinating Council for Occupational Education**

## USE OF THIS BIBLIOGRAPHY

Items are listed alphabetically in each of 14 instructional areas of Distributive Education. Those areas are listed in the TABLE OF CONTENTS.

Most item descriptions are derived from information provided by distributor catalogues.

Items can be obtained directly from distributors. Distributors names and addresses are provided on pages 1-5.

Some items can be obtained from state or local audio-visual centers.

### Item Information Code

"B & W" means black and white

"COL" means color

"COL/B & W" means available in either black & white or color

S means suitable for secondary school use

C means suitable for college use

A means suitable for adult use

Sources and purchase and/or rental costs are shown at the right of each item. The first item on page 6, AD-LAND REVISITED is an example. Under the "PURCHASE" heading the number "47" refers to supplier number 47 (Indiana University). The figure "\$125" denotes purchase price. Under the "RENTAL" heading the figure, "\$5.40" denotes the rental price.

Numbers under the "FREE" heading denote sources listed on pages 1-5. Example, item 2 on page 6, the number 10 denotes supplier 10 (Better Business Bureau).

Purchase prices are subject to change. Rental prices quoted are those for one day's use.

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## ACKNOWLEDGEMENTS

The author acknowledges the financial support for this work provided by the Washington State Coordinating Council for Occupational Education. He thanks Ernest G. Kramer, Director of Washington State Division of Vocational Education for his personal interest and encouragement.

## NAMES AND ADDRESSES OF SOURCES

- |   |  |
|---|--|
| <p>1. *AFL-CIO<br/>         Film Division - Department of<br/>         Education<br/>         815 Sixteenth Street, N. W.<br/>         Washington, D. C. 20006</p> <p>*Book at least 10 days in advance.<br/>         Give alternate date.</p> <p>2. American Arbitration Association<br/>         Education Department<br/>         140 West 51st Street<br/>         New York, New York 10020</p> <p>3. The American Economic Foundation<br/>         51 East 42nd Street<br/>         New York, New York 10017</p> <p>4. American Express Company<br/>         65 Broadway<br/>         New York, New York 10006</p> <p>5. American Heritage Center<br/>         Harding College<br/>         Searcy, Arkansas 72143</p> <p>6. American Institute of Cooperation<br/>         1616 H Street N. W.<br/>         Washington, D. C. 20006</p> <p>7. American Management Association,<br/>         Inc.<br/>         Film Department<br/>         135 West 50th Street<br/>         New York, New York 10020</p> <p>8. *Association Films, Inc.<br/>         25358 Cypress Avenue<br/>         Hayward, California 84544</p> <p>*Borrower pays return postage<br/>         Book 3 weeks in advance.</p> <p>9. *Association Instructional<br/>         Materials<br/>         600 Madison Avenue<br/>         New York, New York 10022</p> <p>*Book 3 weeks in advance</p> <p>10. Better Business Bureau<br/>         See your local office</p> | <p>11. *Better Selling Bureau<br/>         Rocket Pictures, Inc.<br/>         1150 West Olive Avenue<br/>         Burbank, California 91506</p> <p>*A service and handling charge<br/>         of \$20 is charged for a 5-day<br/>         preview privilege.</p> <p>12. *The Bureau of National Affairs,<br/>         Inc.<br/>         BNA Films<br/>         5615 Fishers Lane<br/>         Rockville, Maryland 20852</p> <p>*Book at least 2 weeks in ad-<br/>         vance.</p> <p>13. Business Book Company<br/>         159 Emerald Green Court<br/>         St. Louis, Missouri 63141</p> <p>14. Business Education Films<br/>         5113-16th Avenue<br/>         Brooklyn, New York 11204</p> <p>15. Carousel Films, Inc.<br/>         1501 Broadway Avenue<br/>         New York, New York 10036</p> <p>16. Central Washington State College<br/>         Audiovisual Library<br/>         Ellensburg, Washington 98926</p> <p>17. Chamber of Commerce<br/>         Audio-Visual Services Department<br/>         1615 H Street N. W.<br/>         Washington, D. C. 20006</p> <p>Charles Cahill and Associates,<br/>         Inc.<br/>         P. O. Box 3220<br/>         Hollywood, California 90028</p> <p>19. Classroom Film Distributors, Inc.<br/>         5620 Hollywood Boulevard<br/>         Hollywood, California 90028</p> <p>20. *Close Productions<br/>         P. O. Box 2858<br/>         163 San Carlos Boulevard<br/>         Fort Meyers Beach, Florida 33931</p> <p>*10-day preview privilege</p> |
|---|--|

21. \*Colonial Films, Inc.  
752 Spring Street, N. W.  
Atlanta, Georgia 30308
- \*Materials available for 10-day preview.
22. \*Consumer Union Film Library  
267 West 25th Street  
New York, New York 10001
- \*Borrower pays the return postage.  
Book 2 months in advance.
23. Copley Productions  
7776 Ivanhoe Avenue  
La Jolla, California 92037
24. Coronet Instructional Films  
Coronet Building  
65 East South Water Street  
Chicago, Illinois 60601
25. The Dartnell Corporation  
4660 Ravenswood Avenue  
Chicago, Illinois 60640
26. \*Dudley-Anderson-Yutzy  
551 Fifth Street  
New York, New York 10017
- \*Borrower pays return postage.  
Book 1 month in advance.
27. Dynamic Films  
405 Park Avenue  
New York, New York 10022
28. EMC Corporation  
Educational Materials Division  
180 East Sixth Street  
St. Paul, Minnesota 55101
29. \*Educational Productions  
8328 Willow Way  
Raytown, Missouri 64138
- \*10-day free preview privilege.
30. Employer's Mutual of Wausau  
Film Department  
Box 150  
Wausau, Wisconsin 54401
31. \*Encyclopaedia Britannica Educational Corporation  
425 North Michigan Avenue  
Chicago, Illinois 60611
- \*Films are available for preview and evaluation prior to possible purchase. Customer pays return postage.
32. Encyclopaedia Britannica Films, Inc.  
1500 Wilmette Avenue  
Wilmette, Illinois 60091
33. Eye Gate House, Inc.  
146-01 Archer Avenue  
Jamaica, New York 11435
34. Fairchild Publications  
7 East 12th Street  
New York, New York 10003
35. Farm Film Foundation  
1425 H Street, N. W.  
Washington, D. C. 20005
36. Federal Reserve Bank  
See your nearest Federal Reserve Bank
37. Film Associates of California  
11559 Santa Monica Boulevard  
Los Angeles, California 90025
38. Filmstrip House, Inc.  
432 Park Avenue South  
New York, New York 10016
39. Ford Motor Company  
4316 Telegraph Avenue  
Oakland, California 94609
40. Fortune Films  
Time and Life Building  
New York, New York 10020
41. \*General Motors Corporation  
Public Relations Staff  
Film Library  
General Motors Building  
Detroit, Michigan 48202
- \*Book well in advance and give alternate date.



42. Guidance Associates  
P. O. Box 5  
23 Washington Avenue  
Pleasantville, New York 10570
43. Harris-Tuchman Productions, Inc.  
751 North Highland Avenue  
Hollywood, California 90038
44. Henning and Cheadle, Inc.  
10010 Greenfield Road  
Detroit Michigan
45. \*Henry Strauss Distributing Corporation  
31 West 53rd Street  
New York, New York 10019
- \*Films are available for 3-day preview at no charge.
46. Imperial Productions, Inc.  
247 West Court  
Kankakee, Illinois 60901
47. Indiana University  
Audio-Visual Center  
Bloomington, Indiana 47401
48. \*Industrial Management Society  
c/o Modern Talking Picture Service  
160 East Grand Avenue  
Chicago, Illinois 60611
- \*Order films 2 weeks in advance. Give date the film is wanted and list 3 alternate dates in order of preference.
49. Instructional Systems Associates  
P. O. Box 1379  
Wichita, Kansas 67201
50. \*International Business Machines  
See your local office
- \*Free requests should be submitted well in advance. When possible, indicate alternate date. Borrower pays insurance.
51. International Film Bureau  
332 South Michigan Avenue  
Chicago, Illinois 60604
52. International Paper Company  
220 East 42nd Street  
New York, New York 10017
53. Investment Bankers Association of America  
Education Department  
425 Thirteenth Street, N. W.  
Washington, D. C. 20004
54. Investment Company Institute  
61 Broadway  
New York, New York 10006
55. The Jam Handy Organization  
2821 East Grand Boulevard  
Detroit, Michigan 48211
56. Joint Council on Economic Education  
1212 Avenue of the Americas  
New York, New York 10036
57. Lacy Sales Institute, Inc.  
80 Union Street  
Newton Centre  
Boston, Massachusetts 02159
58. \*McGraw-Hill Book Company  
Text-Film Division  
327 West 41st Street  
New York, New York 10036
- \*Films are available to prospective purchasers ONLY for preview prior to purchase, and at no obligation except for return postal charges.
59. Merchandiser Film Productions  
419 Park Avenue South  
New York, New York 10016
60. Moore's Audio Visual Center, Inc.  
234 S. W. Morrison  
Portland, Oregon 97214
61. National Association of Manufacturers  
Film Bureau  
277 Park Avenue  
New York, New York 10017

62. National Consumer Finance Association  
701 Solar Building  
Washington, D. C. 20036
63. National Security Traders Association  
O. T. C. Information Bureau  
342 Madison Avenue  
New York, New York 10017
64. New York Life Insurance Company  
51 Madison Avenue  
New York, New York 10010
65. Progressive Pictures  
1810 Francis Court  
Benicia, California 94510
66. \*Rarig Presentation Service  
Modern Talking Picture Service  
2100 North 45th Street  
Seattle, Washington 98103  
  
\*Borrower pays return postage.  
Book 3 weeks in advance.
67. \*Republic Steel Corporation  
Marketing Research Division  
1436 Republic Building  
Cleveland, Ohio 44101  
  
\*Book 3 weeks in advance.
68. Reynolds Metals Company  
P. O. Box 2346  
Richmond, Virginia 23218
69. \*Roundtable Films, Inc.  
321 South Beverly Drive  
Beverly Hills, California 90212  
  
\*Films are available for preview  
free of charge. Customer pays  
postage and handling charges.
70. Sally Dickson Associates  
605 Third Avenue  
New York, New York 10016
71. Science Research Associates, Inc.  
Industrial and Special Education  
Division  
259 East Erie Street  
Chicago, Illinois 60611
72. Sid Davis Productions  
2429 Ocean Park Boulevard  
Santa Monica, California 90405
73. Society for Visual Education,  
Inc.  
1345 Diversey Parkway  
Chicago, Illinois 60614
74. Stanton Films  
7934 Santa Monica Boulevard  
Los Angeles, California 90046
75. Sterling-Movies, Inc.  
43 West 61st Street  
New York, New York 10023
76. Storyboard, Inc.  
165 East 72nd Street  
New York, New York 10021
77. \*Sutherland Educational Films,  
Inc.  
201 North Occidental Boulevard  
Los Angeles, California 90026
78. 3 M Company  
Visual Products Division  
2501 Hudson Road  
St. Paul, Minnesota 55119
79. \*United Aircraft Corporation  
Public Relations Department  
East Hartford, Connecticut 06108  
  
\*Borrower pays return postage.  
Book 3 weeks in advance.
80. United States Bureau of the  
Census  
Department of Commerce  
Washington, D. C. 20233
81. \*United States Department of  
Agriculture  
Office of Information  
Radio and Television Services  
Washington, D. C. 20250  
  
\*Blank tapes should be sent with  
request.

82. United World Free Film Service  
5023 N. E. Sandy Boulevard  
Portland, Oregon 97213

83. University of California  
Extension Media Center  
2223 Fulton Street  
Berkeley, California 94720

84. University of Idaho  
Audio-Visual Center  
Moscow, Idaho 83843

85. University of Michigan  
Television Center  
310 Maynard Street  
Ann Arbor, Michigan 48108

86. \*University of Minnesota  
Audio-Visual Education Service  
29 Wesbrook Hall  
Minneapolis, Minnesota 55455

\* A small charge is made for pre-  
view of materials.

87. University of Southern California  
School of Performing Arts  
Film Distribution Center  
University Park  
Los Angeles, California 90007

88. University of Washington  
Audio Visual Services  
Room 114, Lewis Hall  
Seattle, Washington 98105

89. Washington State University  
Audio-Visual Center  
Pullman, Washington 99163

90. Churchill Films  
662 North Robertson Boulevard  
Los Angeles, California 90069

**ADVERTISING AND DISPLAY**

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*AD-LAND REVISITED B&W 29 min CA 1963 Contrasts the styles and motives of advertising during the early 1900's and the 1960's; discusses the tendency to blame advertising for establishing artificial values and to make it a scapegoat for the growing materialism which society tacitly accepts.	47:\$125	47:\$5.40	
*BETTER BUSINESS BUREAU STORY, THE Col 28 min SCA Discusses Better Business Bureau operations			10
*GOLDEN STANDARD, THE Col 18 min CA Gives an introduction to the function of media selection in advertising, circulation facts, purpose and influence of the Audit Bureau of Circulation; discusses the advantages of buying known and analyzed quantities of circulation.			66
*NEWSPAPER RETAIL ADVERTISING Col 11 min SCA 1963 Shows the responsibility of retail advertising salesmen to merchants and readers; states the importance of a good lay-out, flexibility of ads and words to move products.			23
*PARTIAL PAGE STEREO COLOR Col 11 min CA Discusses the development of "Partial Page Stereo Color" for less-than-full-page ads; explains the technical process from the arrival of mats to the finished four color ad as it appears in the daily newspaper.			23
*SMATTERING OF SPOTS, A B&W 10 min SCA 1958 Antimated Presents 14 television commercial "spots."	76:\$60	88:\$3.75	

TITLE AND DESCRIPTION

PURCHASE      SOURCE  
RENT              FREE

16 MM FILMS

\*TOO GOOD TO BE TRUE

Col            20 min                      SCA

Discusses bait advertising; stresses the positive values of advertising and selling.

10

SOUND/SLIDEFILMS

=VISUAL MERCHANDISING

86:\$10

Col                                      S

Explains the functions of window display and illustrates the eight basic principles of selling merchandise visually; shows the procedures and techniques involved in the creation of a window display.

## BUSINESS AND CONSUMER CREDIT

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<b><u>16 MM FILMS</u></b>			
<b>* CREDIT AND LOANS</b>			
B&W 17 min SC 1961	19:\$90 65:\$90	65:\$4 89:\$2.60	
Illustrates applications of various arrangements for consumer credit and installment buying, with examples of the way that interest charges are applied, and steps that buyers should take to use credit wisely			
<b>* CREDIT--MAN'S CONFIDENCE IN MAN</b>			
B&W 30 min SCA		14:\$2.50	66
Probes the history of credit, its role in the growth of the U.S., and practices of establishing credit ratings for individuals and companies.			
<b>* LITTLEST GIANT, THE</b>			
Col 14 min SCA			8,62
Offers suggestions in the judicious and discerning use of credit and suggests ways to avoid becoming "targets for high-powered promotional campaigns."			
<b>* PERSONAL FINANCIAL PLANNING</b>			
Col/B&W 11 min S 1960	77:B&W\$60 77:Col\$120	47:\$3.90 88:\$1.60	
Emphasizes the importance of prudent financial habits, especially during a period of economic prosperity; explains that the amount of money earned during a lifetime is determined by the career chosen and individual's productivity and stresses that personal as well as family financial planning is essential to successful money management.			
<b>* USING BANK CREDIT</b>			
B&W 10 min SC 1952		14:\$2.50 47:\$1.15	
Tells the story of a small businessman who wishes to expand and decides to get a loan from the bank; discusses the processes involved, the necessary qualifications, and the types of available loans.			

TITLE AND DESCRIPTION

PURCHASE

SOURCE

RENT

FREE

16 MM FILMS

\*WISE USE OF CREDIT, THE

Col/B&W 11 min S 1960

Discusses credit cost factors, pointing out that the consumer is charged for credit services; shows procedures to aid a family in estimating the amount of credit obligations it can afford.

77:B&W\$60

77:\$10/wk

77:Col\$120

88:\$1.60

COMMODITY AND STOCK MARKETS

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*BEHIND THE TICKER TAPE Col 21 min SCA 1956 Presents the operations of the American Stock Exchange			82
*HOW STOCKS ARE BOUGHT AND SOLD B&W 15 min SCA Explains how stocks are bought and sold on the floor of the New York Stock Exchange.			75
*LADY AND THE STOCK EXCHANGE, THE Col 27 min SCA Tells the story of a family's first investment in stocks; shows how the stock exchange works, the function of brokers, and sensible investment approaches for men and women.			66
*MARKETPLACE, U.S.A. B&W 30 min CA Explains what commodity futures markets are and how they serve the nation.			75
*MR. WEBSTER TAKES STOCK B&W 28 min S Tells what happens when a boy visits the New York Stock Exchange and finds out how people put money to work by investing in sound common stocks.			75
*O.T.C. SECURITIES MARKET Col 10 min SCA Tells the story of the over-the-counter market from its beginnings in the 18th century to the present; illustrates the characteristics and operations of the market which deals in an estimated 50,000 individual issues, including industrial and utility stocks, foreign securities, state and municipal bonds, and U.S. Government securities.			63
*ODD LOTS AND SERVICE B&W 18 min SCA Describes how the odd-lot dealer operates on the New York Stock Exchange			66



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*SPECULATORS Col 28 min CA 1962 Provides a background for laymen interested in investing in the commodities market; includes explanation of terms, market operations, and investment considerations.		89:\$3.30	75
*"THE STOCK EXCHANGE AND INVESTING" Col SCA A combination of two films: <u>What Makes Us Tick and Working Dollars.</u>			66
*WE'RE AN ODD LOT Col 10 min SCA Presents valuable information for the small investor--tells how an "odd lot" house works through the facilities of the New York Stock Exchange			66
*WHAT MAKES US TICK Col 12 min SCA Reveals the functions of the New York Stock Exchange and how stocks are purchased and sold for the investing public.			66
*WORKING DOLLARS Col 13 min SCA Gives information about the New York Stock Exchange: stocks, dividends, the role brokers play, as well as the Monthly Investment Plan based on dollar-cost averaging.			66
*YOUR SHARE IN TOMORROW Col 27 min SCA Traces an actual transaction on the floor of the New York Stock Exchange involving brokers representing buyers and sellers			66

CONSUMER INFORMATION

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

\*BEAUTY ON THE PRODUCTION LINE 61  
 B&W 14 min SCA  
 Reports on a variety of industries producing products for the American woman.

