B E L L S Y S T E M

F I L M C A T A L O G

F I L M O N E T H R U 3 0 0

T E L E P H O N E P I O N E E R

M U S E U M A R C H I V E S

P H O E N I X A R I Z O N A

Title: "A Continent is Bridged"

Type of Film: Sound motion. 4 reels. 16 m/m and 35 m/m.

Running Time: 40 minutes. Year Made: 1940

Produced by: Audio Productions, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To celebrate the 25th anniversary of the opening of the first transcontinental telephone line.

Synopsis: Commemorating the 25th Anniversary of the opening of the First Transcontinental Telephone Line, and outlining the development of the telephone art which brought about this opening.

Four dramatic episodes were especially staged at Audio Productions Studio, the first showing the Telephone Despatch Company Central Office in Boston, in 1880, with John Carty as clerk; second, the signing of the Certificate of Incorporation of the A. T. & T. Company, in 1885.

Special animation shows the growth of service from early days up to the present.

Narration is by Edwin C. Hill, and a special musical score was written and directed by Edwin Ludig.

One of the most interesting sections is the picturing of the raising of the Last Pole of the 1st T. C. Line. These scenes were recently photographed in Colorado with men of the Mountain States Tel. & Tel. Company enacting the historic happenings of 25 years ago at Wendover, Utah.



No. 2
Revised

A DESERT SPAN

PURPOSE:

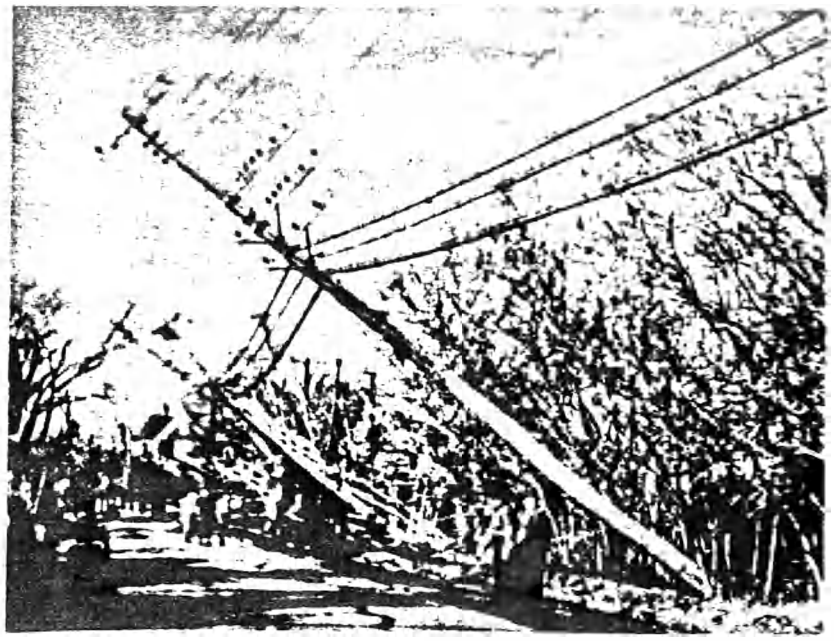
To demonstrate the building of telephone lines in the desert.

SYNOPSIS:

Extending the scope of the highways of speech is the subject colorfully depicted in this story. The exceptionally well-photographed scenes are laid in the heart of the American desert. The tremendous machinery of modern telephone line-building is herein shown at its best.

An unusually intelligent yet ofttimes obstinate mule supplies many laughs as he wanders in and out of the picture and its story.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1929
PRODUCED BY	Audio Cinema, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A Desert Span" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "A Desert Span"
PRICE	See Price List included in this catalog



No. 3
Revised

A HURRICANE'S CHALLENGE

PURPOSE:

To show how the Bell System is organized to meet such disasters as the hurricane of 1938.

SYNOPSIS:

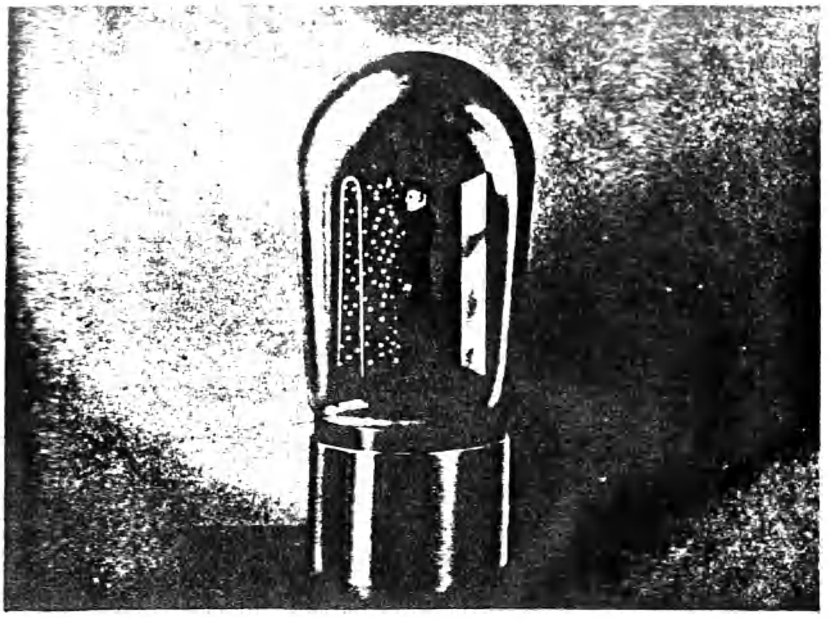
A graphic presentation, in words and pictures, of the hurricane that swept over the Northeastern section of the country on September 21, 1938; of the unparalleled disruption of telephone service that followed; and of the manner in which the emergency was met by the telephone forces of the stricken area and by their outside associates in the Bell System.