\*BEHIND THE LABEL. . . OR THE CASE OF MRS. HARRIDAN'S HAT 26  
 Col 14 min S 1962  
 Provides information about labels on canned foods--what they mean and why they are there; includes some interesting facts about the canning industry and how it operates.

\*CUSTOMERS WANT TO KNOW 22  
 Col 30 min SCA  
 Tells the story of Consumers Union and its consumer products testing and rating service.

\*FABRIC CARE MAGIC 61  
 B&W 14 min SCA  
 Tells of the activities carried on by the professional laundry personnel to keep consumers informed of how to take care of various fabrics; stresses the laundry's research and development efforts.

\*FOLLOW IT ALL THE WAY 8  
 Col 22 min SCA 1962  
 Describes quality control where an item must undergo rigorous laboratory tests before it is released to the consumer; traces the manufacture of a product from its inception to completion.

\*GREAT LABEL MYSTERY, THE 47:\$200 47:\$9.15  
 B&W 60 min SCA  
 Discusses food, drug and cosmetic packaging practices, and "truth in packaging" legislation.

\*MAN-MADE FIBERS 61  
 B&W 14 min SCA  
 Describes the development of man-made fibers which are used in the manufacture of a variety of consumer goods.

TITLE AND DESCRIPTION

PURCHASE      SOURCE  
RENT            FREE

16 MM FILMS

\*QUALITY AND PEOPLE

Col      25 min                      SC

Dramatizes the story of the quality control essential in the manufacture of medicines and the role played by its well-trained people.

66

\*THINKING OF YOU

Col      15 min                      SC

Describes the steps involved from the moment an idea is conceived by an artist until it becomes a greeting card in a retail store.

66

\*WHY THE SHOE FITS

Col      31 min                      SC

Discusses how women's shoes are made from the time the design is created until the finished shoe reaches the dealer's store.

66

SOUND/SLIDEFILMS

=DESIGNED FOR YOU

Col      15 min 42 fr      SC      1965

Tells the story of a ready-to-wear fashion from fiber to fabric to its promotion as consumer merchandise in a retail store; outlines the steps in the creation of a fashion to its completion in the manufacturer's workroom; discusses the promotional and merchandising aspects of fashion.

70

ECONOMICS

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
"ADVENTURE IN ECONOMICS" SERIES (Set of 10)			
*MAKE MINE FREEDOM (1) Col 9 min S 1950 Antimated Stresses the importance of preserving the free enterprise system and the American way of life.	5:\$100	5:\$2.50	
*GOING PLACES (2) Col 9 min S 1950 Antimated Explains the theory and workings of the profit motive and the capitalistic system of free enterprise in a highly simplified form.	5:\$100	5:\$2.50 88:\$1.60	35
*MEET KING JOE (3) Col 9 min S 1950 Antimated Shows how the worker enjoys the benefits of the private enterprise system; explains how business and capitalism help the individual attain his status.	5:\$100	5:\$2.50	
*WHY PLAY LEAP FROG? (4) Col 9 min S 1950 Antimated Shows the relationship between increased wages and increased prices.	5:\$100	5:\$2.50 47:\$3.15	
*ALBERT IN BLUNDERLAND (5) Col 9 min S 1950 Antimated Describes nature of a life in a police state with its political, economic, and social impact.	5:\$100	5:\$2.50	
*FRESH LAID PLANS (6) Col 9 min S 1950 Antimated Discusses how wage and price controls, rationing, and other controls which eventually result in the closing of business establishments and the unemployment of much of the community's work force.	5:\$100	5:\$2.50	
*IT'S ONLY THE BEGINNING (7) Col 9 min S 1950 Antimated Deals with the importance of company profits in making possible reserve funds for the purpose of conducting research.	5:\$100	5:\$2.50	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*INSIDE CACKLE CORNERS (8) Col 9 min S 1950 Antimated Tells the story of competing companies in a typical community and of their efforts to maintain a favorable position in the market by means of research, product innovation, product designing and packaging and attractive pricing.	5:\$100	5:\$2.50	
*DEAR UNCLE (9) Col 9 min S 1950 Antimated Deals with the plight of the businessman, the laborer, and the farmer in meeting the tax bills levied on each by Uncle Sam to pay for a variety of government projects and services.	5:\$100	5:\$2.50	
*THE DEVIL AND JOHN Q (10) Col 9 min S 1950 Antimated Discusses the nature and dangers of inflation.	5:\$100	5:\$2.50	
*AGE OF SPECIALIZATION, THE B&W 13 min S 1957 Shows the technological changes in production, communication, and transportation as compared to 1900, which created radical economic changes, requiring greater specialization of skills.	58:\$75	14:\$3.50 83:\$5 87:\$5	
"AMERICAN BUSINESS SYSTEMS, THE" SERIES (Set of 10)			
*THE ROLE OF THE MARKET (1) B&W 30 min SCA 1963 Describes what the market is, what it does and how it operates to determine prices and allocate resources; examines at length the forces of supply and demand.	47:\$125	47:\$5.40 61:\$1.50	
*HOW THE MARKET EVOLVED (2) B&W 30 min SCA 1963 Traces the evolution of American business methods from early colonial times to modern day corporate procedures.	47:\$125	47:\$5.40 61:\$1.50	

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16 MM FILMS

- ☐ \*TECHNOLOGICAL DEVELOPMENT (3) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Examines the role technology has played in American business and shows how competition compels constant search for better products and processes.
- ☐ \*THE NATION'S RESOURCES (4) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Deals with the quantity and quality of the nation's land, labor, capital, and managerial talent on which business is dependent in providing goods and services.
- ☐ \*THE CHALLENGE OF MANAGEMENT (5) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Details the responsibilities of a business manager and the problems to be met in operating a proprietorship, a partnership, and a corporation.
- ☐ \*PRODUCTION AND MARKETING (6) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Considers the functions of production and marketing; shows how the problems of producing and distributing goods are handled.
- ☐ \*FINANCIAL MANAGEMENT (7) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Explains the vital functions a financial manager performs in the organization and capitalizing of a business enterprise.
- ☐ \*ECONOMIC GROWTH (8) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Shows what causes growth; how it is measured and the factors which impede growth by hampering capital accumulation and investment.
- ☐ \*GOVERNMENT AND THE MARKET (9) 47:\$125 47:\$5.40  
B&W 30 min SCA 1963 61:\$1.50  
Discusses the roles government plays in the economy and the extent to which government actions have modified the operations of a free market.

TITLE AND DESCRIPTION

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- \***WORLD MARKET AND THE INDIVIDUAL (10)**  
B&W 30 min SC 1963 47:\$125 47:\$5.40  
61:\$1.50  
Shows how abundantly the needs and wants of the American people are met through a business system of free choice.
- \***AMERICA--EDGE OF ABUNDANCE**  
B&W 60 min S SCA 16:\$5.50  
47:\$8.15  
Explores the far-reaching economic and social consequences of the increasingly automated and computer-oriented society in the United States and the possible effects of this technology on training, leisure, and American values.
- \***AMERICAN HARVEST** 55  
Col 29 min SCA 1952  
Shows how raw materials are fashioned by men and machines into usable wealth; helps to give an understanding of how we are all interdependent upon one another in our American enterprises.
- \***AMERICAN TAX SYSTEM, THE** 31:\$150  
B&W 30 min S 1963  
Evaluates the basic American system in terms of the various principles on which a tax should be based.
- \***AMERICA'S DISTRIBUTION OF WEALTH** 5:\$60 5:\$2.50  
B&W 13 min S 1955 14:\$3.50  
Demonstrates how our income is divided among the various population groups.
- \***ANATOMY OF A BANKRUPTCY** 83:\$250 83:\$13.50  
B&W 55 min CA  
Includes an interview of the bankrupt by his counsel, courtroom proceedings, appointment of a trustee, first meeting of creditors and trial.
- \***ANATOMY OF FREE ENTERPRISE, THE** 18:\$125 87:\$6.50  
B&W 20 min S 1963  
Tells how markets supply goods and services while reflecting the free choice of buyer and seller; explains how prices regulate the combination of labor, capital, and management for production at the lowest cost with maximum benefit to the consumer.

TITLE AND DESCRIPTION

PURCHASE      SOURCE  
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16 MM FILMS

- \*ASSIGNMENT AMERICA  
Col 27 min CA 8  
Tells the story of growth and progress in America; shows how this growth has been stimulated by investment capital supplied by insurance companies.
- \*AUTOMATION  
B&W 84 min SCA 1957 58:\$350 16:\$7.50 88:\$8.25  
Explores the many problems connected with the revolutionary developments of automation and shows automation at work in dozens of industries ranging from aviation to baking.
- \*AUTOMATION--WHAT IS IT?  
B&W 14 min SCA 61  
Illustrates applications of automation to a variety of industries to improve manufacturing methods.
- \*AUTOMATION: WHAT IT IS AND WHAT IT DOES  
Col/B&W 14 min S 1966 24:B&W\$75 24:Col\$150  
Explores automation from an electric can opener to transfer machines on an assembly line to a computer-controlled petroleum refinery.
- \*BASIC ELEMENTS OF PRODUCTION, THE  
B&W 13 min S 1954 32:\$75 14:\$4 32:\$3.50  
Presents a graphic description of each of the four basic elements that enter into the production of goods and services: natural resources, labor, capital, and management; shows what each of these elements contributes to the production process.
- \*BETTER WAY, A  
Col 29 min SC 66  
Explains the role of a large company in our free enterprise system; covers the importance of advertising, how the lives of workers are improved by advances in industry, and the security and importance of the individual in today's society.



TITLE AND DESCRIPTION

PURCHASE

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RENT

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16 MM FILMS

- \*BETTER WAY--WITH DATA PROCESSING, A  
Col 30 min SCA 1963  
Shows the way a steel cutting tool is programmed to cut parts of a ship automatically and how data processing is used to approve checks, controlling inventories, recording sales, and transmitting orders. 50
- "CHALLENGE OF CAPITALISM, THE" SERIES  
(Set of 10)
- \*UNEMPLOYMENT (1) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Discusses problems which arise from unemployment; delves into the many causes of this unpleasant reality of our society.
- \*INFLATION: CAUSES AND CURES (2) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Points out that while inflation was traditionally caused by increased demand, the "new inflation" stems from the endless cycle of wage increases and price increases and is, therefore, more difficult to control.
- \*MONOPOLY (3) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Examines the problems that can emerge when a few companies control a giant's share of the market; using three of the largest cigarette manufactures as examples, shows that they are not competitors in the true sense of the word, but only rivals on matters such as advertising, colorful wrapping, etc.; stresses price fixing by large corporations is one of the important problems of our economy.
- \*THE CORPORATION AND ITS RELATION TO ECONOMY (4) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Traces the history of corporations and how they have come to be the dominant form of business organization in the U.S. today; points out the weak position of the average stockholder in determining company policy, but emphasizes that corporations are now "working in a goldfish bowl for all to look at."

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*THE STOCK MARKET (5) B&W      30 min      CA      Kinescope Reveals the organization and operating procedures of the stock market; indicates how and why the stock market is a tool to an efficient capitalist economy.	85:\$90	85:\$7	
*SMALL BUSINESS MAN (6) B&W      30 min      CA      Kinescope Destroys the myth that small business is vanishing; contends the high turnover rate and the public complaints of small business men are responsible for this erroneous concept and the failure of most small businesses is due to poor management and planning and not discriminating tax structure, lack of credit, or big corporations.	85:\$90	85:\$7	
*THE FARM PROBLEM (7) B&W      30 min      CA      Kinescope Outlines the history and reasons why we are now faced with an enormous farm problem; suggests possible solutions to this headache such as gradual decrease in price supports along with paying American farmers in the low income groups to leave this field and also teach them new trades and help them adjust to urban living.	85:\$90	85:\$7	
*LABOR UNIONS (8) B&W      30 min      CA      Kinescope Explains that labor unions are a shield for the American workingman, emphasizing their importance in industrial democracy; shows that unions are not perfect therefore there are problems which must be dealt with.	85:\$90	85:\$7	
*ADVERTISING (9) B&W      30 min      CA      Kinescope Explains that advertising is important to the American scene because it informs; describes the essential differences between useful advertising and the kind that has caused distrust and criticism.	85:\$90	85:\$7	

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RENT

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16 MM FILMS

*THE FUTURE OF AMERICAN CAPITALISM (10) B&W 30 min CA Kinescope Summarizes the challenges of the future; explores foreign policy, its costs, and its importance, the future role of government in labor-management disputes; and the hope for peaceful coexistence with the Russians.	85:\$90	85:\$7	
*COMPANY FOR LUNCH B&W 26 min SCA Shows an annual shareholders' meeting of a large corporation; explains how the shareholder can participate in the operation of a company.			75
*COMPETITION AND BIG BUSINESS Col/B&W 22 min SC 1952 Analyzes the relationship of big business to competition; defines big business in its proper perspective along side other forms of enterprise and the effect of big business on such problems as monopoly, entry into the market, and technological progress.	32:B&W\$120 32:Col\$240	14:\$4 32:B&W\$5.50 32:Col\$8 47:B&W\$4.15 47:Col\$6.65 83:\$6 87:\$8	
*COMPETITION IN BUSINESS Col/B&W 14 min SC 1961 Discusses the principles underlying business competition, including free enterprise and the development of new and improved products.	17:\$137.50 24:B&W\$75 24:Col\$150	17:\$5/3dä 47:\$2.90 60:B&W\$2.50 60:Col\$4.50	
*CRISIS IN LINDENVILLE B&W 28 min SCA Gives insight into the operations of industry by a story of a crisis that confronts a small company in a small community; shows how business really operates and meets the day-to-day problems in the battle of competitive free enterprise.			61
*ECONOMICS OF DEMOCRACY Col 28 min SCA 1959 Describes three types of private enterprise-- proprietorship, partnership, and the corporation; explains how cooperative activity permits business to gain efficiency without consolidation or merger.		89:\$2.70	6

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

\*EDDIE, INCORPORATED  
Col 30 min S  
Shows how free enterprise works.

8

\*ENTREPRENEUR, THE PART I  
B&W 29 min CA  
Discusses the risks and rewards of business activity and the type of social structure necessary to permit independent development of abilities.

47:\$125

\$7:\$5.40

\*ENTREPRENEUR, THE PART II  
B&W 29 min CA  
Discusses the value of practical education and the need for organizing one's life to serve society.

47:\$125

47:\$5.40

"EVERYBODY'S BUSINESS" SERIES (Set of 10)

\*COMPETITION FOR WHOM? (1)  
B&W 30 min CA Kinescope  
Explains that "creative destruction," improved products replacing established ones, is a significant part of the U.S. competitive business structure; indicates consumers encourage competition and producers resist with protective associations and codes.

85:\$90

85:\$7

\*WHO'S IN CHARGE HERE? (2)  
B&W 30 min CA Kinescope  
Illustrates that the price inventory system serves as an indicator to businessmen when more or less of any item is wanted at a fixed price, when to seek substitutes and when to raise, lower, or stop production.

85:\$90

85:\$

\*PROFITS AND INCENTIVES (3)  
B&W 30 min CA Kinescope  
Suggests that incentives attract people into expanding fields or persuade them to leave when no longer needed; shows how a different company can be induced to produce a high demand product when it has positive incentives; negative incentives lead the company already producing a product to cut prices or production.

85:\$90

85:\$7

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

- \*HOW BIG IS TOO BIG? (4) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Reveals that size of business alone is no guarantee of success or permanence; indicates big business competition is tougher than small, because any large corporation has the resources to cross industry lines and place its by-products in competition with the main products of another company.
- \*MORE FOR LESS (5) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Explains that recent economic growth in the U.S. is attributable to increased efficiency; notes some problems arise when changes in efficiency cause the loss of jobs to machines; tells how efficiency can create new jobs, but in other areas and these new methods can only be effective for those industries producing goods or services for which there is a steadily high or increasing demand.
- \*THE PROCESS OF PROGRESS (6) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Suggests that the introduction of a better product means that any business that wants to maintain or expand its share of the market must also adopt a new method; shows that the innovator can either introduce a brand new product, a significant modification of an existing one, or a new and more efficient method, which makes the inventor extremely unpopular with business and the consumer.
- \*WHAT'S GOING ON HERE? (7) 85:\$90 85:\$7  
B&W 30 min CA Kinescope  
Discusses how consumers tell the economy what they want; shows that any product has a certain life cycle, so business is constantly introducing new items to replace those which are dying; stresses that costs and risks of developing a new product are very high and only a fraction survive.

TITLE AND DESCRIPTION

PURCHASE      SOURCE  
RENT      FREE

16 MM FILMS

- \*PRESSURE POINTS (8)      85:\$90      85:\$7  
B&W      30 min      CA      Kinescope  
Points out how people have become increasingly sensitive to the complaints of those who are being hurt by "creative destruction"; shows that most of the measures taken to ease these harmful effects either stop or slow down change, or make change so costly that it is not introduced as widely as it might be; explains the problem of spreading the economic costs which arise because people want both to respond to those being hurt, as well as to have progress.
- \*THE FIRST MOUSETRAP (9)      85:\$90      85:\$7  
B&W      30 min      CA      Kinescope  
Suggests change ultimately depends on invention, but invention is risky; indicates that new inventions must be diffused throughout the economy; stresses that the patent is the only way to protect the inventor, and the patent itself gives so little protection that secrecy--which works against diffusion--is often preferred as an alternative.
- \*THE CHALLENGE OF CHANGE (10)      85:\$90      85:\$7  
B&W      30 min      CA      Kinescope  
Contends the economy must somehow meet the challenge of supplying unlimited wants from limited resources; indicates that to make the best use of these resources people must first be clear about their goals, and, once they have decided on these goals they can pick a course of action which will allow them to make the greatest progress toward achieving them; suggests decisions must be made clearly by society on the basis of the values involved.
- \*EVERYBODY KNOWS      17:\$110      14:\$4  
B&W      15 min      SCA      17:\$5/3da  
Spotlights vital facts about wages, prices, profits, cost of living, productivity, and jobs.

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FRE</u>
<p>*EVERYDAY ECONOMIC TERMS            B&amp;W 20 min S 1963            Defines economics terms and explains their application in the operation of our economic system.</p>	18:\$125	87:\$6.50	
<p>*FACTORY, THE            Col/B&amp;W 14 min S 1957            Illustrates steps involved in the manufacture and sale of a product including: product planning and design, engineering, purchasing, hiring of personnel, assembling, and selling.</p>	37:B&W\$62.50 37:Col\$125		
<p>*FEDERAL TAXATION            Col/B&amp;W 11 min S 1965            Analyzes sources and uses of federal tax revenue; gives basic information for evaluation of such taxation as to fairness, adequacy, and consistency with economic goals.</p>		14:\$2.50 89:\$3.10	
<p>*GETTING STARTED            B&amp;W 14 min SCA            Indicates that large business, seeing a need for a new product that they could not economically make themselves, helps smaller concerns get into the manufacturing of it.</p>			61
<p>*GOOD OLD SAM            Col 30 min SCA            Explains what the average investor can accomplish with long-term investment; analysis of the economic system and how it works.</p>			75
<p>*GOVERNMENT AND BUSINESS            B&amp;W 30 min S            Considers ways in which the pragmatic course in government-economy relations established by Alexander Hamilton still endures.</p>	31:\$150		
<p>*GROWING WITH THE NATION            B&amp;W 14 min SCA            Reports on how a number of businesses grew in size as the result of expanding markets.</p>			61

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*HIDDEN PAYROLL, THE B&W 14 min Shows how a variety of "fringe benefits" contribute to the financial security of employees.	SCA		61
*HOW TO INVEST AND WHY B&W 20 min Reports that inflation can decrease the value of money reserves and what careful investment can do to help the individual protect his savings from attrition.	SCA		75
*HOW WE GOT WHAT WE HAVE B&W 22 min Presents the vital role of political freedom in the economic progress which comes from the accumulation of privately owned tools of production.	SCA	3:\$79	
*HOW WE LIVE B&W 30 min Explains how the statistics of the census can be used to draw a picture of the changing pattern of American life; contrasts the changes in urban and rural living and housing standards and traces the comparative upswing in our level of living.	SCA		80
*INC. Col 24 min Tells the story of the corporation as a central institution in the American economy; discusses management, stockholders, creditors, government and labor, and the large role that corporations play in research and the development of new products.	SC	8:\$150	8
*INFLATION Col/B&W 22 min Defines inflation, reveals its causes and effects, and suggests ways to prevent; explains that a war crisis can bring about inflation by increasing money supply and decreasing goods supply; shows remedies for inflation should reduce the amount of money in circulation and at the same time, increase productivity.	SC 1953	32:B&W\$120 32:Col\$240	14:\$4 32:B&W\$5. 32:Col\$8 88:\$5 89:\$3



TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

\*INPUT/OUTPUT STRUCTURE OF THE AMERICAN ECONOMY  
Col 46 min CA 1965  
Explains the utilization of the input/output chart which reflects the projection of economy for governments, industry and business.

88:\$8.25

\*INTERNAL ORGANIZATION  
B&W 10 min CA 1951  
Illustrates the fundamental purposes of business organization and basic organizational principles; discusses delegation of authority, division of labor, assignment of responsibility, and shows types of organization that can be adapted to the needs of any enterprise.

58:\$70

83:\$4  
84:\$2.25  
87:\$5

\*INVISIBLE BRIDGE, THE  
Col 25 min SCA 1963  
Conveys clearly and dramatically an understanding of the ways in which the interlocking network of Ford affiliate companies contributes to the social, economic, and industrial progress of many nations and their people.

39

\*IT'S EVERYBODY'S BUSINESS  
Col 22 min S 1954 Antimated  
Explains how profits and individual investment create jobs; how competition keeps values high and prices low, how advertising benefits everyone and how government should function in a free economy to the best interests of everyone.

47:\$5.40  
88:\$1.60  
89:\$1.25

\*IT'S YOUR DECISION PART I  
B&W 26 min SC 1954  
Depicts the problems associated with organizing a new business; discusses the role of management, employee, and investor in the success of a business

3:\$134

3:\$10

\*IT'S YOUR DECISION PART II  
B&W 16 min SC 1954  
Explains the necessity of replacing and expanding equipment to insure survival and growth in business.

3:\$77

3:\$10

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*LARGE AND SMALL OF IT, THE B&W 14 min SCA Outlines the roles of large and small businesses; shows how they complement each other to assure maximum service to the public.			61
*LAW OF DEMAND AND SUPPLY, THE Col/B&W 11 min S 1952 Illustrates how the law of demand and supply affects business.	24: B&W \$60 24: Col \$120	14: \$2.50 60: B&W \$2.50 60: Col \$4.50	
*LET'S FACE IT PART I B&W 20 min SCA Brings into sharp focus the stern necessity of keeping costs at a level satisfactory to the customer; costs are identified within the functional operating report, and dramatized by a dispute between representatives of labor, management, and the stockholders of the baby buggy factory.	3: \$71		
*LET'S FACE IT PART II B&W 16 min SCA Stresses that labor, management, and capital must work together instead of against each other, and increase efficiency so that more buggies are produced for the same money.	3: \$55		
*MANAGERIAL REVOLUTION, THE B&W 26 min SCA 1967 Traces the course and development of American industry from 1916 to the present; describes the Henry Ford-inspired, managerial and mass production revolutions and how they changed the face of American society.	45: \$125		
*MEANING OF THE INDUSTRIAL REVOLUTION Col/B&W 10 min S 1950 Contrasts life before invention of machines for mass production with life and surroundings of today; shows changes brought about by invention, factory system, and improved methods of manufacturing.		14: \$2.50 47: B&W \$2.15 47: Col \$3.40	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*MODERN CORPORATION, THE Col/B&W 28 min S 1966 Deals with the structure and functioning of modern corporate enterprises, their growth, and their role in today's economic society.	77: B&W \$110 77: Col \$215	84: \$4.75	
"MONEY TALKS SERIES" (Set of 5)			
*GOALS AND GROWTH (1) B&W 30 min SCA 1962 Examines Gross National Product, stable prices, full employment; shows how these economic goals are in conflict and what choices must be made.	6: \$135	9: \$10	
*THE SEARCH FOR STABILITY (2) B&W 30 min S 1962 Shows the methods of control by the Federal Reserve Bank and the Government over wild fluctuations in prices, employment and production.	6: \$135	9: \$10	
*EXPORTS, IMPORTS, DOLLARS AND GOLD (3) B&W 30 min SCA 1962 Examines some of the means of easing the net outflow of gold with an explanation of the classic "doctrine of comparative advantage".	6: \$135	9: \$10	
*ALLOCATING OUR RESOURCES (4) B&W 30 min SCA 1962 Indicates state control, or a free market, are two totally different answers as to what to produce, how and for whom; states America rejects state planning but accepts some restrictions on a free market for the sake of fair distribution and efficiency.	6: \$135	9: \$10	
*THE CASE FOR COMPETITION (5) B&W 30 min SCA 1962 Indicates competition begets lower prices and engenders a greater variety of products; discusses a favorable "climate" between government and business which can lead to economic stability, growth, and freedom.	6: \$135	9: \$10 88: \$5	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*OF MUTUAL INTEREST Col 14 min SCA 1964 Explains clearly how mutual funds operate and why this type of investment contributes to the prosperity and growth of American industry.			75
*ONCE UPON A TIME Col 25 min SCA Cartoon Dramatizes the stifling effect on business of unnecessary government regulation; emphasizes the importance of protecting economic and political freedom.	17:\$90	17:\$5/3da	
*ONE HOE FOR KALABO Col 27 min SC Tells the story of modern machine tools and their effects on economies and civilization.			66
*OUR NATIONAL ECONOMY B&W 29 min SCA 1961 Discusses the present status of the American economy and why a country so rich in material advantages is so poor in services.	47:\$125	16:\$8 47:\$5.40	
*OWNING A SHARE OF AMERICA B&W 14 min SC Reveals how new companies come into being as the result of investors taking a risk to put money into buildings and machines required to produce a product never tried before; shows how shareholder's meetings keep investors informed about the company's management, policies, finances and general management.		14:\$3.50	61
*PRODUCTIVITY: KEY TO AMERICA'S ECONOMIC GROWTH Col/B&W 28 min SC 1965 Provides an introduction to the American economic system; explains the wages between productivity and wages and between productivity and the standard of living.	77:B&W\$120 77:Col\$240	47:\$8.65 84:\$5	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<p><b>*PRODUCTIVITY--KEY TO PROGRESS</b>            B&amp;W 17 min S 1963            Discusses the factors of productivity as related to economic growth; illustrates how savings and investment create capital and how increasingly efficient tools add to increased productivity.</p>	18:\$125	87:\$5.50	
<p><b>*PROFIT AND LOSS, THE</b>            B&amp;W 15 min S            Clarifies the basic role of profits as a necessary incentive in the free market; portrays the business and economic facts in a typical American industry--and their counterpart in a typical American family.</p>	5:\$75	5:\$2.50	
<p><b>*PROFIT, CAPITAL, EQUIPMENT AND ECONOMIC GROWTH</b>            B&amp;W 17 min S 1963            Tells how management of labor and capital can make wages, productive output, and profits increase simultaneously; gives the factors needed for growth.</p>	18:\$125	87:\$5.50	
<p><b>*PROFIT SYSTEM, THE</b>            B&amp;W 13 min S 1955            Examines the American profit system; shows that profits make possible a continuing stream of technological advances and better products, which contribute to our rising living standards.</p>	5:\$60	5:\$2.50 14:\$2.50	
<p><b>*PROFITS AND PROGRESS</b>            B&amp;W 14 min SCA            Stresses the necessity of ploughing back profits into business to permit expansion and innovations to meet or stay ahead of competition.</p>			61
<p><b>*RISK AND FORECASTING</b>            B&amp;W 10 min CA 1951            Details the procedure for calculating the chief risks in a new enterprise; investigates the analysis of product as to physical appearance, production requirements, commercial uses, market surveys to determine demand, estimates of production requirements, and profitable relation of production costs and sales income.</p>	58:\$70	87:\$5	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*SECRET OF AMERICAN PRODUCTION B&W 13 min S 1955 Explains the five elements of American production: freedom to work, to compete, to invest, to advance, and to plan; shows how this production mechanism has activated the American system to produce the best results.	5:\$60	5:\$2.50 14:\$2.50	
*SMALL BUSINESS, U.S.A.--THE STORY OF MAIN STREET B&W 33 min SCA Discusses the aspects of managing, buying, selling, accounting, etc.		14:\$2.50	66
*SPIRIT OF ENTERPRISE B&W 13 min S 1955 Shows the difficulties encountered by a young couple starting in business.	5:\$60	5:\$2.50 14:\$3.50	
*STEADY WORK, STEADY PAY B&W 14 min CA Reviews 65 years of actions by management to level peaks and valleys of production and employment without resort to controls which hamper economic growth; discusses various problems and solutions of how to avoid recessions and depressions.			61
*STRAWBERRIES--WITH CREAM Col 14 min S Tells the story of how people in many walks of life work together to help themselves, and each other, through cooperative organizations.			66
*STORY OF CREATIVE CAPITAL, THE Col 14 min SCA Antimated Reveals how invested dollars create new products and new jobs.	17:\$110	17:\$5/3da	
*THIS IS AUTOMATION Col 30 min CA 1956 Defines automation; shows application of principles in manufacturing and packaging of a variety of products.		84:\$1 88:\$1.60	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*TIME LIKE THIS. . . , A Col 28 min SC Studies man's relationship to his basic environment in contemporary civilization; indicates that through education and technology, man is making progress toward controlling his environment to strike a more even balance between effort and leisure.			66
*TREE OF ECONOMIC LIFE, THE Col 13 min S 1966 Illustrates the story of production and exchange in a free economy.	3:\$95	3:\$10	
*TROUBLE IN PARADISE Col 13 min SC Describes how a mythical community coped with the problems of inflation.			8
*VOICE IN BUSINESS, A B&W 14 min SCA 1960 Shows how a corporation communicates with its stockholders, how stockholders vote on important issues, and results of voting at one company's annual meeting.	50:\$25	14:\$2.50	50
*WE DID IT OURSELVES B&W 13 min SCA 1957 Describes the importance of investment to the growth and progress of the country; special emphasis on work of investment companies.		84:\$1.50	
*WHAT IS AUTOMATION? Col/B&W 14 min S 1965 Shows an automated factory; tells that with a increased amount of automation, ability to produce goods and ability to have leisure time will increase.		47:\$5.65	
*WHAT IS BUSINESS? Col/B&W 11 min S 1950 Shows how familiar services or goods are produced and distributed to satisfy consumer demand.	24:B&W\$60 24:Col\$120	14:\$2.40 60:B&W\$2.50 60:Col\$4.50	

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

\*WHAT WE HAVE

B&W 15 min

SCA 1950

3:\$55

3:\$10

Shows the free customer, who through his purchases, pays all the costs of business.

\*WHISTLE AT EATON FALLS

B&W 95 min

SCA 1951

88:\$9.50

Shows a young union leader who is asked to take over management of a factory whose operation means the existence of the community; presents problem of workers' resentment because the factory is forced to close temporarily for installation of new equipment which will result in increased efficiency and operation at a profit.

\*YOUR MONEY IS WHAT YOU MAKE IT

Col 30 min

SCA 1952

14:\$2.50

Pictures inflation as resulting from a lack of balance between supplies of goods and money to buy these goods; shows panic-buying creating the condition and higher production preventing it.



TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

FILMSTRIPS

- "BASIC ECONOMICS" SERIES (Set of 8) 31:\$48  
Traces the development of an economics system in an imaginary community which gradually introduces money, taxation, banking, borrowing, and lending into its society.
- #LIVING AND WORKING WITHOUT MONEY (1)  
Co1 S
- #MONEY (2)  
Co1 S
- #MONEY GOES TO WORK (3)  
Co1 S
- #NEW WAYS TO USE MONEY (4)  
Co1 S
- #MONEY AND PANIC (5)  
Co1 S
- #MONEY AND GOVERNMENT (6)  
Co1 S
- #TOO MUCH MONEY (7)  
Co1 S
- #TOO LITTLE MONEY (8)  
Co1 S
- "ECONOMICS FOR OUR TIMES SERIES" (Set of 6) 58:\$45  
Aids in the understanding of the following economic concepts:
- #GROSS NATIONAL PRODUCT (1)  
Co1 40 fr S
- #INFLATION--AND YOU (2)  
Co1 40 fr S
- #INDEX NUMBERS AND ECONOMIC STATISTICS (3)  
Co1 40 fr S
- #AMERICAN CAPITALISM: A FLEXIBLE AND DYNAMIC SYSTEM (4)  
Co1 40 fr S

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

FILMSTRIPS

# CONTROLLING THE BUSINESS CYCLE (5)  
Col 40 fr S

# UNDERSTANDING INTERNATIONAL TRADE (6)  
Col 40 fr S

"MCGRAW-HILL ECONOMICS SERIES" (2 Sets of 5) 58:\$27.50  
Emphasizes the basic economic facts and in- each  
stitutions, and presents a realistic picture  
of the working of our economic system.  
Topics in Set I are:

# BASIC ECONOMIC CONCEPTS (1)  
B&W 40 fr CA

# NATIONAL INCOME, PART I (2)  
B&W 40 fr CA

# NATIONAL INCOME, PART II (3)  
B&W 40 fr CA

# SAVING AND INVESTMENT (4)  
B&W 40 fr CA

# MONEY, PRICES, AND INTEREST (5)  
B&W 40 fr CA

• Topics in Set II are:

# BUSINESS CYCLES AND FISCAL POLICY (1)  
B&W 40 fr CA

# BANKING AND MONETARY CONTROL (2)  
B&W 40 fr CA

# INTERNATIONAL TRADE (3)  
B&W 40 fr CA

# SUPPLY AND DEMAND (4)  
B&W 40 fr CA

# PROFIT AND COST EQUILIBRIUM (5)  
B&W 40 fr CA

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

FILMSTRIPS

#ROLE OF CAPITAL INVESTMENT, THE 56:\$9.50  
Col 113 fr SC 1966

Covers the topics of the importance and problems in capital accumulation, how balance is achieved between saving and investment, and how publicly-owned capital accumulates.

#ROLE OF CONSUMERS, THE 56:\$9.50  
Col 109 fr SCA 1962

Examines the function, importance, and problems of consumers in our current economy and how everyday family type economic activities affect the general economy.

"OUR ECONOMIC SYSTEM" SERIES (Set of 6) 38:\$30

#FREEDOM AND RESPONSIBILITY (1)

Col S  
Discusses the meaning of free enterprise in relation to property ownership, saving and investment, pricing, employment, and collective bargaining; contrasts it with communism, interdependence of economic and political freedom.

#PRIVATE CAPITAL (2)

Col S  
Shows how capital is used to create wealth; importance of saving, private capital vs. government ownership as under communism; proprietorships, partnerships, corporations, and advantages and handicaps of each; government controls to protect public shown.

#PROFIT MOTIVE (3)

Col S  
Indicates profit is a reward for saving and risking; discusses profit before and after taxes, entrepreneur, and the law of diminishing returns.

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

FILMSTRIPS

#COMPETITION (4)

Col S  
Reveals that competition in business is like competition in athletics; discusses price, quality, newness, advertising, and other forms of competition; tells about natural monopolies and government controls; mentions value vs. price in consumer buying.

#LABOR (5)

Col S  
Tells the meaning of labor, management, salary, wage; discusses the history of labor organization with highlights of labor and social security legislation; shows problems of automation and need for education to adapt to it.

#THE ROLE OF GOVERNMENT (6)

Col S  
Gives a brief history of expanding role of government to assure competition and protect labor, consumer, and investor; states examples of government ownership; discusses public vs. private sector of economy.

#OUR GROWING AMERICA

56:\$9.50

Col 45 min 152 fr SCA 1963  
Describes the growth of American economy, interflow of goods and services as they influence investments, population, profits and government and banking systems in promoting economic stability in an expanding economy.

"WORLD OF ECONOMICS SERIES, THE" (Set of 6)  
Discusses fundamental economic concepts; illustrates the major role of the free market in solving the central problems of production, distribution, and economic growth. Topics include:

58:\$45

#ECONOMICS: THE SCIENCE OF CHOICE (1)

Col 35 fr S Cartoon

#COMPARATIVE ECONOMIC SYSTEMS (2)

Col 35 fr S Cartoon

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

#MARKETS IN A FREE ECONOMY (3)

Col 35 fr S Cartoon

#THE DISTRIBUTION OF INCOME (4)

Col 35 fr S Cartoon

#WAGES AND HOURS (5)

Col 35 fr S Cartoon

#MONEY AND BANKING (6)

Col 35 fr S Cartoon

SOUND/SLIDEFILMS

=ECONOMIC GROWTH: THE GREAT DEBATE

17:\$13.50

Col 35 fr Cartoon

Looks at the topic of the country's economic growth and discusses several controversial questions regarding it.