The picture includes actual scenes of the damage to property, as well as reconstruction work.

Animation and multi-exposure photography are also used to good advantage.

The off-screen narrator is Edwin C. Hill, with an orchestral accompaniment composed and directed by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	18 minutes Year Made: 1938
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A Hurricane's Challenge" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "A Hurricane's Challenge"
PRICE	See Price List included in this catalog



No. 4
Revised

A MODERN ALADDIN'S LAMP

PURPOSE:

To show the development, manufacture and uses of vacuum tubes.

SYNOPSIS:

With Western Electric Vacuum Tubes in the starring roles, this film tells the fascinating story of tube development from the first crude bulbs of Edison and DeForest to the powerful and efficient tubes in use today, and shows the prominent part they play in radio, long distance telephony, public address systems, sound motion pictures and the phonograph.

Animated sequences depicting a traffic cop halting an on-rush of electrons inside a tube and a troupe of monkeys tossing pebbles at a grid explain the three-element tube so clearly that a non-technical audience can understand how it operates.

Scenes in the tube shop show the precision workmanship that goes into the making of broadcasting and telephone repeater tubes. The camera moves from one intricate operation to another while skilled craftsmen transform spools of wire and rods of glass into these magic lamps of today.

The one reel version is a condensed and fast moving picture adapted from the two reel version.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1940
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A Modern Aladdin's Lamp" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "A Modern Aladdin's Lamp"
PRICE	See Price List included in this catalog

Title: "A Modern Knight"

Type of Film: Sound motion. 2 reels. 16 m/m and 35 m/m.

Running Time: 22 minutes. Year Made: 1931

Produced by: Audio-Cinema, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To show the use of the telephone and other communications services in police work.

Synopsis: The shrieks of sirens as police cars race through the night, the terse command of "Stick 'em up!," the click of handcuffs and a frightened child's voice asking timidly, "Are you a policeman?" are all heard in a new two-reel picture entitled "A Modern Knight."

This fast-moving detective drama concerns little Betty Gaylord, who is abducted and held for ransom by a gang headed by a master criminal. Homing pigeons are used to collect the ransom money. The clever work of Chief Inspector Joyce, Sergeant Kelly and Helen Benson, a Scotland Yard operative, in using the telephotograph, teletypewriter, transatlantic and ship-to-shore services, results in the capture of an international gang of abductors.

Included in the cast are such featured Broadway players as Charles Wilson, Russel Hicks, Frank Allworth, Brian Donlevy, John Parrish, Helen Rowland, Muriel Campbell and Consuella Flowerton.

"A Modern Knight" has a distinct theatrical flavor, for more than ten interior sets were built in the studio for the picture, and the exterior sequences include actual sound scenes taken aboard the S. S. Leviathan.

PRINTS NO LONGER AVAILABLE.
IF NEED PLEASE ADVISE
A. T. & T. MOTION PICTURE DIVISION.

Title: "A New Customer"

Type of Film: Sound slide-motion. 16 m/m.

Running Time: 14 minutes. Year Made: 1944

Produced by: Wilding Picture Productions, Inc.

Produced for: The Ohio Bell Telephone Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street,
Chicago 40, Illinois.
"(quantity) prints of Ohio Bell Telephone Company training film 'A New Customer' complete with reel and carrying case."

Price: $25.00.

Purpose: Commercial training - work of other departments. Referred to in letter of August 14, 1944 to all General Commercial Managers.

Synopsis: Traces the steps involved in completing a request for new residence service, including service order procedure, distribution of orders and the principal operations performed by the different departments.

In doing so, the film provides background information helpful to service representatives regarding certain Plant, Accounting and Traffic work, much of which could otherwise be obtained only through visits to the other departments.



No. 7
Revised

A P.B.X. PRESCRIPTION

PURPOSE:

To show what the telephone company does to help customers improve "P.B.X." service.

SYNOPSIS:

The story of an untrained P.B.X. operator in a small business establishment. The service at the Private Branch Switchboard is not up to standard. At the suggestion of a visiting supervisor of service for the local telephone company, the President of the concern arranges to send the Private Branch Operator to the telephone company's training school. He later visits the school himself.

The picture closes with the "boss" voicing his interpretation of the Symbol "P.B.X."