"FUNDAMENTALS OF ECONOMICS" SERIES (Set of 8)

33:\$50

=WHAT IS ECONOMICS? (1)

Col S

Describes the complexity that makes consumer products possible from manufacturer, manpower, transportation, and financing, to consumer and the interdependence of interests required to produce commodities.

=MONEY (2)

Col S

Points out the limitations of bartering, our monetary system, paper money, comparisons between early Colonial paper money and today's money.

=TAXES (3)

Col S

Discusses various federal and state tax objectives, income tax, and tax evasion.

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

SOUND/SLIDEFILMS

=BANKS AND BANKING (4)

Col S

Provides an introduction to banking services, interest rates, mortgages, difference between commercial and savings banks, F.D.I.C.

=LABOR AND LABOR UNIONS (6)

Col S

Reveals the objectives of unionism, management's views of labor, and advantages and disadvantages of a strike.

=CREDIT BUYING (7)

Col S

Clarifies the laws of supply and demand, impulse buying, and gives advantages and disadvantages of credit buying

=POPULATION (8)

Col S

Considers the population explosion, problems of senior citizens, restrictive immigration rules and the corresponding effects of automation.

=INVESTMENT WITH A PURPOSE

Col 8 min CA

54:\$

Discusses the functions and services of investment companies.

=WHO PROFITS FROM PROFITS?

Col 32 fr SCA Cartoon

17:\$13.50

Discusses the word "profit" and how it benefits the individual and economy.

**LABOR-MANAGEMENT RELATIONS**

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<b><u>16 MM FILMS</u></b>			
<p><b>*ARBITRATION IN ACTION</b>                      B&amp;W 28 min CA 1960                      Involves the discharge of a truck driver for taking more time on a trip than management thought was justified; also involved is the employee's general absenteeism and work record.</p>	2:\$125	1:\$7.50 2:\$25 88:\$3.75	
<p><b>*AUTOMATION: THE NEXT REVOLUTION</b>                      B&amp;W 29 min SCA 1965                      Looks at the impact of automation on workers and the problems it creates in the society.</p>	58:\$150	1:\$3 87:\$7.50	
<p><b>*AUTOMATION: WEAL OR WOE</b>                      B&amp;W 84 min SCA 1957                      Explores the many social and economics problems connected with the revolutionary development of automation; discusses changes which the machine age has brought; shows automation at work in dozens of factories in this country and one in Russia.</p>		1:\$7.50	
<p><b>*AWESOME SERVANT, THE</b>                      B&amp;W 55 min SCA 1961                      Discusses such basic issues as society's responsibility to the displaced worker, retraining programs, vocational education, federal standards for unemployment compensation and full employment.</p>		1:\$7.50	
<p><b>*COLLECTIVE BARGAINING - YOU ARE THERE AT THE BARGAINING TABLE</b>                      B&amp;W 50 min A                      Shows management, supervisory, and plant personnel how collective bargaining actually works; explains the background of the wage discussion, reports the results of negotiations, outlines the final agreement, and points out significant bargaining maneuvers and techniques.</p>	7:\$300	7:\$60/wk 88:\$6	
<p><b>*CONSTITUTION AND EMPLOYMENT STANDARDS</b>                      B&amp;W 28 min CA 1958                      Recreates the case of U.S. vs. Darby Lumber Company to illustrate role of Supreme Court in decision-making in our governmental system; case revolves around Fair Labor Standards Act of 1938 and court interpretation of constitutional standards.</p>	47:\$125	1:\$3 89:\$3.10	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*CONSTITUTION AND THE LABOR UNION B&W 29 min CA 1958 Discusses the Supreme Court case, Whitaker et.al. vs. North Carolina, in which a group of labor unions challenged a state ban on the closed shop, union shop, and other "unions security" provisions; flashbacks to other labor cases--Lochner vs. New York. Coppage vs. Kansas, Traux vs. Corrigan.	47:\$125	89:\$3.10	
*DISCHARGE FOR ABSENTEEISM B&W 28 min CA 1963 Reviews an American Arbitration Association case; presentations by management and union illustrate arbitration procedures.		1:\$3 2:\$15	
*GRIEVANCE, THE B&W 30 min CA 1954 Illustrates the orderly processing of a grievance through several stages of negotiation between union and management	58:\$155	1:\$3 47:\$5.90 83:\$8 87:\$7.50	
*LABOR COMES OF AGE B&W 18 min S 1966 Surveys labor and its struggle for recognition under the New Deal; discusses the strife between labor and management during the Roosevelt Administration.	31:\$105		
*LABOR MOVEMENT, THE: BEGINNINGS AND GROWTH IN AMERICA Col/B&W 14 min S 1959 Traces the growth of organized labor from the end of the Civil War to World War I. considers the methods labor used to achieve its goals against a background of labor-management relations and changing economic conditions.	24:B&W\$75 24:Col\$150	16:\$3 47:B&W\$2.90 47:Col\$4.15 60:B&W\$2.50 60:Col\$4.50	
*RISE OF LABOR, THE B&W 30 min S 1963 Traces the history of government policy on trade unions and welfare legislation	32:\$150	1:\$3 32:\$6.50	



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*RISE OF ORGANIZED LABOR, THE B&W 18 min SCA 1960 Pictures the origin of unions in the 19th century; traces the evolution of the labor movement through the period of company-hired strike breakers and Pinkerton agents, the organization of industrial unions, the emergence of the CIO, and finally the merger of the AFL-CIO.	58:\$125	1:\$3 83:\$8 87:\$5.50	
*SENIORITY VS. ABILITY B&W 35 min CA 1961 Deals with a senior employee who was denied a promotion because of his poor attendance record; union argues that absenteeism and lateness may be just cause for discipline, but may not be used as the basis for denying a contract right.	2:\$110	1:\$3 2:\$20	
*SHOP STEWARD, THE B&W 22 min CA 1952 Describes the actions of a shop steward in action, his responsibilities to the members and the union, and problems in handling grievances.		1:\$3 47:\$4.40	
*STATE OF THE UNIONS, THE B&W 41 min SCA Examines the American labor movement--its leadership, aspirations, power, friends, enemies and its role in the American economy and society; explores the problems faced by unions in today's complex economic situation.	6:\$240		
*STRIKE IN TOWN B&W 28 min CA 1956 Dramatizes what happens in a town when its biggest industry is threatened with a strike; describes disagreements within families, the reactions of public opinion, and the preparations for the strike.	58:\$200	88:\$5	
*STRUCTURE OF UNIONS, THE B&W 11 min S 1954 Describes the organization of labor unions today from the union local to the national body of labor congress.		1:\$3 14:\$2.50	

**TITLE AND DESCRIPTION**

**PURCHASE**

**SOURCE  
RENT**

**FREE**

**16 MM FILMS**

**\*TEAMWORK--PAST & PRESENT**

B&W 11 min CA

Outlines the necessity of cooperation between labor and management from early history to the present; stresses the need for understanding of one another's basic interest in order to reconcile differences.

14:\$2.50

**\*WORKING TOGETHER - A CASE HISTORY IN LABOR-  
MANAGEMENT COOPERATION**

B&W 24 min SCA 1952

Discusses the first meetings between labor and management representatives; incidents leading to a strike and its settlement; and development of an effective working relationship which resulted in increased productivity, higher wages, and better working conditions.

32:\$120

14:\$4

32:\$5.50

**FILMSTRIPS**

**ROLE OF OUR LABOR FORCE--THE PULSE OF THE  
NATION**

56:\$9.50

Col 162 fr S

Topics covered: nature of the American labor force, background, development and growth of labor, problems of economic growth, stability, security, freedom and justice in relation to the labor force.

**MARKETING AND MERCHANDISING**

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

\*AIR CARGO--A MODERN MARKETING TOOL  
Col 29 min SCA 1965

8,79

Presents one of the newest marketing and distribution tools--air cargo; discusses how business penetrated new markets where servicing and delivery time are a prime factor; shows interesting case studies of Ford, Sony, Mercedes Benz, and others and how inventory, warehouse, and personnel costs were substantially reduced by shipping air freight.

\*BIG CHANGE IN WORLD MARKETS, THE  
Col 31 min SCA 1959

8

Provides a historical sequence of how man has tried to improve his productivity; shows production in steel mills in India, building of railroads in Brazil, and modernization of agricultural methods in numerous countries.

\*CONTAINERIZATION TODAY  
Col 13 min SCA

75

Reveals a new aspect of transportation called containerization, a shipping concept that transports consumer goods more efficiently.

\*CONTAINERS AND LABELS  
B&W 29 min SCA 1964

87:\$125

87:\$7.50

Provides a history of containers, showing changes in sizes, shapes, types and requirements.

\*CONTENTS: MERCHANDISE  
B&W 14 min SCA

61

Presents how the designing and producing of newer forms of packaging pays off to the consumer in the economics that result from increased production made possible by increased demand.

\*FASHION MEANS BUSINESS  
B&W 17 min SCA 1951

88:\$3.75

Discusses the important role that a forward-looking labor union has played in developing the ten-billion-dollar-a-year fashion industry.

TITLE AND DESCRIPTION

PURCHASE      SOURCE  
RENT      FREE

16 MM FILMS

\*FOR BEAUTY AND USE

B&W      14 min      SCA  
Stresses the importance of design in the production and marketing of consumer products.

61

\*FREIGHTAIR

Col      12 min      SCA  
Introduces the latest forwarding and handling methods used by a large airline.

66

\*MARKETING PRESCRIPTION DRUGS

Col      30 min      SCA 1965  
Presents role of marketing from inception in professional and marketing research through production, promotion, distribution and sales.

88:\$1.60

\*MARKETING RESEARCH PAYS OFF

Col      13 min      SCA 1959  
Provides examples of research projects which have contributed to the reduction in costs of storage, distribution, handling, and sales facilities of food products.

89:\$1.25

\*MIRACLE MARKET

B&W      14 min      SCA  
Provides an overview of the operations of supermarkets and their impact on consumer buying.

61

\*MR. STUART ANSWERS QUESTIONS

B&W      34 min      SCA  
Reveals how the owner of a small retail store found an answer to increased competition and how he corrected bad selling habits.

14:\$4  
47:\$3.90

\*PACKAGING PAY OFF

Col      26 min      SCA  
Dramatically shows the increasing use of aluminum foil for eye-catching labels and all types of protective packaging.

68

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*POWERED INDUSTRIAL TRUCKS B&W 27 min S 1959 Traces the development of powered industrial trucks in the solution of materials handling problems; explains the unit load principle.	87:\$125	87:\$7.50	
*SHAPE AND THE FUTURE, THE Col 20 min SCA Portrays in depth the packaging revolution and how it has affected the consumer, how the shape and the materials of packaging have changed, and what the future promises.			66
*TRANSPORTATION OF GOODS Col 17 min S Gives a comprehensive coverage of the various kinds of shipping service commonly utilized by business and individuals.	19:\$165		
*VENTURES INCORPORATED B&W 42 min CA 1958 Case problem and related discussion revolving around the practicality of marketing a water-repellant paper umbrella intended for one-time use.		88:\$5	
*WALKER PRODUCTS COMPANY B&W 57 min CA 1960 Presents a case problem and related discussion concerning reciprocity in buying and selling between two companies.		88:\$5	
*WORLD IS YOURS, THE Col 27 min SCA Deals with the modern retailing and marketing methods of Montgomery Ward.			66

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

SOUND/SLIDEFILMS

- "RETAIL REVOLUTION" SERIES, THE (Set of 4) 34:\$275
- =BATTLE FOR SURVIVAL: SUBURBIA AND DOWNTOWN 34:\$75  
32 min 34 fr SCA (1)  
Deals with the revolution in merchandising and distribution techniques resulting from the population shift from city and rural areas to the suburbs.
- =SUCCESSFUL SELLING IDEAS (2) 34:\$75  
31 min 31 fr SCA  
Describes how conventional retailers of all sizes are meeting the challenge of mass merchandising techniques such as discounting and self-service.
- =COMPETING FOR THE MODERN SHOPPER (3) 34:\$75  
37 min 32 fr SCA  
Looks at the changing characteristics of the modern shopper---her increased level of education, sophistication, discrimination.
- =THE DISTRIBUTION DILEMMA (4) 34:\$100  
49 min 38 fr SCA  
Presents changing trends in distribution; the problems they have created for retailers and all those who sell or service them; shows ways to capitalize on the latest distribution patterns.

TAPES/RECORDS

- ° HOW AND WHY FOOD MARKETING METHODS CHANGE 81  
14 min SCA

(To be recorded on user's tape)

Explores the changing methods of marketing agricultural products; illustrates how times can change marketing methods by using poultry as an example.

TRANSPARENCIES

- +MARKETING PROCESS, THE (Set of 23)  
S

Describes marketing; its objectives, evolution and techniques.

(Packet of Printed Originals)

78:\$1.25

(Set of Prepared Color Transparencies)

78:\$33

MONEY AND BANKING

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*BANKING IN ACTION Col 20 min SC Presents how commercial banking helped shape America's history.			8
*CHECK COLLECTION PROCESS, THE B&W 21 min SC 1961 Investigates the check collection procedures of the American banking system; examines the stages a check undergoes from time of deposit until it is canceled "paid".	47:\$100	14:\$4 47:\$4.15	
*FEDERAL RESERVE BANK AND YOU B&W 30 min SC Shows why and how the Federal Reserve influences the nation's volume of money and credit, how it enables commercial banks to serve their customers better, and how it serves as a banker for the U. S. Treasury.		14:\$4	
*FEDERAL RESERVE SYSTEM B&W 23 min CA 1950 Explains the purpose and functions of the Federal Reserve System; shows how the system, growing naturally out of a national need, was devised to meet certain economic conditions.	32:\$120	14:\$3.50 32:\$5.50	
*MONEY AND ITS USES Col 11 min S 1963 Illustrates the uses and value of money; explains the differences between barter and the use of a medium of exchange.		47:\$2.15 87:\$6	
*MONEY IN THE BANK--AND OUT Col/B&W 15 min SC 1965 Emphasizes how a bank helps the community by keeping money in circulation; explains the functions of a bank.		47:\$6.40 87:\$7	
*MONEY ON THE MOVE--THE FEDERAL RESERVE TODAY Col 14 min SC 1963 Shows how personal checks are processed by the millions each day and how widely diversified information is collected for use in making money and credit decisions.			36

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

\*OPPORTUNITY, U.S.A.

B&W 27 min CA

53:\$

53:\$

Gives the citizen an opportunity to learn how the investment banker channels the savings of millions of people into productive use by business and government.

\*SCIENCE OF MONEY, THE

B&W 22 min S 1956

14:\$4

Traces the history of money from wampum to today's currency; shows stone money from the island of Yap and a \$10,000 19th century bank note; explains that money is only a medium of exchange and valueless if there is nothing to buy; suggests that commodities produced are the source of real wealth.

\*STORY OF A CHECK, THE

Col 13 min S 1965

89:\$3.60

Explains the way in which banks cooperate with each other in exchanging checks, the processing of checks by trained workers; and advantages of a checking account.

\*YOU AND YOUR MONEY

B&W 12 min SC 1955 Antimated

14:\$2.50

Traces the travels of a dollar from consumer to retailer to wholesaler to manufacturer and back to consumer; illustrates the relation of money to the flow of goods and services and the basis for national stability

FILMSTRIPS

#MONEY: FORMS AND FUNCTIONS

Col S

Covers money and banking with particular reference to the functions of money and the way in which its various forms evolved.

4



TITLE AND DESCRIPTION

PURCHASE

SOURCE

RENT

FREE

FILMSTRIPS

#ROLE OF THE COMMERCIAL BANKING SYSTEM, THE  
Col 112 fr S 1960

56:\$9.50

Topics covered: evolution of money and bank-  
ing, bank services, function of banking in  
the economy

## OCCUPATIONAL GUIDANCE

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
*APTITUDES AND OCCUPATIONS Col/B&W 16 min S 1964 Identifies some of the basic aptitudes and abilities that should be considered in the selection of an occupation and shows how these aptitudes can be measured.	24: B&W \$90 24: Col \$180	14: \$3.50 60: B&W \$5 60: Col \$9 89: \$3.90	
*DROP OUT B&W 27 min S 1963 Illustrates the personal problems and the danger to America caused by the high rate of school dropouts; considers the reasons which impel students to lose interest in school.	58: \$150	87: \$7.50	
*DROPOUT, THE Col/B&W 10 min S 1962 Shows the loneliness and frustration that develop in a boy who drops out of school and tries to find a job before he is qualified.	72: B&W \$60 72: Col \$120	47: \$2.15	
*DROPOUT, THE B&W 29 min 1961 Shows how communities may tackle the dropout problem.		83: \$10 88: \$5	
*GETTING A JOB B&W 16 min S 1954 Explores leads which are open to high school students in search of a job; describes how to use the many aids to job-hunters such as personal history, the letter of application, and the letter of recommendation.	32: \$90	14: \$3.50 32: \$4.50 89: \$2.60	
*HOW TO INVESTIGATE VOCATIONS Col/B&W 10 min S 1952 Discusses how to interpret vocational guidance tests, apply this information to different vocations, and gain actual job experience.	24: B&W \$60 24: Col \$120	14: \$2.50 60: B&W \$2.50 60: Col \$4.50	
*HOW TO KEEP A JOB Col/B&W 11 min S 1950 Stresses that job success is dependent upon more than a wise selection of vocation, more than the right attitude toward work itself, and more than the wise selection of a particular position.	24: B&W \$60 24: Col \$120	14: \$2.50 60: B&W \$2.50 60: Col \$4.50	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
HOW TO SUCCEED IN THE PEOPLE BUSINESS B&W 30 min CA Develops the kind of attitudes desired in employees who handle the calls, questions, complaints, and orders from customers.	25:\$290		
I NEVER WENT BACK Col/B&W 16 min S 1964 Demonstrates the serious emotional, social, and economic consequences of leaving school before graduation.	18:B&W\$90 18:Col\$160	87:\$7	
JOB INTERVIEW: WHOM WOULD YOU HIRE? FILM A: THREE YOUNG MEN Col/B&W 16 min S 1967 Demonstrates the techniques of job interviewing and provides material for discussion by potential job applicants; helps students to assess their own potentialities for employment and acquaints them with interview protocol.	90:B&W\$100 90:Col\$180		
JOB INTERVIEW: WHOM WOULD YOU HIRE? FILM B: THREE YOUNG WOMEN Col/B&W 17 min S 1967 Discusses the qualities sought by the potential employers and what dress and manner is appropriate for the job interviews.	90:B&W\$100 90:Col\$180		
MORE POWER FOR THE JOB Col 18 min SC 1965 Explores changing patterns of career opportunities in the 1960's; emphasizes the importance of early choice of a career and reviews the planning and training necessary for a variety of jobs and professions.	51:\$195		
MR. BUSBOY Col 7 min S 1966 Shows the importance of the busboys in the restaurant; depicts duties before, during, and after a meal.			66

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>NO REASON TO STAY</b> B&W: 29 min S 1966 Presents the problems of a school dropout and good reasons for staying in school; urges the school to offer the challenge which would encourage the student to complete his education.	31:\$150		
<b>ODYSSEY OF A DROPOUT</b> B&W 19 min S Portrays a boy who has dropped out of high school; follows him through his aimless day, faced with the decision of continuing his education or leading a life without hope or meaning.	24:\$105		
<b>PERSONAL QUALITIES FOR JOB SUCCESS</b> Col/B&W 11 min S 1952 Shows high school graduates applying for jobs and indicates the importance and necessity of initiative, good personal appearance, business-like work habits, willingness to take criticism, and the ability to get along with others.	24:B&W\$60 24:Col\$120	14:\$2.50 60:B&W\$2.50 60:Col\$4.50	
<b>PLANNING YOUR CAREER</b> B&W 16 min S 1954 Suggests that students thinking about future careers consider: learning about oneself, learning about vocations of interest, and comparing interests and abilities with the requirements of selected vocations.	32:\$90	14:\$3.50 32:\$4.50	
<b>SELLING AS A CAREER</b> Col/B&W 11 min S 1953 Explains the functions and duties of the salesman to aid those interested in selling as a career.	24:B&W\$60 24:Col\$120	60:B&W\$2.50 60:Col\$4.50	
<b>STAY IN SCHOOL!</b> Col 11 min S 1964 Urges students, particularly potential dropouts, to finish high school and pursue further education to insure job opportunities.		89:\$3	

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

**TECHNICIANS IN OUR CHANGING WORLD**  
Col/B&W 14 min S 1965  
Shows how the need for technicians parallels recent scientific advances; defines technicians and their work and explains how technicians are trained; emphasizes the technicians need for a thorough and well-rounded high school education.

74:B&W\$80  
74:Col\$150

**WHEN I'M OLD ENOUGH. . . GOODBY!**  
B&W 28 min S 1962  
Dramatizes the story of a boy who leaves school with high hopes of independence and the luxuries that money can buy; reveals his disillusionment at not being able to hold a job.

1:\$3  
47:\$4.15

**YOU'RE NO GOOD**  
B&W 28 min S 1966  
Reveals the feelings of a high school dropout, such as his frustrations, drives, and fantasies.

58:\$160 88:\$6

**YOU CAN GO A LONG WAY!**  
B&W 22 min S 1962  
Explores the advantages of finishing high school and getting as much additional training and education as possible before looking for a job.

32:\$120 32:\$5.50  
87:\$6.50

**YOUR EARNING POWER**  
Col/B&W 11 min S 1952  
Tells of five conditions which influence earning power: economic conditions, the kind of job selected, the amount of one's education, personal qualities, and one's ability to produce.

24:B&W\$60 14:\$2.50  
24:Col\$120 60:B&W\$2.50  
60:Col\$4.50  
89:\$2.10

SOUND/SLIDE FILMS

**GETTING AND KEEPING YOUR FIRST JOB (Parts I & II)** 42:\$29.95  
Col 14 min 67 fr S  
Part I suggests criteria for evaluating job opportunities and for relating basic interests and skills to job categories.



TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

SOUND/SLIDEFILMS

GETTING AND KEEPING YOUR FIRST JOB (Continued)

Col 14 min 67 fr S

Part II explores the relationship between the new employee and fellow workers and between employers and superiors.

IF YOU'RE NOT GOING TO COLLEGE (Parts I & II) 42:\$29.95

Col 13 min 71 fr S

Part I suggests the answers to such questions as: What kinds of jobs require what specific skills and aptitudes? Which jobs are in expanding industries, and which are "dead end"? What are the advantages of a career in a service industry? In manufacturing? In Civil Service?

Col 12 min 62 fr S

Part II helps prepare students for the job search, application, interview, and getting started; explores union and non-union opportunities, on-job-training, and the many avenues for specialized post-high school education leading to greater job responsibility.

JOB OPPORTUNITIES FOR GIRLS

42:\$29.95

Col S

Explores the dual function of marriage partner and wage earner; examines the growing acceptance of women in technical, selling, and managerial roles; educational requirements and job selection.

PREPARING FOR THE JOBS OF THE '70'S (Parts I & II) 42:\$29.95

Col 15 min 76 fr S

Part I investigates the changing economic and cultural patterns; relates them to the education and training required today.

Col 14 min 69 fr S

Part II discusses the opportunities that lie ahead.

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
PREPARING FOR THE WORLD OF WORK (Parts I & II) 13 min 60 fr S Part I explores high school vocational education.	42:	\$29.95	
16 min 84 fr S Part II examines relationship of high school vocational education to five major occupational areas: home economics, trade and industrial, agricultural, distributive, and business and office.			
VOCATIONAL DECISIONS Discusses a variety of occupational opportunities, ways students may develop own potential; emphasizes matching abilities, interests to vocational decision	(Set of 3) 73:	\$24.75	
AN INTRODUCTION TO VOCATION (1) 18 min 49 fr Emphasizes opportunities.			
THE WORLD OF WORK (2) 18 min 63 fr Discusses why man works, why choice is a personal matter; how to choose potential vocation.			
COUNSELING IN VOCATIONAL DECISIONS (3) 18 min 63 fr Reveals the value of outside assistance; respect of student's independence.			
"YOU AND YOUR CAREER" SERIES THE HIGH SCHOOL DIPLOMA (1) 24 min S Discusses the reasons most frequently given by high school students for dropping out of school, including pregnancy, inability to profit from school work, boredom with the academic process, and financial problems.	(Set of 4) 29:	\$24.95	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
<b>TIME FOR DECISION (2)</b> Col 24 min S Examines the process by which one may inventory himself in terms of realistic goals and provides a wealth of factual information concerning how to become familiar with various careers, where to go for information, and how to match this information with individual abilities and dreams.	29:\$24.95		
<b>THE FINE ART OF GETTING A JOB (3)</b> Col 24 min S Examines the instances under which full time employment after high school may be desirable and gives practical advice concerning career alternatives and the job interview.	29:\$24.95		
<b>CONTINUING YOUR EDUCATION (4)</b> Col 24 min S Presents reasons for continuing school and discusses trade schools, junior colleges, technical institutes, and colleges and universities.	29:\$24.95		
<b>YOUR JOB INTERVIEW</b> (Parts I & II)	42:\$29.95		
Col 14 min 65 fr S Part I sheds light on typical questions prior to first employment about: fringe benefits, job function, holiday and vacation pay policies, "union" and "open" shops.			
Col 15 min 72 fr S Part II discusses the role of the immediate supervisor as opposed to the personnel officer, working conditions, overtime policies, and at what point in the interview it is appropriate to raise such issues.			



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>TAPES/RECORDS</u>			
GROCERY STORE CLERK 20 min                    S     3-3/4 i.p.s. Discusses working conditions, earnings, job qualifications, occupational demands, etc.	46:	\$5.50	
RETAIL SALESWOMAN 20 min                    S     3-3/4 i.p.s. Explains working conditions, occupational de- mands, fringe benefits, earnings, job qualif- ications, etc.	46:	\$5.50	
<u>TRANSPARENCIES</u>			
JOB APPLICATION AND JOB INTERVIEW (Set of 14) Set of prepared color transparencies) Explores the various phases in applying for a job and participating in a job interview; il- lustrates forms that must be filled out before seeking employment.	21:	\$40	

ORAL AND WRITTEN COMMUNICATIONS

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
ALL I NEED IS A CONFERENCE B&W 28 min CA 1954 Reveals what a well-led meeting can accomplish and why some meetings fail; points out that in order to deal successfully with whatever problem is on the table, the leader must first know how to deal with the people around it.	45:\$157	88:\$6	
ANATOMY OF A PRESENTATION, THE Col/B&W CA Shows how to organize, prepare, and deliver oral presentations in an interesting and persuasive manner; provides guides to make effective presentations of reports, ideas, and proposals.	69:B&W\$225 69:Col\$375	69:B&W\$40/wk 69:Col\$60/wk	
ARE YOU LISTENING? B&W 12 min CA Diagnoses the "disease of not listening" and focuses on the causes, provides a basis on which a program of prevention can be developed	45:\$126		
CLASS OF YOUR OWN, A Col 25 min CA Shows managers and supervisors how to conduct an effective classroom or on-the-job training session by: 1) Planning the lesson in advance; 2) Preparing a good introduction; 3) Developing the session logically and interestingly; 4) Using teaching aids to emphasize important points; 5) Asking the right questions to encourage trainee participation; and 6) Summarizing the lesson properly.	66:\$225		
<b>"EFFECTIVE COMMUNICATION SERIES" (Set of 5)</b>			
AVOIDING COMMUNICATION BREAKDOWN (1) Col 24 min CA 1965 Calls attention to warning signals of defective communication and shows how these signals could have been used by communication-conscious managers to prevent breakdown.	12:\$275	12:\$45/wk 88:\$8.25 89:\$5.30	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>FENT</u>	<u>FREE</u>
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16 MM FILMS

<p><b>MEANINGS ARE IN PEOPLE (2)</b>            Col 24 min CA 1965            Examines the "conveyor-belt" view of the communication function-- "I told you what to do"--and finds it totally wanting; stresses meanings aren't in words, meanings are in people;" shows how misunderstandings occur by presenting reenactments of what was said and what was thought by several managers and subordinates at cross-purposes in typical at-work situations.</p>	12:\$275	12:\$45/wk 88:\$8.25 89:\$5.30	
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<p><b>COMMUNICATION FEEDBACK (3)</b>            Col 24 min CA 1965            Shows how a manager works through other people, how he communicates with them to get results, and how to observe and weigh responses (feedback) to know how well he's doing; suggests that effective communication means getting results by affecting behavior, not passing messages back and forth, or holding unnecessary meetings, or preparing unneeded reports; concludes that communication is impossible if feedback is ignored, distorted, avoided, or simply not perceived.</p>	12:\$275	12:\$45/wk 88:\$8.25 89:\$5.30	
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<p><b>CHANGING ATTITUDES THROUGH COMMUNICATION (4)</b>            Col 24 min CA 1965            Reveals that change often arouses resistance and this produces tension; stresses the way to restore employee balance is to create acceptance of new policies.</p>	12:\$275	12:\$45/wk 88:\$8.25 89:\$5.30	
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<p><b>COMMUNICATING MANAGEMENT'S POINT OF VIEW (5)</b>            Col 24 min CA 1965            Discusses persuasion as a vital part of the manager's job--affecting and changing people's beliefs and attitudes and behavior; stresses the necessity of managers becoming skilled in this aspect of communication.</p>	12:\$275	12:\$45/wk 88:\$8.25	
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<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
EFFECTIVE LISTENING B&W 15 min SCA 1959 Demonstrates the importance of effective listening in the communication process; stresses that at least 45% of our communication is via listening; discusses the various ways in which individuals can meet and overcome obstacles.		88:\$3.75	
HOW TO LEAD AN EFFECTIVE SALES CONFERENCE B&W 30 min CA Shows how to stimulate group thinking; discusses practical and useful ways to exchange ideas, and conduct sales meetings	25:\$290		
MAKING YOURSELF UNDERSTOOD B&W 14 min S 1952 Introduces the basic elements of the communications process, illustrates how to communicate more effectively, and how to receive communications more intelligently.	32:\$75	14:\$3.50 32:\$4 89:\$2.30	
MANNER OF SPEAKING Col 28 min SCA 1959 Shows how badly handled telephone calls can result in the customer breaking off relations; depicts benefits of good manners for business people.		84:\$1 89:\$1.25	
MORE THAN WORDS Col 14 min CA 1959 Antimated Explores some of the most important problems of management, supervision, sales, and employee and customer relations; outlines basic principles and methods of good communication that are applicable to, and can be applied by people in activities where dealing with people plays a key role.	45:\$175	88:\$6	
PERSON TO PERSON COMMUNICATION Col/B&W 14 min CA 1956 Emphasizes listening with understanding; shows that false assumptions, preconceived viewpoints and exaggerated personal feelings can lead to misunderstandings in normal conversation.	69:B&W\$100 69:Col\$200	69:B&W\$25/wk 69:Col\$45/wk 88:\$3.75 89:\$2.70	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
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16 MM FILMS

PRODUCTION 5118  
 1 30 min CA 1955  
 Describes some of the problems of communication in business and industry; develops important concepts in communication.

88:\$6  
 89:\$4.10

VISUAL AIDS  
 1 27 min CA  
 66:\$225

Offers an imaginative and effective presentation of the role of visual aids in industrial training; shows managers and supervisors how to teach through the medium of vision; describes both the right and the wrong way to apply visual aids during the training session, reviews the full range of equipment available to training personnel.

WHY DO PEOPLE MISUNDERSTAND EACH OTHER?  
 B&W 30 min CA 1955  
 47:\$125 88:\$5  
 89:\$2.70

Discusses the variations in meanings of words and how these variations affect the communication process; shows that words used by a speaker in one way and interpreted by a listener in another, result in "bypass" or misunderstanding; stresses that meaning is not in words.

WRITING LETTERS THAT GET RESULTS  
 Col/B&W 28 min CA  
 69:B&W\$125 69:B&W\$25/wk  
 69:Col\$225 69:Col\$45/wk  
 Teaches how to write letters that create interest, present facts, and stimulate action; discusses the principles and techniques of writing effective business letters.

SOUND/SLIDEFILMS

"HOW TO WRITE BETTER BUSINESS LETTERS" SERIES 9:\$15  
 (Set of 3)

DEAR MRS. CALVIN (1)  
 B&W 3 min S  
 Reveals the importance of creating a friendly tone. example of a hostile letter effectively stresses this point.



TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

SOUND/SLIDEFILMS

THE LANGUAGE OF LETTERS (2)

15 min

S

Points out the dangers of unclear communication; illustrates the fundamentals of a good business letter. concise language, avoidance of commercialese, and friendly attitude of the letter-writer.

THE CLAY BALL (3)

16 min

S

Presents how terms may be rephrased to become comprehensible to the reader; discusses personal style and self-conscious grammar.

HOW TO WRITE CLEAR, CONCISE, EFFECTIVE  
BUSINESS LETTERS

(Set of 5)

25:\$290

pl

CA

Reveals how to improve business correspondence.

HOW TO USE THE SIMPLE INSTEAD OF THE COMPLEX (1)

HOW TO USE YOUR VOCABULARY TO WRITE EFFECTIVELY (2)

HOW TO GET THE READER OF YOUR LETTER "IN THE PICTURE" (3)

HOW TO DEVELOP A "WRITE AS YOU TALK" TECHNIQUE (4)

HOW YOUR SECRETARY CAN HELP YOU WRITE BETTER LETTERS (5)

PERSONALITY AND ATTITUDE DEVELOPMENT

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<p><b>JUPITER</b>            W 27 min SCA 1947            blends fantasy and reality to develop the theme that courtesy can be contagious and that good human relations are worth having.</p>		16:\$4	
<p><b>WAGE, THE</b>            W 27 min CA 1958            examines the career of Hugh Martin, a capable business executive caught on the treadmill of our competitive society; suggests that each man needs to find his own way out of the cage that modern living imposes on everyone.</p>		83:\$8.50 87:\$7.50	
<p><b>COMMUNICATION CASEBOOK, THE</b>            W CA            Case I: "The Case of the Tuned-Out Mind" points up the two-way nature of all communication and illustrates that a profitable exchange can occur when both parties are interested, receptive, and respectful of what each has to offer.            Case II: "The Case of the Wrong Wave Length" shows the necessity for taking into account individual differences between people.            Case III: "The Case of Chain Reaction" demonstrates the importance of sensitivity to other people's emotional reactions and brings out the immediate and long-range consequences of the way an order is transmitted down the line.            Case IV: "The Case of the Silent Yell" examines communication without words and highlights the effects of unspoken attitudes.</p>	45:\$76.50		
<p><b>CREATIVE ATTITUDE</b>            Col 22 min CA 1965            Describes the difference between creative thinking and analytic problem solving; discusses the four stages of creativity: problem statement, ideation, judgment and evaluation, and execution.</p>		88:\$3.75	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>CREATIVITY</b> BW 21 min A Kinescope. Explores the effects on creativity of such common blocks as mental laziness, lack of curiosity, repressive effects of stereotyped training and education, emotion mindedness, faulty observation and conceptual blocks; offers suggestions to overcome these common barriers to the creation of new ideas.	7:\$300	7:\$60	
<b>DEVELOPING YOUR SALES PERSONALITY</b> BW 30 min CA Tells out clearly the character traits, habits, and attitudes in salesman that impress prospects favorably---or otherwise.	25:\$290		
<b>RESSIN' UP</b> Col 14 min S Focuses on the activities of a typical group of high school students in the classroom, on the football field, and on dates.			8
<b>EFFECTIVE CRITICISM</b> BW 11 min 1951 Presents the skills of taking criticism well, shows how similar are the skills of giving criticism.	24:BW\$60 24:Col\$120	60:\$2.50	
<b>1104 SUTTON ROAD</b> Col 30 min S 1957 Presents a study of the relationship of productivity to the personal problems of a typical plant worker.		16:\$1.25 88:\$1.60	
<b>EYE OF THE BEHOLDER</b> BW 25 min SCA 1955 Deals with the concepts of perception and projection; teaches caution in judging others.		16:\$5.60 88:\$6.	
<b>"GOOD GROOMING SERIES"</b>	(Series of 4) Girls Only		
<b>HAIR CARE (1)</b> Col 14 min S 1961 Shows the way to healthy hair and how to arrange it in a way that frames the face becomingly.	51:\$135	51:\$7.50	