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	19 minutes Year Made: 1931
PRODUCED BY	Audio Cinema, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A P.B.X. Prescription"
	(Quantity) Film(s), Theatrical Safety Stock, 35mm, "A P.B.X. Prescription"
PRICE	See Price List included in this catalog



No. 8
Revised
(See No. 220)

A NEW VOICE FOR MR. X

PURPOSE:

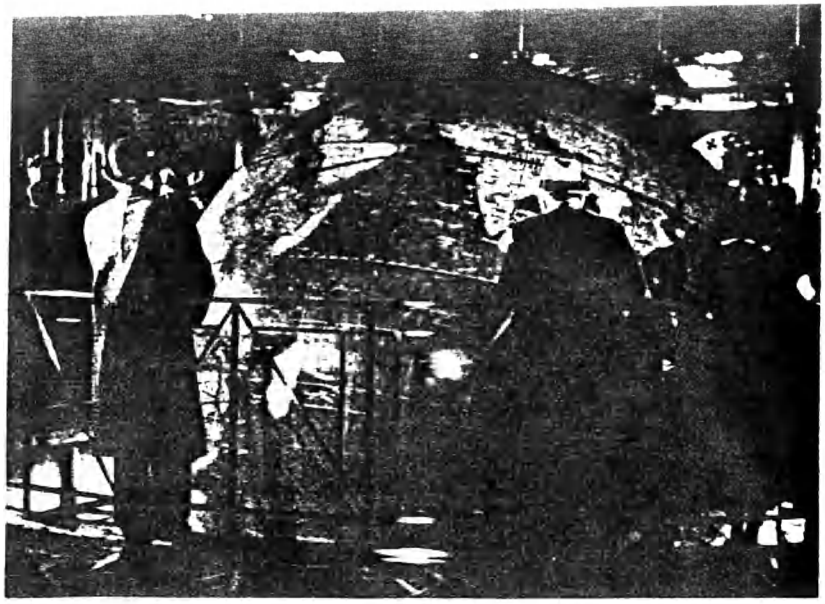
To teach correct telephone habits.

SYNOPSIS:

Presents the story of "Mr. X", a mythical character who feels that his business is suffering because of careless telephone habits and incorrect telephone usage.

He accompanies a friend to a "Hear Your Telephone Voice" demonstration, and becomes convinced that he should take steps to improve telephone conditions in his own office. The remainder of the picture shows how "Mr. X" accomplished this improvement.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	21 minutes Year Made: 1939
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A New Voice for Mr. X" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "A New Voice for Mr. X"
PRICE	See Price List included in this catalog



No. 9
Revised

AN ISLAND TOUR

PURPOSE:

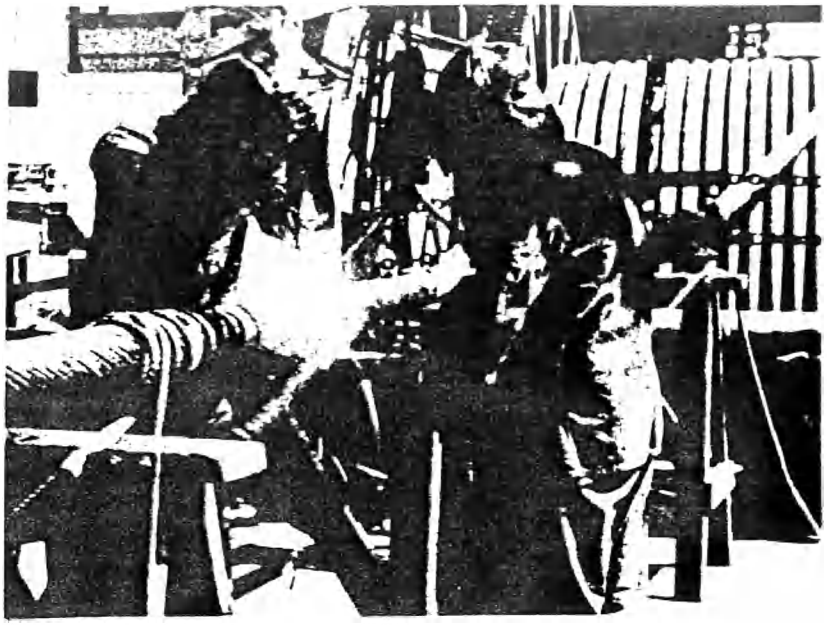
To show the islands throughout the world to which telephone service was available in 1932.

SYNOPSIS:

Travelogue subject, containing interesting scenes from Java, Sumatra, Sicily, Bermuda, the Canary and Hawaiian Island groups.

Some new and interesting animation is used, as well as an effective musical score, recorded by an orchestra of twenty musicians.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1932
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "An Island Tour" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "An Island Tour"
PRICE	See Price List included in this catalog



No. 10
Revised

AN UNDERWATER CABLE

PURPOSE:

To show progress in telephony.

SYNOPSIS:

This is the sixth release in the "Communications News and Views" series, and consists of three sequences: 1st, the laying of the submarine cable across San Francisco Bay; 2nd, the Portable Emergency Radio Equipment; and 3rd, Telephones on Wheels, which is an exposition of the use of the telephone trailer at Fairs, Regattas, etc.

A musical accompaniment was composed and directed by Edwin Ludig, and the commentary was read by Edwin C. Hill.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1939
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "An Underwater Cable" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "An Underwater Cable"
PRICE	See Price List included in this catalog

Title: "Before The Doctor Comes"

Type of Film: Silent motion. 4 reels. 16 m/m.
With Instructor's Guide.

Running Time: 37 minutes. Year Made: 1942

Produced by: William J. Ganz

Produced for: American Red Cross
Modified for Bell System use.

Order from: American Red Cross
19 E. 49th Street
New York City

Price: $2.50 per week per reel; $8.00 per week for four reels. Purchase, complete, $74.20; (Individual reels: Apply).

Purpose: First aid training. Referred to in letter of Plant Operation Engineer, April 6, 1942.

Synopsis:

Reel I — A chart of the arteries, drawn on a man's body, indicates the major pressure points. Controlling bleeding....skull, face, neck, shoulders, arms, legs. Stopping bleeding with tourniquet, bandage, compress. Covers shock....keeping victim warm, use of stimulants, etc.

Reel II — Artificial respiration. How to care for burns.

Reel III — Leg fractures. How to apply half-ring, improvised splints.

Reel IV — Arm fractures. How to apply Murray-Jones, improvised splints. Transporting victims.

Title: "Behind the Lines"

Type of Film: Sound cartoon. 2 reels. 16 m/m and 35 m/m.
Silent. 1 reel. 16 m/m and 35 m/m.

Running Time: Silent - 11 minutes
Sound - 14 minutes Year Made: 1929

Produced by: Out-of-the-Inkwell Studios (Fleischer)

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To show the precautions taken by the telephone companies in Telephone Maintenance.

Synopsis: A cartoon character exemplifying "Telephone Maintenance" has his hands full keeping the villain, "Old Man Trouble," from tampering with telephone equipment.

In this film, as in all well done animated cartoons, the artist's freedom of expression insures a continuous stream of humorous scenes, and makes the picture one that is both instructive and entertaining.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

No. 13
Revised

COAXIAL

PURPOSE:

To show principle of coaxial cable and its construction.

SYNOPSIS:

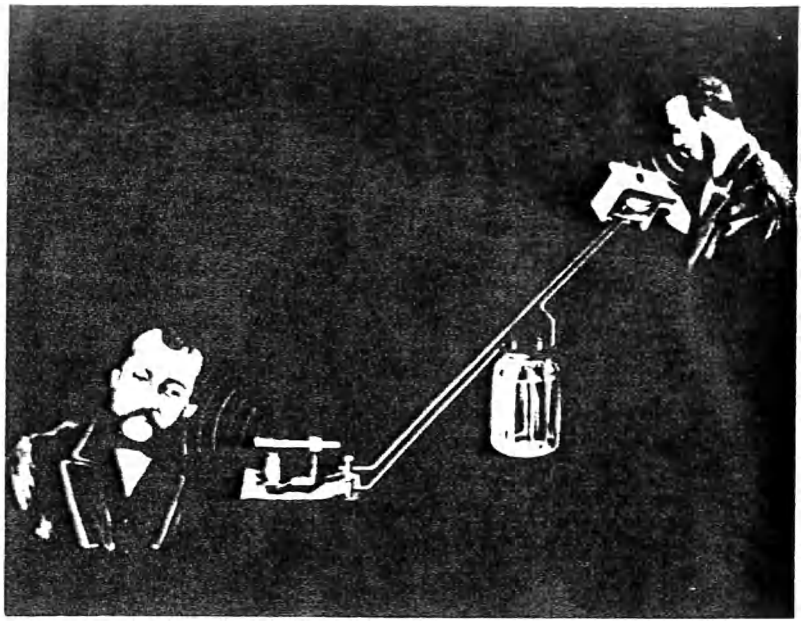
The story of the two hundred miles of coaxial cable recently laid between Stevens Point, Wisconsin, and Minneapolis, Minnesota.

The entire project is covered from manufacture of the cable to its final resting place, deep in the rich, sustaining soil of Wisconsin.

Interesting animation; superb scenic views; and engrossing manufacturing sequences accompany the explanatory text, narrated by Mark Hawley.

A musical accompaniment arranged by Edwin Ludig rounds out this interesting film of communications accomplishment.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	13 minutes Year Made: 1940
PRODUCED BY	Audio Productions, Inc. and Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Coaxial" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Coaxial"
PRICE	See Price List included in this catalog



No. 14
Revised

COMMUNICATIONS NEWS AND VIEWS No. 1

PURPOSE:

To show progress of Telephony.

SYNOPSIS:

Contains three distinct subjects: (a) "Ultra-Short Wave Experiment;" (b) "The First Telephone Line," and (c) "When Winter Comes."

The off-screen narrative by Alcis Havrilla is combined with a musical score especially composed by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1936
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Communications News and Views No. 1" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Communications News and Views No. 1"
PRICE	See Price List included in this catalog

No. 15
Revised

COMMUNICATIONS NEWS AND VIEWS No. 2

PURPOSE:

To show progress in telephony.

SYNOPSIS:

Includes sequences illustrative of the 100 kilowatt vacuum tube, the TWX switchboard, and Radio Telephone Antennas.