TITLE AND DESCRIPTION	PURCHASE	SOURCE RENT	FREE
<b>16 MM FILMS</b>			
<b>MAKE-UP (2)</b> Col 11 min S 1961 Illustrates proper cleansing, application of powder, use of lipstick brush and shaping of lips, and eye make-up to achieve a natural effect.	51:\$115	51:\$6	
<b>POSTURE (3)</b> Col 9 min S 1961 Demonstrates the need for good posture as an essential attribute of an attractive appearance; indicates the importance of proper posture.	51:\$100	51:\$5	
<b>CLOSET (4)</b> Col 14 min S 1961 Emphasizes such factors as dressing to fit the occasion, camouflaging overweight and underweight tendencies and seasonal suitability.	51:\$135	51:\$7.50	
<b>GOOD LOOKS</b> Col 20 min S 1961 Presents facts for teen-age boys and girls about good grooming and personal care; talks about care of hands, hair, complexion and clothes.			8
<b>LET'S JUST WORK HERE</b> Col/B&W 17 min CA 1963 Encourages people to create a more favorable organizational image, raise the level of service to the customer, and improve their attitudes toward the job.	69:B&W\$125 69:Col\$225	69:B&W\$25/wk 69:Col\$45/2k	
<b>IMAGINATION AT WORK</b> Col/B&W 21 min CA 1959 Illustrates how anyone can do more creative thinking, improve his imagination, ingenuity, and initiative; helps develop an atmosphere where creative abilities will be developed and encouraged; stimulates suggestion programs, methods improvement and problem solving.	69:B&W\$140 69:Col\$240	69:B&W\$25/wk 69:Col\$45/wk 88:\$5	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>IMPROVE YOUR PERSONALITY</b> B&W 11 min S 1951 Shows how personalities can be developed and controlled; encourages frank discussion of personality traits.	24: B&W \$60 24: Col \$120	14: \$2.50 89: \$2.10	
<b>INNER MAN STEPS OUT, THE</b> B&W 35 min CA 1951 Antimated Tells the story of a supervisor who has trouble getting along with others and himself; explains how at least two "inner men" exist inside of everyone---representing each person's need for security and importance.	45: \$110	84: \$1 89: \$2.40	
<b>MAGNIFICENT MALE, THE</b> Col 30 min SCA Depicts male fashions of long time ago as compared with current styles; shows a series of modern manufacturing methods in tailoring men's suits.			75
<b>MAN WHO KNOWS IT ALL, THE</b> B&W 30 min CA 1955 Considers the "consequences of the disease of illness", an attitude present in the person who implies or believes that what he knows about a thing is all that can be said.	47: \$100	89: \$2.70	
<b>MORE ATTRACTIVE YOU, A</b> Col 20 min S Girls Only Presents a step-by-step guide to good grooming for girls; covers diet, posture, make-up, hair and fingernail care, and dressing ideas for teenagers.			66
<b>MORE THAN TELLING</b> B&W 18 min CA 1956 Stresses the importance of attitudes and feelings; shows how employee attitudes depend upon management and that this attitude toward the company carries over to family and friends.		88: \$1.60	
<b>MR. FINLEY'S FEELINGS</b> Col 11 min SCA 1956 Illustrates how imagined feels of persecution can build personal tensions; suggests one way to help oneself toward relief.		89: \$1.25	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>ARTERBACK, THE</b> B&W 29 min CA 1950 recounts the difficulties of a young man whose training and school athletic popularity fail to fit him for adult occupational responsibilities; points out the necessity to prepare and work for success in life as it is in football.		14:\$2.50 89:\$1.25	
<b>SMALL WORLD OF JOHN J. PENNYFEATHER</b> Col 45 min CA Deals with the interpersonal relations of a salesman who is not sufficiently sensitive to the people or situations around him.			30
<b>SNOB, THE</b> Col/B&W 13 min S 1958 Uses the story of a high school girl whose attitude toward classmates causes her to be labeled a snob; explores the problem of snobbery and the reasons for it.	58:B&W\$80 58:Col\$160		
<b>SOCIAL ACCEPTABILITY</b> B&W 20 min. S 1958 Illustrates the correlation between social acceptance and successful adjustment and happiness of the average adolescents; emphasizes the responsibility of adults to provide guidance in the development of social skills.	58:B&W\$120		
<b>THAT'S NOT MY JOB</b> Col/B&W 26 min CA Builds cooperation by encouraging people to learn how their work relates to the work of others and how together they contribute to the end goal or purpose of the organization; motivates employees to participate to the full, true dimensions of their jobs.	69:B&W\$160 69:Col\$285	69:B&W\$25/wk 69:Col\$45/wk	
<b>WHAT IT TAKES TO BE A REAL SALESMAN</b> B&W 30 min CA Dr. Norman Vincent Peal shows salesmen how to develop the right attitude, how to overcome discouragement and frustration, how to meet every day, every call, every problem with confidence and faith.	25:\$290		

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
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SOUND/SLIDEFILMS

HARM BY CHOICE Col 14 min S Girls Only Gives advice on hair care and styling; discusses the importance of bathing and complexion care; how to apply make-up; and how to dress pleasingly and appropriately.	9:	\$12.50	
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HOW DOES YOUR FUTURE LOOK? Col 16 min S Girls Only Explains how important appearance is when seeking a job or striving for advancement; places emphasis on appropriate dress and suitable hair styles; posture, make-up, voice control, and general business etiquette.	9:	\$15	
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YOUR ATTITUDE IS SHOWING PROGRAM Col 17 min SCA Discusses the new employee's world of work environment; stresses the need to develop proper attitudes toward work, responsibilities, supervisors, co-workers, and customers.	71:	\$47.50	
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TRANSPARENCIES

GOOD GROOMING (Set of prepared color originals) Serves to make persons conscious of the role good grooming plays in daily life and presents good grooming rules that apply particularly to individuals about to enter the working world.	(Set of 19)	21:	\$60
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<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<b>*****LATE ADDITIONS - 16 MM FILMS*****</b>			
<b>CREATIVE ATTITUDE, THE</b> B&W 27 min CA Brings the nebulous subject of "Creativity" into sharper focus; outlines ways to spark new ideas and recognizes that advanced ideas oftentimes are stifled by narrow-minded ridicule, and conversely, that unbridled brainstorming can end in frustrating nothingness; suggests ways to penetrate the wall of conventional thinking and project into the realm of the new and unknown.			41
<b>CREATIVITY IN ACTION</b> Col 16 min CA Demonstrates how the technique of "Brainstorming" should be used and how it has been used in one industry.		48:\$4	
<b>ERA OF RADICAL CHANGE - AND THE CORPORATION, THE</b> 27:\$250 Col 27 min CA States the pace of change today and the prospect that it will come faster and faster is a towering challenge; brings to the business leader some ideas on what can be done about it; deals with how to motivate people to accept change, participate in it, and even help create it.			40

**SALESMANSHIP**

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>ARE YOU EARNING THE RIGHT TO ASK THEM TO BUY?</b> B&W 28 min CA Discusses the problem of the salesman who is a good "explainer" of his product but has difficulty in closing sales; describes the real pro salesman and how the pro "earns the right" to be a tough closer.	12:\$325	12:\$45/wk	
<b>ANATOMY OF A LOST SALE</b> B&W 30 min SCA Digs into the reasons why sales are lost; dramatizes the twelve most common "sales killers," and, tells how to correct these common but "deadly" selling faults.	25:\$290		
<b>BEN FRANKLIN SELLS TODAY</b> B&W 23 min SC Demonstrates how principles of human relations can be applied in retailing situations.	55:\$145	55:\$12.50	
<b>CARE AND HANDLING OF BUYERS, THE</b> B&W 45 min CA Presents tips on the fundamentals of success in selling, gathered from a nationwide survey.			66,67
<b>CLOSING THE SALE</b> B&W 30 min SCA 1952 Demonstrates five fundamentals of successful closing and helps the sales supervisor to overcome a salesman's reluctance to ask for the order, not once but several times.	25:\$290		
<b>HEAVENLY DAYS</b> B&W 40 min SCA Warns against complacency in selling; gives hints on how to prospect for sales leads and where to look for them.			66,67
<b>HIDDEN SIDE OF SELLING, THE</b> Col/B&W 34 min CA 1961 Shows both new and experienced salesmen how they can close more sales by improving their ability to work with all types of customers.	69:B&W\$250 69:Col\$350	69:B&W\$40/wk 69:Col\$60/wk	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>HOW TO MAKE AN EFFECTIVE SALES PRESENTATION</b> B&W 30 min CA demonstrates the four key steps which are essential in making an effective sales presentation--the formula that is used by practically every successful speaker and salesman today.	25:\$290		
<b>HOW TO PREVENT OBJECTIONS IN SELLING</b> B&W 30 min SCA highlights the common faults which cause salesmen to lose the order before they even get "close to closing."Cc	25:\$290		
<b>HOW TO SELL CREATIVELY</b> B&W 30 min SCA discusses the special problems of creative selling and shows a salesman just what creative selling is and how to use it to build more sales.	25:\$290		
<b>HOW TO SELL QUALITY</b> B&W 30 min SCA Spells out a simple but readily understandable formula based on mathematical signs which any salesman or dealer can adapt and use to get over the quality story.	25:\$290		
<b>HOW TO TAKE THE BUTT OUT OF A SALES REBUTTAL</b> Col 30 min CA Shows salesmen how to cope with the difficult problems of rebutting a customer's objection--without being disagreeable.	25:\$350		
<b>IMPORTANCE OF SELLING, THE</b> B&W 20 min SCA 1952 Emphasizes the relationships between selling and other aspects of the business organization; describes the structure of typical sales organizations; shows the duties of sales executives, following a product to its ultimate sale to the consumer.	32:\$120	14:\$3.50 32:\$5.50 88:\$3.75	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
IT'S GOOD BUSINESS B&W 35 min CA Shows why purchasing agents prefer to deal with salesmen who put themselves in the buyer's place, who have product knowledge, and who can furnish them with valuable ideas; sequel to <u>It's the Little Things that Count.</u>		14:\$4	
IT'S THE LITTLE THINGS THAT COUNT B&W 30 min CA Shows the problems of a salesman in reaching the buyer and gaining his confidence; develops a technique in combating price argument by setting up other yardsticks.		14:\$4	
LITTLE TIME FOR HENRY, A Col 17 min CA Antimated Stresses the need for salesmen to organize their time to maximize their selling efficiency.			66,67
"MCGRAW-HILL SALESMANSHIP SERIES" (Set of 4)			
*PROSPECTING (1) B&W 10 min CA 1952 Explains various methods for selecting prospects.	58:\$65	14:\$2.50 83:\$4.50 87:\$5	
*PREAPPROACH (2) B&W 11 min CA 1952 Emphasizes that preapproach or preparation for the sale involves extensive planning to appeal to the buyer.	58:\$65	14:\$2.50 83:\$4.50 87:\$5	
*APPROACH (3) B&W 11 min CA 1952 Antimated Stresses the importance of a well-planned sales interview.	58:\$65	14:\$2.50 83:\$4.50 87:\$5	
*MAKING THAT SALE (4) B&W 17 min CA 1952 Examines methods for closing difficult sales and the need of effective followups.	58:\$100	14:\$2.50 83:\$6 87:\$5.50	



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>PRE TIME FOR SELLING</b> BW 14 min CA Shows obstacles and frustrations of a salesman, functions and contributions of advertising toward effective personal selling.		14:\$5	
<b>PRE TIME AND SALESMEN</b> BW 35 min CA Gives important suggestions on how salesmen can plan their working day in order to get the most effective use of hours and minutes spent in customer calls and interviews.		14:\$2.50	66
<b>OPENING THE SALE</b> BW 30 min CA Demonstrates tested skills a salesman can develop to ease his way to the order; shows this is particularly applicable where a salesman's success depends on his skill and ability in making cold calls or doing "missionary" work.	25:\$290		
<b>OVERCOMING OBJECTIONS</b> BW 30 min CA Tells how to change objections into selling points; shows how to make objections lose force without making the buyer lose face.	25:\$290		
<b>"PEOPLE SELL PEOPLE" SERIES</b> (Also available in 8 mm)	(Set of 4) 66:\$385	66:\$175/mo	
<b>YOU'VE SOLD ME, MRS. MARLOW! (1)</b> Col 9 min CA 1965 Emphasizes the importance of each person-to-person contact with a customer, and provides background for succeeding units			
<b>NOTHING BUT LOOKERS (2)</b> Col 8 min CA 1965 Shows how a cooperative, helpful attitude pays off in more and bigger sales.			

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>THE SALES BUILDING ROLE (3)</b> 1 7 min CA 1965 demonstrates how intelligent, appropriate suggestions of additional or higher-priced merchandise can capitalize on the customer's full sales potential.			
<b>MODWILL AMBASSADORS (4)</b> 1 7 min CA 1965 shows how to build a personal following, and enhance the store's reputation.			
<b>POWER OF ENTHUSIASM, THE</b> B&W 30 min CA tells the importance of enthusiasm in selling but spells out how a salesman can create and maintain an enthusiastic "order-winning" attitude.	25:\$290		
<b>PRESENTING YOUR SALES CASE CONVINCINGLY</b> B&W 30 min CA demonstrates skills used by sales champions to convince skeptics; based on the fact that the techniques used by a skilled lawyer to convince a jury work well for a salesman in convincing a prospect.	25:\$290		
<b>PROFESSIONAL SALESMANSHIP</b> B&W 19 min CA suggests that salesmen project themselves into the customer's mind, maintain prospect lists, know their own as well as their competitors' products, and sell the product and price of ownership before discussing price.		14:\$6	
<b>"PROFESSIONAL SELLING PRACTICES"</b> (Also available in 8 mm)	(Set of 4) 66:\$425	66:\$175/mo	
<b>ONE MINUTE PLEASE (1)</b> Col 9 min CA 1967 Shows sales people how to serve customers effectively under pressure.			

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

**SHOW YOUR FACTS (2)**

B&W 9 min CA 1967  
Explains where and how to get merchandise facts and how to translate them into benefits for the customer.

**PERSONALIZE YOUR PRESENTATION (3)**

B&W 9 min CA 1967  
Discusses how to detect the customer's real buying motives and adjust the presentation of merchandise to his specific needs.

**MOMENT OF DECISION (4)**

B&W 9 min CA 1967  
Suggests how to bring the sale to a successful close.

**RIGHT APPROACH, THE**

B&W 9 min SCA  
Tells the retail sales person how to approach a customer, and that a friendly, inviting manner will make the customer feel welcome, at ease, and willing to buy.

14:\$2.50

**SALESMAN ISN'T DEAD---HE'S DIFFERENT, THE**

B&W 21 min CA  
Shows how the old-time drummer has been replaced by a new kind of salesman, the one who sells service rather than a product, who knows the customer's business almost as well as his own, who is executive, sharpshooter, and marketing expert all at once.

8:\$125  
27:\$125

40

**SECRETS OF SALESMANSHIP**

B&W 18 min SCA  
Presents a satire on the art of salesmanship showing the various sales situations in which people become entangled.

14:\$4

**SELLING SECRETS OF BEN FRANKLIN, THE**

B&W 30 min CA  
Demonstrates in modern surroundings how Ben Franklin's principles of selling apply today just as effectively as they did two hundred years ago.

25:\$290

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>SELLING YOUR PERSONALITY</b> B&W 11 min SCA demonstrates the right and wrong way to sell and shows that courtesy, intelligence, and customer interest help to increase sales.		14:\$2.50	
<b>SENSE INTO DOLLARS</b> B&W 13 min SCA stresses descriptive selling and multiple sales within a department and suggestions of featured merchandise in other departments.		14:\$2.50	
<b>SYSTEM, THE</b> B&W 27 min CA dramatizes why salesmen often must secure what may appear to be an excessive amount of detailed information on the intended use of a product, if he is to insure successful appli- cation of the materials he is selling.			67
<b>TELEPHONE TECHNIQUE</b> B&W 10 min SCA demonstrates correct telephone manner; stresses errors to avoid, importance of a knowledge of stock and use of good descriptive vocabulary when discussing merchandise.		14:\$2.50	
<b>THINGS PEOPLE WANT, THE</b> B&W 20 min SC discusses the importance of the six great interests of buyers and how to present a pro- duct in terms of the customer's interest.	55:\$125	14:\$6 55:\$12.50	
<b>THROUGH THE MIRROR</b> B&W 27 min SC describes good and bad selling; shows salesmen how they look to their customers.	55:\$145	55:\$12.50	
<b>WHO THREW THE MONKEY WRENCH?</b> B&W 9 min SCA stresses mechanics of a sale, correct handling of money, name and address, and correct des- cription of articles.		14:\$2.50	
<b>YOUR WAY TO SUCCESS IN SELLING</b> Col 27 min SCA stresses fundamentals of successful selling, using actual salesman-customer sequences.		14:\$6	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
AGGRESSIVE SELLING" SERIES (Set of 8)	11:\$320		
CREATIVE SELLING (1) B&W CA Indicates that the common denominator of all selling is people			
THE ATTITUDE THAT GETS BUSINESS (2) B&W CA Reveals how sales are lost because of lost perspective when the salesman "buys" customer resistance.			
WHAT DO YOU SELL? (3) B&W CA Shows how to apply the selling of values, benefits, and advantages of products and services.			
BY-PASSING SALES RESISTANCE (4) B&W CA Suggests methods for by-passing buyers' objections instead of being stopped by them.			
ARE PROSPECTS DIFFERENT? (5) B&W CA Tells that the "know-it-all", "hard-boiled", "too busy", "silent", "soft-soaper", and "timid" types of prospects are the same; they all have the same basic desire, the desire for gain.			
PRIDE IN PRICE (6) B&W CA Demonstrates how to overcome price objections and how good selling dispels price resistance when applied by a capable, well-trained salesman.			
CLOSE ISN'T CLOSED (7) B&W CA Discusses how closing starts from the beginning of the interview, how to ask for the order and stick until it's signed.			

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

SOUND/SLIDEFILMS

**HUMAN RELATIONS IN SELLING (8)**

B&W CA  
Stresses that dependability, honesty and sincerity of purpose in customer relations are priceless attributes.

**"CUSTOMER CONTACT SERIES"** (Set of 5) 25:\$250

**HOW TO PLEASE THE BOSS (1)**

Col 12 min 121 fr SCA 1960 Cartoon  
Stresses the importance of good public relations; how public opinion is formed, and how it can affect the sales person.

**FIRST IMPRESSIONS (2)**

Col 12 min 117 fr SCA 1960 Cartoon  
Discusses the necessity of making a first good impression on customers; points out it is the "little things" that make the differences such as voice tone, facial expression, clothes, etc.

**TAKE THE LEAD (3)**

Col 12 min 124 fr SCA 1960 Cartoon  
States the salesman has to find out what is in the customer's mind, what he is interested in or might become interested in.

**A SOFT ANSWER (4)**

Col 12 min 116 fr SCA 1960 Cartoon  
Suggests how to handle complaints or grievances; indicates that the manner in which customer complaints are handled is a barometer of employee morale.

**IT TAKES TEAMWORK (5)**

Col 12 min 111 fr SCA 1960 Cartoon  
Introduces the concept that everyone must work together in order to give the customer the best possible service.