The sound accompaniment consists of an off-screen narrative, supplemented by incidential orchestral music.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1936
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Communications News and Views No. 2" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Communications News and Views No. 2"
PRICE	See Price List included in this catalog



No. 16
Revised

COMMUNICATIONS NEWS AND VIEWS NO. 3

PURPOSE:

To show progress in telephony.

SYNOPSIS:

This film is the third of a series devoted to interesting high-lights in telephony. The picture opens with an interesting sequence devoted to the dynamite method of making holes for telephone poles. The scenes introduced were photographed near Tucumcari, New Mexico, and were made during the construction of the new link in the fourth transcontinental line. The dynamite sequence is followed by scenes demonstrating the use of extension ladders on construction trucks, and the new wire-laying plow. The closing sequence pictures telephone equipment and its operation aboard the Cunard-White Star liner "Queen Mary." In addition to incidental orchestral music, directed by Edwin E. Ludig, an off-screen narrative by Edwin C. Hill accompanies the picture.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	9 minutes Year Made: 1937
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Communications News and Views No. 3" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Communications News and Views No. 3"
PRICE	See Price List included in this catalog

No. 17
Revised

COMMUNICATIONS NEWS AND VIEWS No. 4

PURPOSE:

To show progress in telephony.

SYNOPSIS:

There are three sequences, the first being devoted to service tests of tools and equipment used throughout the Bell System; the second to plant training of telephone employees; and the third to the flying laboratory, two Bell Laboratories airplanes which are used for experimental work in connection with airplane-to-ground telephone communication.

Incidental music and an off-screen narrative by Edwin C. Hill make up the sound accompaniment.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1938
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Communications News and Views No. 4" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Communications News and Views No. 4"
PRICE	See Price List included in this catalog



No. 18
Revised

DEFENSE AND THE TELEPHONE

PURPOSE:

To show how the telephone aided in developing the "all-out for defense" effort of the country.

SYNOPSIS:

Consists of sections devoted to Army, Navy and Air Corps training and maneuvers, followed by the story of the intensified industrial activity brought about by the emergency.

The effort to meet the demand for telephone facilities and service is seen at countless locations where telephone workers are busy stringing wire; pulling in cable and installing new equipment.

Lowell Thomas is the off-screen narrator. The orchestral accompaniment was composed and directed by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	31 minutes Year Made: 1941
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Defense and the Telephone" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Defense and the Telephone"
PRICE	See Price List included in this catalog

No. 19
Revised

ENGINEERS OF SPEECH

PURPOSE:

Made for presentation to the American Institute of Electrical Engineers on occasion of its 50th Anniversary.

SYNOPSIS:

A film presentation of six distinguished members of the A. I. E. E. who have had the honor of serving as its president.

Contributed to the Historical Archives of the Institute on its 50th Anniversary by the A. T. & T. Company.

The film includes still photographs and motion pictures of Dr. Alexander Graham Bell, Gen. J. J. Carty, Dr. Michael Pupin, Dr. F. B. Jewett, Mr. B. Gherardi, Mr. H. P. Charlesworth. Also includes scenes of the Articles of Incorporation of the A. T. & T. Co.; the Edison Medal Certificate; A. I. E. E. joint meeting with London Association, on February 16, 1928.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS
SUBJECT IS APPARENT, WE WILL ADVISE
A. T. & T. FILM - RADIO DISPLAY
DIVISION

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	25 minutes Year Made: 1935
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Engineers of Speech" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Engineers of Speech"
PRICE	See Price List included in this catalog



No. 20
Revised

FAR SPEAKING

PURPOSE:

To trace the development of telephony from early days to present day expansion.

SYNOPSIS:

Begins at that period remembered by some of us when the translation of the word "telephone" was more of an optimistic forecast than a statement of actual fact.

It shows the faith of one of the earliest subscribers in the ultimate outcome of Professor Bell's invention -- even when the subscriber's wife chides him on his extravagant "toy." The picture then covers the development of the telephone and its evolution from obvious crudity to the present state.

Interest in the picture is considerably heightened by excellent and graphic animation.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1929 Revised: 1936
PRODUCED BY	Audio Productions, Inc. and Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Far Speaking" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Far Speaking"
PRICE	See Price List included in this catalog

No. 21
Revised

FROM THE RECORD

PURPOSE:

A record of some AT&T movies.

SYNOPSIS:

This picture is made up of sequences from several of our early sound pictures and includes scenes from "Telephone Memories," "Looking Backward," "The Romance Hunter," "Playing the Game," "Making the Grade" and "A Modern Knight."

The sequences are tied together by titles and musical interludes. Many of the players who participated in the early Bell System films represented in "From the Record" have since gained recognition in Hollywood productions.

The musical score was composed and directed by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1939
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "From the Record" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "From the Record"
PRICE	See Price List included in this catalog



No. 22
Revised

GETTING TOGETHER

PURPOSE:

To give an idea of the many parts needed to make up a hand telephone.

SYNOPSIS:

A "trick assembly" of the dial hand telephone. The musical accompaniment was especially arranged for the picture and was recorded by an orchestra of twenty-two musicians.

The first half of the picture consists of an animated cartoon, which includes a novel animated assembly of a cross section drawing of a hand telephone.

The many different metals, fabrics; etc., used in manufacturing the hand telephone are prominently featured in this section.

The latter half of the picture consists of a trick assembly of the actual parts of the telephone. An amusing "imp" is used for comedy relief.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	9 minutes Year Made: 1933
PRODUCED BY	Audio Cinema, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Getting Together" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Getting Together"
PRICE	See Price List included in this catalog

No. 23
Revised

HELLO AROUND THE WORLD

PURPOSE:

To show the path of a "Round-the-world" telephone call and some of the equipment involved.

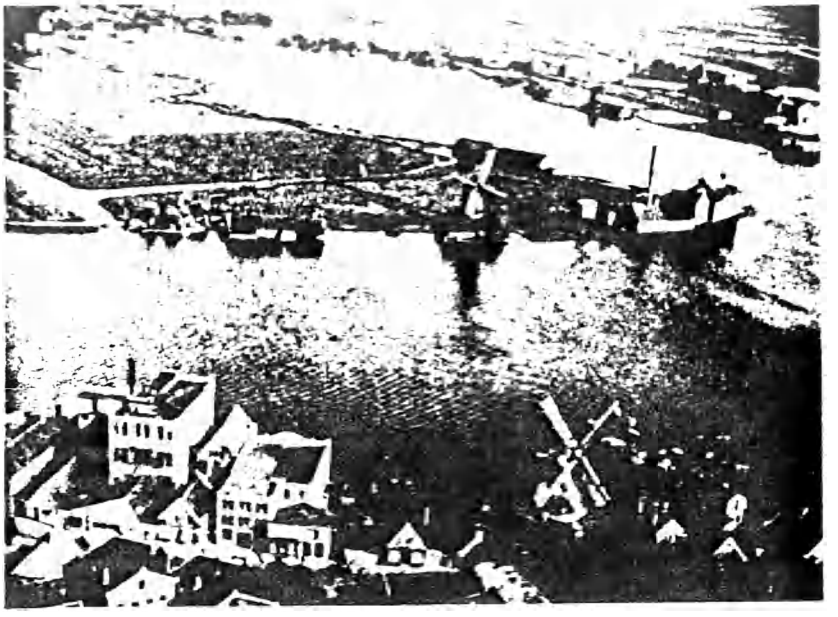
SYNOPSIS:

Pictures and describes the "round-the-world" telephone conversation which occurred on April 25, 1935.

It traces the course of the call on its 23,000-mile voice trip, showing equipment and personnel at various points of the journey.

Interesting animation and trick photography, combined with an off-screen narrative by Alcis Havrilla.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	8 minutes Year Made: 1936
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Hello Around the World" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Hello Around the World"
PRICE	See Price List included in this catalog



No. 24
Revised

HELLO, EUROPE

PURPOSE:

To show scenes of the European countries to which telephone service is available (in 1929).

SYNOPSIS:

Consists largely of scenes filmed in Europe, depicting Central Offices, personnel quarters and construction work in the Old World, as well as many scenic views of general interest.

The location of the submarine cables under the English Channel and the North Sea that link the London Long Distance Exchange with Continental telephones is shown with animated maps, as is the gradual spread of the telephone network throughout Europe.

There are many scenes in this picture which make it as valuable a scenic or travel picture as it is a telephone comparison.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	9 1/2 minutes Year Made: 1929
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Hello, Europe" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Hello, Europe"
PRICE	See Price List included in this catalog

Title: "Highway Mania"

Type of Film: Sound motion. 2 reels. 16 m/m.

Running Time: 20 minutes. Year Made: About 1935

Produced by: Pathe News

Produced for: New Jersey State Highway Commission

Order from: Walter O. Gutlohn, Inc.
25 West 45th Street,
New York 19, N. Y.

Price: Rental $3.00 per day. Sale $50.00

Purpose: To promote safety on the highways.

Synopsis: Lowell Thomas interviews traffic authorities. Dangerous driving hazards are illustrated and correct methods given.

No Longer Available
5/17/56

No. 26
Revised

HOW IT HAPPENED

PURPOSE:

To promote safe practices in plant operations. Referred to in letter of Plant Operation Engineer March 15, 1940.

SYNOPSIS:

This film is designed to be shown to plant forces and others directly concerned with plant safety. It consists of ten episodes taken from reports of actual accidents that occurred in 1939, to which have been added an appropriate prologue and epilogue which stress the safety points illustrated.

The film emphasizes the fact that safe practices are the only sure way to avoid injuries to ourselves and to our fellow workers; that "No job is so important, and no service so urgent - that we cannot take the time to perform our work safely."

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	30 minutes Year Made: 1940
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "How It Happened" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "How It Happened"
PRICE	See Price List included in this catalog

Title: "It's Our Job"

Type of Film: Sound motion. 4 reels. 16 m/m and 35 m/m.

Running Time: 45 minutes. Year Made: 1943

Produced by: Wilding Picture Productions, Inc.