**CUSTOMER SERVICE IN A QUICK SERVICE STORE** 59:\$10

Col 13 min 86 fr SCA  
Demonstrates the seven steps to efficient customer service in quick service stores; illus-

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
DEVELOPING A WINNING SALES PERSONALITY Col A Cartoon Explains how much of a salesman's selling power depends upon his personality.	57:\$42.50		
HANDLING DIFFICULT CUSTOMERS B&W 10 min SCA Reveals that "common sense" applied correctly tames the most difficult customers; shows psychological tricks in dealing with hard-to-please, rude, impatient, talkative, "just looking," timid, and foreign-speaking customers.	59:\$10	14:\$2.50	
"HOT-BUTTON SALESMANSHIP TRAINING PROGRAM" SERIES (Set of 6) Covers the six most important subjects of selling:	57:\$297		
CREATIVE SELLING (1) Col 22-25 min 135-75 fr A Cartoon			
THE APPROACH (2) Col 22-25 min 135-75 fr A Cartoon			
THE DEMONSTRATION (3) Col 22-25 min 135-75 fr A Cartoon			
THE CLOSE (4) Col 22-25 min 135-75 fr A Cartoon			
OVERCOMING OBJECTIONS (5) Col 22-25 min 135-75 fr A Cartoon			
DEVELOPING A WINNING SALES PERSONALITY (6) Col 22-25 min 135-75 fr A Cartoon			
HOW TO SERVE THE CUSTOMER IN A QUICK SERVICE STORE Col 13 min SCA Demonstrates various cues to customer service in a quick service store: know your stock, greet the customer, be alert, trade up, and make suggestive sales; points out that prompt and intelligent customer service makes more sales.	59:\$10	14:\$2.50	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
KEYS TO HUMAN RELATIONS IN SELLING" SERIES (Set of 5)	25:\$250		
HOW TO CREATE AN ATMOSPHERE FAVORABLE TO CLOSING THE SALE (1) Col SCA			
HOW TO WIN BUYER FRIENDSHIP (2) Col SCA			
HOW TO GET CLEAR COMMUNICATION BETWEEN YOU AND THE BUYER (3) Col SCA			
HOW TO MAKE SURE HE UNDERSTANDS AND BELIEVES YOU Col SCA			
HOW TO GET ACTION (5) Col SCA			
LET'S LOOK AT YOUR JOB B&W 10 min CA Shows behind the scenes activity before mer- chandise reaches the counter and steps of a sale; emphasizes good grooming, knowing mer- chandise, and handling the customer.	59:\$10	14:\$2.50	
MR. 'O' AND THE HOT BUTTON Col 20 min A Cartoon Discusses the two important fundamentals of selling: organization of oneself sales-wise; and selling appeals at the prospect's domin- ant desire.	57:\$39.50		
"RETAIL SALESMANSHIP SERIES" (Set of 7)			
JOHNNY MEETS HIS BOSS (1) Col 10 min 52 fr S Cartoon Discusses how the sales person must deal with various individuals who have many character- istics.	86:\$10		



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
JOHNNY GREETES THE CUSTOMER (2) Col 10 min 45 fr S Cartoon deals with the sales person's approach to the customer; shows how a variety of approaches can be used.	86:\$10		
JOHNNY DETERMINES THE CUSTOMERS' NEEDS AND WANTS (3) Col 10 min 35 fr S Cartoon describes problems of determining individual customer's needs and wants.	86:\$10		
JOHNNY PRESENTS THE MERCHANDISE (4) Col 12 min 40 fr S Cartoon introduces the problem of presenting the merchandise to the customer.	86:\$10		
JOHNNY WELCOMES ALL OBJECTIONS (5) Col 10 min 48 fr S Cartoon explores each of five basic questions in making the "buy or not to buy" decision: item, need, place, price, and time.	86:\$10		
JOHNNY CLOSES THE SALE (6) Col 10 min 37 fr S Cartoon Explains how a successful sales person helps the customer resolve his buying problem.	86:\$10		
JOHNNY ON THE SPOT (7) Col 10 min 36 fr S Cartoon Discusses the "how's" of display construction.	86:\$10		
SALE THAT TURNED THE TIDE, THE Col 13 min 126 fr CA Cartoon Demonstrates the right and wrong way to handle prospects and customers; shows how vital it is to be a professional salesman rather than an order taker; underlines the lesson that extra sales are often lost simply because salesmen stop selling too soon; stresses the need for more suggestive salesmanship, and "selling up."	20:\$49.95		

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
<b>"SPEAKING OF SELLING" SERIES</b>	(Set of 6)	44:\$225	
<b>LET'S BE PROFESSIONAL ABOUT IT (1)</b>			
Col 10 min CA			
Touches on the importance of personal habits, traits, and characteristics; offers tips on how to develop good customer relations.			
<b>GET MORE SELLING SECONDS FROM YOUR WORKING DAY</b>			
Col 10 min CA (2)			
Provides practical suggestions on how to reduce non-selling time and step up actual customer contact time.			
<b>WHAT MAKES PEOPLE BUY? (3)</b>			
Col 10 min CA			
Points out buying motives and shows to detect and appeal to them in making sales to individuals and groups.			
<b>DON'T LET OBJECTIONS BLOCK THE SALE (4)</b>			
Col 10 min SA			
Spells out the "how" of handling three types of objections: general, specific and unexpressed.			
<b>CLOSE THE SALE BUT KEEP THE DOOR OPEN (5)</b>			
Col 10 min CA			
Stresses the importance of asking for the order; illustrates in sales situations the most effective techniques for closing the sale without resorting to objectionable pressure-selling.			
<b>PRICE IS PART OF EVERY SALE (6)</b>			
Col 10 min CA			
Points out various ways to meet price-cutting competition in their everyday selling and still maintain above average sales.			

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>SOUND/SLIDEFILMS</u>			
SALE AND HOW TO MAKE IT, THE 16mm 10 min SCA Shows the techniques of greeting a customer, developing a selling vocabulary, demonstrat- ing, suggesting, dealing with undecided cus- tomers, substitute selling, and closing the sale for more repeat patronage.	59:\$10	14:\$2.50	
"SELLING IS MENTAL" SERIES (Set of 6)	11:\$300		
THE POWER OF MENTAL ATTITUDE IN SELLING (1) Col 15 min CA Spells out <u>why</u> it is necessary and <u>how</u> it is possible to generate and maintain a <u>positive</u> mental attitude.			
SELLING THE END RESULT FIRST (2) Col 15 min CA Suggests that the prospect buys: "What will it do for me?"			
TURNING A DEAF EAR TO SALES RESISTANCE (3) Col 15 min CA Explains why the prospect builds a wall of resistance to stop selling momentum.			
DEVELOPING THE RIGHT ATTITUDE TOWARD PRICE (4) Col 15 min CA Reveals how salesman's own attitude toward price is the major influencing factor when price resistance is shown.			
CLOSING THE SALE (5) Col 15 min CA Shows how to make presentations with eye on closing the sale from the moment of the opening remark.			
DEVELOPING THE RIGHT ATTITUDE ON A CALL-BACK (6) Col 15 min CA Describes how to develop the "call-back."			

TITLE AND DESCRIPTION

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SOUND/SLIDEFILMS

"200 ON ALFRED SERIES" (Set of 6) 20:\$245

Shows salesmen exactly how to sell; main character is Alfred, a new salesman, who is given training in every step of selling from meeting the prospect to closing the sale.

CHAPTER 1

Col 13 min 101 fr CA Cartoon  
Covers such areas as how to develop self-confidence in selling, the importance of having the right attitude and how to approach prospects.

CHAPTER 2

Col 13 min 95 fr CA Cartoon  
Describes how to sell in terms of customer benefits; shows how to appeal to specific buying motives.

CHAPTER 3

Col 14 min 104 fr CA Cartoon  
Explains how to make a sale step-by-step from approaching the prospect to closing the sale.

CHAPTER 4

Col 15 min 106 fr CA Cartoon  
Highlights how the salesman can organize his time for greater productivity; shows how to use the various sales aids.

CHAPTER 5

Col 17 min 106 fr CA Cartoon  
Presents how to handle different types of prospects; deals with possible answers to customer objections.

CHAPTER 6

Col 18 min 125 fr CA Cartoon  
Demonstrates how to close the sale; summarizes how to apply the selling techniques shown in the five previous films.

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<u>SOUND/SLIDEFILMS</u>				
UNIVERSITY OF MARKETING SERIES" (Set of 6)		11:\$300		
CLOSING THE SALE (1) Col	CA		Cartoon	
Discusses eleven effective methods for closing the sale.				
SELLING BENEFITS (2) Col	CA		Cartoon	
Distinguishes between product specifications and consumer benefits.				
CASHING OBJECTIONS (3) Col	CA		Cartoon	
Shows how to sell to objections, and how to distinguish them from conditions.				
PRESENTATIONS FOR PROFIT (4) Col	CA		Cartoon	
Suggests methods for building presentations.				
QUALIFYING THE SALE (5) Col	CA		Cartoon	
Highlights the need to find logical prospects for the company's products.				
PRODUCTIVE PLANNING (6) Col	CA		Cartoon	
Concentrates on how to seek and sell the man who can say "yes."				

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>TAPES/RECORDS</u>			
APPLIED IMAGINATION. CA reveals that ability to "think-up" the ideas indispensable to the solution of whatever problem you face in your work or daily living.	13:\$14.95		
BETTER COMMUNICATIONS = MORE SALES CA Discusses how "telling" and "selling" go hand in glove; explains the need for developing listening techniques; outlines the principles of inter-communication (telling-listening).	13:\$6.95		
BILL GOVE SALES DEVELOPMENT SERIES, THE" (Set of 6) The series outlines the general principles of selling as well as specific applications of these principles; units in the series include:	28:\$14		
GENERAL PRINCIPLES OF SELLING (1) SCA			
THE IMPORTANCE OF A RELAXED ATTITUDE (2) SCA			
THE VALUE OF GIVING ONE'S SELF (3) SCA			
HOW TO DEAL WITH OBJECTIONS, AND SELL AS A JOINT ENTERPRISE (4) SCA			
THE CONSUMMATION OF A SALE (5) SCA			
A REVIEW AND SUMMARY OF THE PROGRAM (6) SCA Emphasizes planning and self-analysis.			

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>TAPES/RECORDS</u>			
C-I-M-A FORMULA FOR EFFECTIVE SELLING, THE CA Presents a practical formula for every sales presentation to supplant the old A-I-D-A approach; C-I-M-A stands for communicate, illustrate, motivate and activate.	13:\$6.95		
HOW TO OPEN AND CLOSE THE SALE CA Develops the ABC's of selling; attention before communication; arouse buyer confidence; always be closing.	13:\$6.95		
HOW TO SELL QUALITY CA Shows how to make a big price seem small by using price objections as price comparisons; stresses the importance of being a one-price salesman, of laying a solid sales foundation by inference and demonstration.	13:\$8.95		
MEMORY MAGIC CA Shows how to use desire, repetition, visualization and association to gain complete mastery of your memory power.	13:\$6.95		
"RETAIL SALESMANSHIP SERIES" PROGRAM, THE (3 parts) <u>The Customer Well Sold is the Customer You</u> <u>Hold</u>	28:\$36		
Part I CA Includes discussion leadership manual with a 7" nn LP demonstration record illustrating the techniques of group discussion used by the managers of retail department stores.			
Part II CA Consists of a meeting guide and four 7" LP illustrative records for seven meetings; presents sales situations for class analysis and discussions; subjects included are: opening a sale, how to use sales terms, buying signals, suggestion selling, etc.			

TITLE AND DESCRIPTION

PURCHASE

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RENT

FREE

TAPES/RECORDS

Part III CA  
Provides a comprehensive review of the sales steps and discussions. Includes a sales personnel notebook.

SIMPLICITY OF SCIENTIFIC SALESMANSHIP, THE 13:\$6.95  
CA  
Offers a new f-step formula on scientific methods in selling.

ULTIMATE SALES TECHNIQUE, THE 13:\$6.95  
CA  
Shows how to create and imagine new ideas and concepts on your own: shows also how to approach selling problems with the attitude that will determine success.

TRANSPARENCIES

BASIC SALESMANSHIP (Set of 21) . . .  
(Set of Prepared Color Transparencies) 21:\$65  
Defines selling; points out the basic channels of distribution and reasons why people buy; explores the major steps in a sale.

CONSUMER MOTIVATIONS AND BEHAVIOR (Set of 23)  
(Set of Prepared Color Transparencies) 78:\$33  
Describes consumer buying motives with emphasis on primary, selective, and patronage buying motives. (Packet of Printed Originals) 78:\$1.25

GENERAL MEETING NO.1  
Contains separated pads of 50 copies each of pie charts, bar charts and graphs for use with "Sales Education." (Packet of Printed Originals) 78:\$5

"SALES EDUCATION 1 and 2 SERIES"  
Contains Fundamentals of Selling and Cartoons on Salesmanship. (Packet of Printed Originals) 78:\$5



## SUPERVISION AND HUMAN RELATIONS

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>ARE YOU EARNING THE RIGHT TO MANAGE OTHERS?</b> 12: 28 min CA Indicates that every manager has to "earn the right" to be a strict, no-nonsense supervisor; gives a sound understanding of the psychology which causes some managers to duck the hard tasks--enforcing rules, maintain standards, keeping subordinates on their toes.	12:\$325	12:\$45/wk	
<b>BREAKING THE DELEGATION BARRIER</b> Col/B&W 30 min CA 1961 Discusses managers who are afraid of mistakes, men who feel threatened by loss of authority, and supervisors who can't "let go".	69:B&W\$175 69:Col\$300	69:B&W\$25/wk 69:Col\$45/wk 88:\$6	
<b>DELEGATION</b> B&W 21 min A Kinescope Discusses the process of delegation; examines in detail three main aspects of delegation: responsibility, authority and accountability.	7:\$300		
<b>"DYNAMICS OF LEADERSHIP SERIES" (Set of 5)</b>			
<b>ANATOMY OF A GROUP (1)</b> B&W 30 min SCA 1962 Illustrates the structure of a group, the goals to be achieved during meetings, participation patterns, the quality of communication, group standards, and group procedures.	47:\$125	88:\$5 89:\$3.10	
<b>INDIVIDUAL MOTIVATION AND BEHAVIOR (2)</b> B&W 30 min SCA 1962 Deals with individual motivation and behavior in groups.	47:\$125	88:\$5 89:\$3.10	
<b>DIAGNOSING GROUP OPERATIONS (3)</b> B&W 30 min SCA 1962 Looks into the causes of conflicts that arise in groups and tells how to identify symptoms of group problems.	47:\$125	88:\$5 89:\$3.10	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>SHARING THE LEADERSHIP (4)</b> B&W 30 min SCA 1962 Shows how leadership arises in a group, what is involved in the concept of leadership, and how group membership and leadership are related.	47:\$125	88:\$5 89:\$3.10	
<b>ROADBLOCKS TO COMMUNICATION (5)</b> B&W 30 min SCA 1962 Examines some of the reasons for poor communication in group discussions and lecture presentations.	47:\$125	88:\$5 89:\$3.10	
<b>"EMPLOYEE COMMUNICATION" SERIES (Series of 3)</b>			
<b>CASH ON THE BARREL HEAD (1)</b> Col 20 min CA Explains to employees the true value and importance of fringe benefits that are provided by business organizations; shows that no single employee can ever duplicate them and the overall "package" is far more valuable to the employee than he realizes.	12:\$275	12:\$45/wk	
<b>PEOPLE DON'T RESIST CHANGE (2)</b> Col 22 min CA Reveals how to make needed changes in work procedures and enlist the cooperation of those affected; suggests people do not resist change; they resist being changed--having change imposed on them; advocates involving employees in improving their own jobs.	12:\$275	12:\$45/wk	
<b>THE MARVELOUS MOUSETRAP (3)</b> Col 27 min CA 1963 Proves that there are vital relationships between the quality of each individual's work, the size of his company's profits, and the job security of all employees and executives.	12:\$275	12:\$45/wk	
<b>EMPLOYEE RELATIONS--BUILDING BETTER ATTITUDES AND MORALE</b>	7:\$300		
B&W 24 min A Kinescope Defines the relationship between attitudes and morale, and their dependency on the supervisor; outlines six characteristics of a good supervisor able to create the will to work; describes some errors supervisors make.			

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
EMPLOYEE RELATIONS--CHANGING ATTITUDES AND PROCEDURES B&W 28 min A Kinescope Looks at the attitudes employees have toward their jobs; examines ten principles which can help management gain acceptance of its views.	7:\$300		
EMPLOYEE RELATIONS--KEY TO MOTIVATION B&W 19 min A Kinescope Shows how a manager by giving an employee more of what he wants in terms of opportunity, recognition, belonging, and security--can receive more of what he (the manager) wants in terms of planning, organizing, directing, coordinating, and controlling.	7:\$300		
ENGINEERING OF AGREEMENT, THE Col/B&W 21 min CA 1958 Demonstrates both directive and non-directive techniques that are basic to obtaining cooperation, winning acceptance for programs, and handling differences of opinion.	69:B&W\$140 69:Col\$240	69:B&W\$25/wk 69:Col\$45/wk 87:\$6.50	
FIVE KEYS B&W 20 min CA Describes the five keys for effective supervision: building teamwork, earning the respect of employees, accepting responsibility, good organization and personal control under pressure.		14:\$4	
FOLLOW THE LEADER Col 11 min CA Discusses some of the problems, pitfalls, and barriers confronting the would-be leader or newly appointed supervisor; stresses the leader's basic responsibility is to get things done through people.	45:\$171		
FRAGILE, HANDLE FEELINGS WITH CARE B&W 10 min CA Points out why a supervisor must understand that people's feelings are hurt by thoughtless actions or words.		14:\$4	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
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16 MM FILMS

GENERAL MANAGEMENT--IDENTIFYING WITH MANAGEMENT 7:\$300  
 B&W 23 min A Kinescope  
 delineates the influence and pressures which bear upon a new member of the management team and the importance of the individual's identification with the organization; lists the organizational demands which the supervisory manager must satisfy, the personal requirements he must fulfill, the significance of the individual's view of opportunity in terms of both ability to grow and ability to contribute--and the price he must be prepared to pay for assuming the duties and privileges of the leadership role.

GENERAL MANAGEMENT--MANAGING A MANAGER'S TIME 7:\$300  
 B&W 24 min A Kinescope  
 Discusses a manager's problem in apportioning his time; focuses on three demanding areas: time the manager must devote to his own work, time spent on organizing work, and time given to delegating work to others.

GENERAL MANAGEMENT--WHY MANAGERS FAIL 7:\$300  
 B&W 18 min A Kinescope  
 Explains three reasons why managers don't succeed--delegation, communication and follow-up; describes five laws of management which enable managers to succeed.