Produced for: Pratt and Whitney Aircraft

Order from: Wilding Picture Productions
~~Motion Picture Division~~
~~American Telephone and Telegraph Company~~
~~195 Broadway, New York 7, N. Y.~~

Price: 57.01
~~$53.16 plus~~ shipping charges.

Purpose: Training supervisors in personnel relationships.

Synopsis: In rapidly evolving sequences, various principles in working with people are brought out.

The opening scenes show people - old people, young people, men and women - doing their jobs, and the narration stresses the need of treating these people as individuals.

In several scenes the right and wrong ways of doing something are illustrated, such as inducting a new employee, handling a complaint, enlisting a worker's interest in training school. Working with other people is stressed.

The place of the foreman and his importance as a member of management are interwoven throughout the film.

The closing shows the relation of the work of the individual departments to the overall effort to produce planes to win the war.

Title: "Life Begins Again"

Type of Film: Sound motion. 2 reels. 16 m/m or 35 m/m

Running Time: 15 minutes. Year Made: 1939

Produced by: Audio Productions, Inc.

Produced for: Western Electric Company

Order from: Motion Picture Bureau
Western Electric Company - Room 1627
195 Broadway, New York 7, N. Y.

Price: 16 m/m - $30.00
35 m/m - $70.00

Purpose: To demonstrate how scientific hearing tests are conducted and how the hard of hearing are helped.

Synopsis: This is an entertaining presentation showing how the Audiometer is used to measure hearing ability in groups and individuals and how the modern hearing aid restores this priceless possession to those found to have a hearing loss. An interesting animated sequence demonstrates clearly how the human auditory system functions.

"Life Begins Again" portrays a young girl, backward and diffident in her school work, whose poor hearing is brought forcibly to her parents' attention by a near accident. She and her schoolmates have their hearing tested with the group Audiometer. Later she is given a more comprehensive individual Audiometer test. On the basis of these tests and an examination by an otologist, she is fitted with a hearing aid.

Now able to hear clearly again and perfectly at ease among her friends, she goes back to school and play on an equal footing with those about her.

The Western Electric Company no longer manufactures hearing aids. Because of this fact, and since it was produced in 1938, this picture is obsolete, but is still loaned on request where its demonstration of the function of the human ear and the methods of measuring hearing loss make it of value.



No. 29
Revised
See No. 30

LONG DISTANCE

PURPOSE:

To emphasize the importance of the long distance telephone circuits to the building of the country.

SYNOPSIS:

The story of the switchboards; the repeater stations; the endless miles of open wire and cable; the teletypewriters; and of the thousands of telephone workers who make "Long Distance" an indispensable service to our country.

In one section the picture traces, by animation, the building of empire from the original territorial acquisitions to the establishment of transcontinental communication.

An off-screen narrative is given by Mark Hawley, with musical accompaniment arranged and directed by Edwin Ludig.

This film was remade in a one-reel version in 1944 to make it more appropriate for wartime showing. See No. 30.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	15 minutes Year Made: 1941
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Long Distance" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Long Distance"
PRICE	See Price List included in this catalog



No. 30
Revised
See No. 29

LONG DISTANCE

PURPOSE:

To tell the story of "Long Distance" with accents on war use.

SYNOPSIS:

The story of the switchboards; the endless miles of open wire and cable; and of the thousands of telephone workers who make "Long Distance" an indispensable service to our country in these days when words are riding the wires as never before.

The picture tells of the function of long distance in the vast and complicated business of war; of its importance in unifying the activities of government; in speeding the voice of industry; in uniting voices in camps and homes.

The story is told by Lowell Thomas, accompanied by an original musical score.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	8 minutes Year Made: 1944
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Long Distance (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Long Distance"
PRICE	See Price List included in this catalog.

Title: "Long Distance Service"

Type of Film: Sound slide-motion. 16 m/m.

Running Time: 18 minutes. Year Made: 1944

Produced by: Wilding Picture Productions, Inc.

Produced for: The Ohio Bell Telephone Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street
Chicago 40, Illinois

"(quantity) prints of Ohio Bell Telephone Company training film 'Long Distance Service' complete with reel and carrying case."

Price: $25.00

Purpose: To provide background information helpful to Commercial representatives in handling inquiries and claims about long distance calls. Referred to in letter of October 27, 1944 to all General Commercial Managers.

Synopsis: The film covers the handling of calls at the long distance board, with particular attention to timing and ticketing operations, information which could otherwise be obtained only through visits to the central office.

Title: "Looking Backward"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 10-1/2 minutes. Year Made: 1930