HOW GOOD IS A GOOD GUY? 69:B&W\$140 69:B&W\$25/wk  
 Col/B&W 21 min CA 1960 69:Col\$240 69:Col\$45/wk  
 Explores why some leaders fail to get the respect of their people, become lax in discipline, and let sub-standard work slip through; illustrates how to be fair yet firm; gives insight into how a supervisor's need for his people's approval can drastically impair his effectiveness.

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<p><b>HOW'S IT GOING?</b>            B&amp;W 12 min CA            Illustrates an evaluation interview and points up negative results of failure to correctly analyze the individual, his job deficiencies, and methods of communicating so as to get understanding and acceptance; contains a set of four filmed case situations:            Case I: "More Than Paperwork" examines ways to create a favorable "climate" for the interview.            Case II: "Give and Take" focuses on the kind of two-way communication essential in reaching mutual agreement.            Case III: "Means to an End" defines the need for the interview to evolve a concrete plan of action.            Case IV: "The Way Ahead" stresses the importance of conducting the interview so that both parties will profit from it in terms of continuing growth.</p>	45:\$117		
<p><b>HOW TO GIVE AND TAKE INSTRUCTION</b>            Col/B&amp;W 11 min S 1951            Shows importance of giving and taking instructions in business and social situations.</p>			14:\$2.50
<p><b>HOW TO SELECT SALESMEN WHO CAN AND WILL SELL</b>            B&amp;W 30 min CA            Gives executives who are responsible for selecting salesmen specific advise, techniques, and procedures they can use to reduce expensive mistakes of judgment in selecting salesmen.</p>	25:\$290		
<p><b>JUDGING PEOPLE</b>            B&amp;W 23 min CA 1962            Suggests way to reduce the costly errors supervisors make in sizing up and evaluating other people for job assignments; explains and illustrates the process of reaching more accurate estimates of ability, personality, intelligence, character, and potential in any field.</p>	69:\$140	69:\$25/wk	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>LEADERSHIP--LEADERSHIP CHARACTERISTICS</b> W 23 min A Kinescope Defines leadership by examining the types of authority a person can exercise; describes four types of authority---position, personality, competence, and character; shows how they function in getting work done through people.	7:\$300		
<b>LET'S BE HUMAN</b> W 15 min CA 1951 Presents seven basic steps in handling people; instructs foremen and supervisors on how to win cooperation of employees.	14:\$100	14:\$6	
<b>MAN THE MANAGER</b> Col 14 min CA 1964 Antimated Traces the development of management responsibilities and capabilities from pre-history down to modern times, focusing on the manager's growing ability to determine, "out of present facts," a picture of future possibilities; deals with such vital aspects of the management process as: the conference, communication problem, and analysis and prediction.	45:\$175	88:\$7	
<b>MAN THE MANAGER - CASE HISTORIES</b> Col 20 min CA 1964 Case I: "Making Problems" emphasizes the need for clear objectives; shows how vagueness on the part of the manager creates uncertainty among employees and leads them to confusion. Case II: "Anticipating Problems" points out that knowledge and experience of others are extremely valuable assets for the manager; demonstrates that disregarding these not only causes inefficiency in operation, but inspires poor attitudes among subordinates. Case III: "Solving Problems" highlights the importance of "sensitivity" for the manager, examines how failure to understand underlying causes of conflicts results in ineffective solutions and can even aggravate problems.	45:\$72	88:\$7	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>MANAGER WANTED</b> 1/B&W 28 min CA 1964 brings into sharp focus problems which influence the career development of every manager; examines such questions as: why do men of real ability often fail to make the grade as managers; how does a man come to 'feel' like a manager or want to become one, and how much responsibility does a man have for the development of his replacement.	69:B&W\$175 69:Col\$300	69:B&W\$25/wk 69:Col\$45/wk 88:\$6	
<b>MEN AT WORK</b> B&W 27 min CA 1954 shows what can happen to human relations when a speeded-up conveyor system and a clash of temperaments disrupt the harmonious work group on the assembly line; exposes the problems in human relations which are created by changing work situations and makes an effective plea for a little more human understanding.	58:\$145	1:\$3 88:\$5	
<b>"MODERN MANAGEMENT" SERIES (Series of 7)</b>			
<b>THE TROUBLE WITH ARCHIE (1)</b> Col 12 min CA Covers the subject of constructive discipline; emphasizes the vital importance of firmness in dealing with breaches of discipline, making the point that discipline is designed to correct and salvage a potentially useful employee--not merely punish him.	12:\$125	12:\$25/wk	
<b>A GOOD BEGINNING (2)</b> Col 11 min CA Demonstrates the right way to induct and train employees on new jobs; compares the correct techniques with the wrong way to break in a beginner.	12:\$125	12:\$25/wk	
<b>THE WINNING COMBINATION (3)</b> Col 12 min CA Tackles the difficult supervisory job of motivating subordinates to cooperate with the company's continuing efforts to reduce waste and control costs; teaches some basic techniques on how to "sell" employees on need for cost-control program; shows benefits derived from such a program.	12:\$125	12:\$25/wk	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FFF</u>
<u>16 MM FILMS</u>			
<b>LISTEN, PLEASE (4)</b> 1 10 min CA 1959 emphasizes the importance of listening in a supervisory job; relates how important it is to pay attention to those who speak to him and to take careful listening second nature; shows an audience of supervisors that they often think they're better listeners than they really are.	12:\$125	12:\$25/wk 88:\$5	
<b>THE CASE OF THE MISSING MAGNETS (5)</b> 1 11 min CA 1961 brings home to supervisors the important connection between employee motivation and high productivity; points out some of the symptoms of poor supervision: griping, high turnover, absenteeism, sloppy housekeeping, no pride in work, etc.	12:\$125	12:\$25/wk 88:\$5	
<b>INSTRUCTIONS OR OBSTRUCTIONS (6)</b> 1 10 min CA 1961 shows the difference between the wrong and the right approach in each step of the order-giving process, particularly in planning the order, briefing the order receiver, verifying his understanding, and following up results.	12:\$125	12:\$25/wk	
<b>THE CHALLENGE OF LEADERSHIP (7)</b> 1 11 min CA 1961 shows how a group of individuals with different backgrounds, personalities, and habits is organized into an effective working team--by the man who has the personality and the ability to lead them; helps supervisors identify and discuss the qualities that make a leader and the skills required to apply leadership by voluntary consent of the group.	12:\$125	12:\$25/wk	
<b>"MOTIVATION AND PRODUCTIVITY" SERIES</b> (Series of 5)			
<b>UNDERSTANDING MOTIVATION (1)</b> 1 28 min CA explains the scope of behavioral science as it applies to the broad field of management.	12:\$350	12:\$50/wk	



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>HUMAN NATURE AND ORGANIZATION REALITIES (2)</b> Col 1 28 min CA Points out the human tendency to fear change and responsibility produces keen insights into the psychology of effective management; reveals that all our organizations, not just business organizations, show an inevitable trend toward disorganization and inefficiency; describes how this process can be reversed by improving executive action through laboratory or T-group training.	12:\$350	12:\$50/wk	
<b>THE SELF-MOTIVATED ACHIEVER (3)</b> Col 1 28 min CA Discusses the problems of identifying individuals with a high need for achievement and how to deal with them when they are discovered in an organization; discusses these problems in a way that will help each manager evaluate himself and his subordinates and help him understand his own role when motivating others toward achievement.	12:\$350	12:\$50/wk	
<b>THE MANAGEMENT OF HUMAN ASSETS (4)</b> Col 1 28 min CA Points out that traditional accounting methods fail to measure what happens to a company's most important assets under arbitrary, coercive, highly authoritarian controls; explains that these methods may produce a short-term rise in cash, but really represent a liquidation of assets--a short-term gain has been bought at the cost of long-term earning power; shows in contrast that Likert's "System 4" type of management utilizes modern techniques of motivation and communication to achieve lasting high-performance goals and results.	12:\$350	12:\$50/wk	
<b>MOTIVATION THROUGH JOB ENRICHMENT (5)</b> Col 1 28 min CA Emphasizes that motivation is found only in the job itself, in the opportunity to satisfy the human need for accomplishment; describes the various ways routine jobs can be enriched to provide motivation.	12:\$350	12:\$50/wk	



<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
EMPLOYMENT INTERVIEW (2) B&W 11 min CA 1953 stresses the importance of the employment inter- view in getting the right man on the job; ex- plains that a well-planned interviewing system, carried out by competent personnel officers is essential for good business; illustrations of proper and improper interviewing methods in- cluded.	58:\$70	47:\$2.40 83:\$4.50 87:\$5.00 88:\$3.75	
GRIEVANCE HEARING (3) B&W 15 min CA 1953 presents a case history of a grievance case from the initial causes to the final settle- ment; shows how grievance hearings enable re- presentatives of labor unions and management to arrive at compromises in settling disputes between supervisors and workers.	58:\$85	1:\$3 14:\$5 47:\$3.90 83:\$6 87:\$5.50 88:\$3.75	
JOB EVALUATION AND MERIT RATING (4) B&W 13 min CA 1953 establishes the need for job evaluation, show- ing that the varying requirements for hundreds of different jobs must be compared in order to set up fair rates of pay; examines the basic principles that underline the various methods of merit rating and emphasizes the need for objectivity in rating.	58:\$75	14:\$5 47:\$2.65 83:\$6 87:\$5	
SUPERVISORY CONFERENCES (5) B&W 14 min CA 1953 shows that foremen, management's most important contact with the labor force, will accept sup- ervisory conferences when they see its value to their everyday work.	58:\$80	14:\$5 47:\$2.65 83:\$7	
PLANT SUPERVISORS' PROBLEMS' SERIES (Series of 12)			
DELEGATING WORK (1) Col/B&W 9 min CA 1959 poses problem of supervisor's failure to dele- gate work properly; shows serious effects on the supervisor's efficiency and personal well- being as well as on his workers.	58:B&W\$65 58:Col\$125	47:\$3.90 83:\$6 87:\$5 88:\$3.75	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
FORCING RULES AND PROCEDURES (2) 1/B&W 9 min CA 1959 discusses ways to set up reasonable shop rules and procedures, together with the disciplinary methods that are effective.	58:B&W\$65 58:Col\$125	47:\$3.90 83:\$6 87:\$5 88:\$3.75	
THE HIDDEN GRIEVANCE (3) 1/B&W 7 min CA helps to make the supervisor aware of the need for the sensitivity in recognizing and understanding underlying causes of an employee grievance in order to handle it satisfactorily.	58:B&W\$65 58:Col\$125	47:\$3.90 83:\$6 87:\$5 88:\$3.75	
THE PERSONAL PROBLEM (4) 1/B&W 6 min CA 1959 stimulates effective discussion about the nature and extent of help that a supervisor must be prepared to give to an employee with a personal problem which affects his job efficiency.	58:B&W\$65 58:Col\$125	47:\$3.90 83:\$6 87:\$5 88:\$3.75	
PERSONALITY CONFLICT (5) 1/B&W 7 min CA 1959 illustrates what happens when two conflicting personalities must work together; serves to stimulate discussion on the adjustments that supervisors must make.	58:B&W\$65 58:Col\$125	47:\$3.90 83:\$6 87:\$5 88:\$3.75	
THE TROUBLE WITH WOMEN (6) 1/B&W 7 min CA 1959 provokes a useful discussion about the good points and drawbacks of women factory workers, in order to encourage an objective look at their role in industry.	58:B&W\$65 58:Col\$125	47:\$3.90 83:\$6 87:\$5 88:\$3.75	
THE CLERK (7) B&W 27 min CA 1958 discusses a young man employed by a large industrial firm, who is assigned to dull, repetitive desk work; points out the conflict between what he wants from his job and what the industry wants from him comes into sharp focus when he eventually rebels against the limitations imposed on him.	58:\$135	47:\$5.65 83:\$9 87:\$7.50	

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
<b>THE DEPARTMENT MANAGER (8)</b> B&W 27 min CA 1958 Describes the change in a man who was moved up the ladder from creative work, which he enjoyed and in which he excelled, to managerial work; points out the effect, on both the worker and the company, of promoting a man to a "better" job for which he was not suited.	58:\$135	47:\$5.65 83:\$9 87:\$7.50	
<b>THE GENERAL FOREMAN (9)</b> B&W 27 min CA 1958 Describes "the man in the middle"; dramatizes his conflicting double role, divided between loyalty to the company and loyalty to the men under him and views his position in the light of how it satisfies, or fails to satisfy, the man's inner aspirations	58:\$135	47:\$5.65 83:\$9 87:\$7.50 88:\$5	
<b>THE MAN ON THE ASSEMBLY LINE (10)</b> B&W 27 min CA 1958 Examines the problem of the assembly line worker who must perform the same act in exactly the same way day after day; suggests that modern industrial society must find a solution to the problem.	58:\$135	1:\$3 47:\$5.65 83:\$9 87:\$7.50 88:\$5	
<b>THE SKILLED WORKER (11)</b> B&W 27 min CA 1958 Considers the problem of the skilled worker who is displaced by a machine; points out that, although another job is provided, the worker finds it difficult to adjust and there is a resulting loss of satisfaction and pride in his work.	58:\$135	47:\$5.65 83:\$9 87:\$7.50	
<b>THE VICE PRESIDENT (12)</b> B&W 27 min CA 1958 Points out that often the attainment of a senior position involves not only the accruing of satisfaction not held before, but the sacrifice of many earlier ones and a change in the whole pattern of living and working.	58:\$150	47:\$5.65 83:\$9 87:\$7.50 88:\$5	

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE</u> <u>RENT</u>	<u>FREE</u>
<b>SALES--PROBLEM OF MOTIVATING SALESMEN</b> W 21 min A Kinescope Addresses the sales manager has a real management job, demanding that he motivate his salesmen to get profitable repeat customers; indicates there are four main attributes to a salesman's ability to sell: his character, personality, position and competence and that the sales manager's job to help his staff develop these qualities fully is important.	7:\$300		
<b>SALES--THE SALES SUPERVISION FUNCTION</b> W 30 min A Kinescope Explains what makes a successful field supervisor; explores the ways effective direction, motivation and control of salesmen unite to meet company objectives in terms of manpower development and market development.	7:\$300		
<b>SALES--SUPERVISING AND MOTIVATING SALESMEN</b> W 22 min A Kinescope Points out that those sales objectives which the salesmen himself develops, with the aid of company information and help, are the most desirable objectives; emphasizes the importance of taking objectives and making them measurable.	7:\$300		
<b>SOMETHING TO WORK FOR</b> col/B&W 30 min CA Reveals what work means to people, and how managers can motivate employees to improve productivity and raise work standards; stimulates insights into what happens when expectations are high and explicit, communication is open, and people are given encouragement and support in reaching common goals.	69:B&W\$180 69:Col\$300	69:B&W\$25/wk 69:Col\$45/wk	

TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

16 MM FILMS

STYLES OF LEADERSHIP  
1/B&W 26 min CA 1962  
Encourages the flexibility in leadership necessary to help people perform at their best; helps managers find the right balance between effective control and the meaningful involvement of their people; demonstrates the effect of various leadership styles on morale, motivation and teamwork.

69:B&W\$175 47:\$6.40  
69:Col\$300 69:B&W\$25/wk  
69:Col\$45/wk  
88:\$9.50

WHY I SEE IT, THE  
1/B&W 23 min CA 1965  
Attacks the problems behind job assignments that fail, goals that are never reached, work relationships that deteriorate; stimulates discussion and develops understanding of perceptual differences and their influence on work relations and job performance.

69:B&W\$160 69:B&W\$25/wk  
69:Col\$285 69:Col\$45/wk

\*\*\*\*\*LATE ADDITIONS - 16 MM FILMS\*\*\*\*\*

SALESMEN'S REPORTS  
1 13 min SCA  
Examines the oral report method; for reporting of salesmen's monthly sales activities.

48:\$4

YES-MAN CONFERENCE, THE  
1 22 min CA  
Reveals the ineffectiveness of conferences conducted by the dominant boss and with only "yes-men" participating; discusses how the boss gets better solutions to problems by conducting a real problem-solving conference and seeking the participation of all involved.

48:\$4

SUPPORTING DISTRIBUTIVE OCCUPATIONS SKILLS

<u>TITLE AND DESCRIPTION</u>	<u>PURCHASE</u>	<u>SOURCE RENT</u>	<u>FREE</u>
<u>16 MM FILMS</u>			
PROFITS IN THE BAG Col 10 min S Describes types of grocery bags for use by merchandisers; shows bagging techniques.			52
<u>SOUND/SLIDEFILMS</u>			
CASH REGISTERING FOR QUICK SERVICE B&W 19 min SCA Teaches methods to collect federal and local taxes, detection of counterfeit money, handling exchanges and errors, and the mechanics of ringing up the sale.	59:\$10	14:\$2.50	
CHECK AND DOUBLE CHECK Col 10 min 90 fr SCA 1960 Cartoon Helps retail personnel to know the safeguards that must be taken when accepting checks.	43:\$35	43:\$15/wk	
GET ON THE BALL---STOP SHRINKAGE Col 14 min 77 fr SCA Cartoon Describes ways in which losses take place; shows sales person making correct change and watching the merchandise, the customer, and equipment.	59:\$10		
GIFT WRAPPING CREATIVE Col 18 min SC 1967 Reviews wrapping techniques, then describes ways for a specific person, occasion, and season; shows gift wraps from the clever, simple designs to elaborate creations step-by-step for the learner to follow and duplicate.	49:\$15		
GIFT WRAPPING FUNDAMENTALS Col 18 min SC 1967 Covers basic package wrapping techniques, color coordination and contrast, balance between size of package and paper design, wrapping square, rectangular, cylindrical and flat packages, separate lid wraps, and packing for mailing.	49:\$15		



TITLE AND DESCRIPTION

PURCHASE

SOURCE  
RENT

FREE

SOUND/SLIDEFILMS

REEDY HANDS Col 13 min 112 fr SCA 1962 Cartoon Explains to employees how they can cope with shoplifting; gives attention to shoplifting prevention, and demonstrates differences be- tween the amateur and professional shop- lifter.	43:\$40	43:\$15/wk	
SHOW CARD - FREEHAND Col 18 min SC 1967 Illustrates both the brush and pen fundamental techniques as applied to poster and show card design work: shows the advantages of writing with a brush and how it is much faster than with a pen.	49:\$15		
SHOW CARD - MACHINE Col 18 min SC 1967 Illustrates how show cards are used in business and industry and tells the "how" of sign making from the set-up of the individual letters to the finished card; emphasis is placed on the card design.	49:\$15		