Produced by: Audio Cinema, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

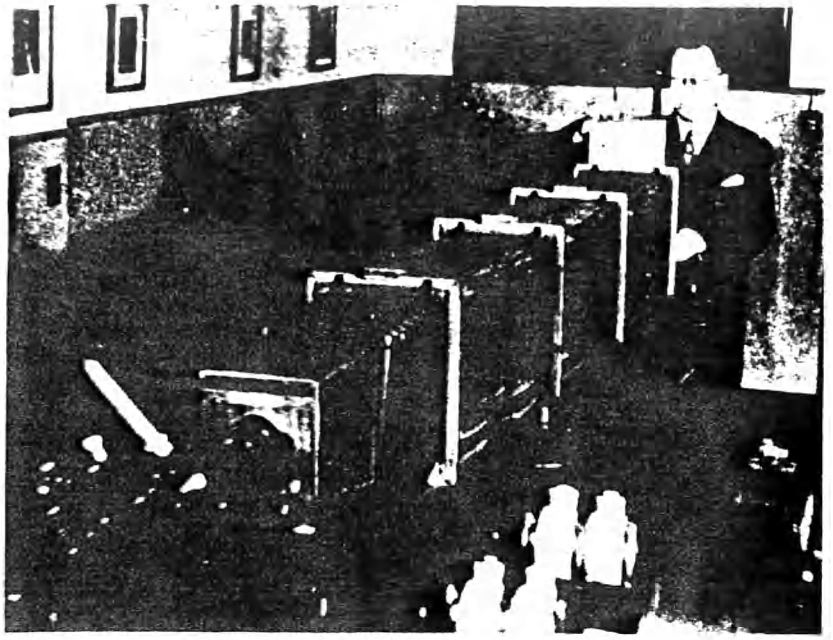
Price: No charge.

Purpose: To show the difference in public attitude toward the telephone since early days.

Synopsis: An elderly man comes home to find that the installation of a new intercommunicating telephone system on his estate has just been completed. He chats with the installers and recalls an incident of the very early days of the telephone, when most people had no faith in its usefulness or its future.

The narrative is picturized, and concerns a young and self-assured office manager of 1878 rejecting the telephone because, he said, " .... it isn't courteous for one gentleman to speak to another by shouting at him through a shoe-box nailed to the wall." It later develops that the old gentleman was speaking of himself when he referred to the "know-it-all" young business man.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.



No. 33
Revised

LOOKING INTO METALS

PURPOSE:

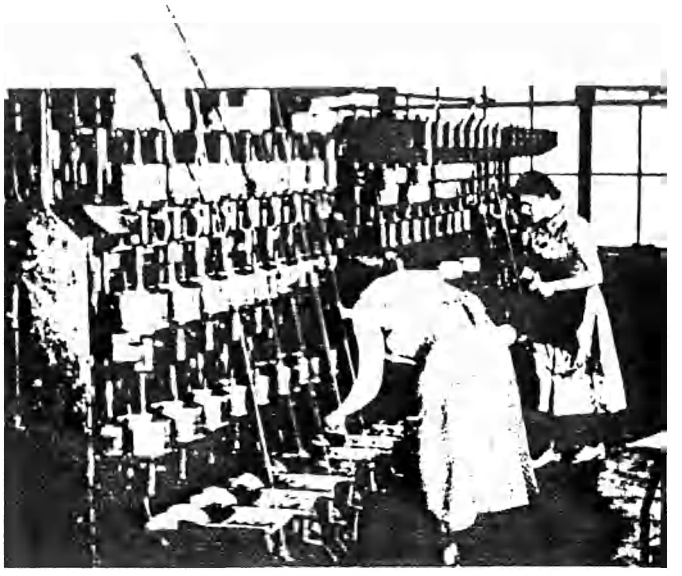
To show progress in telephony.

SYNOPSIS:

There are three sequences, the first being "Looking Into Metals," showing scenes of the metallographic laboratory in the Bell Telephone Laboratories, with Dr. F. F. Lucas demonstrating the use of the metallographic microscope; the second is "A Cotton Dress for Circuits," depicting the washing of cotton yarn and its use as wire insulation at the Western Electric Plant at Kearny, N. J.; and the third sequence, "Highway Builders," covers cable construction difficulties in the Vermont Mountains, picturesque shots of open wire construction in Arizona (part of the 4th Transcontinental Line) and emergency restoration work during the Los Angeles Flood of 1938.

The commentator is Edwin C. Hill.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1938
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Looking Into Metals" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Looking Into Metals"
PRICE	See Price List included in this catalog



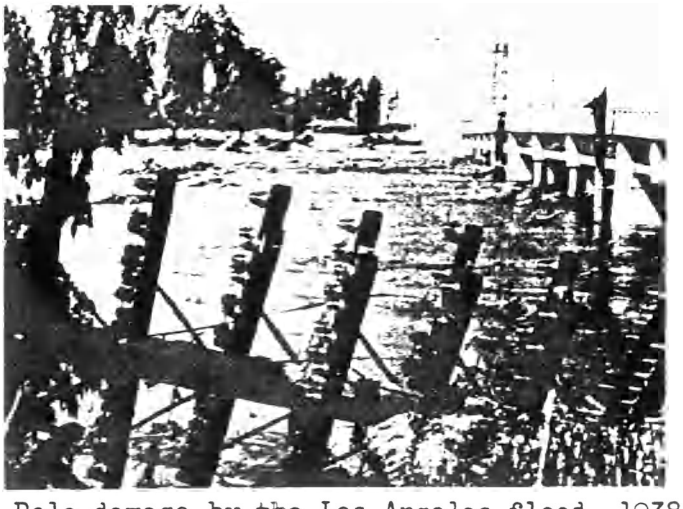
No. 33-2

Wire insulating machines, Western Electric Company, Kearny, New Jersey.



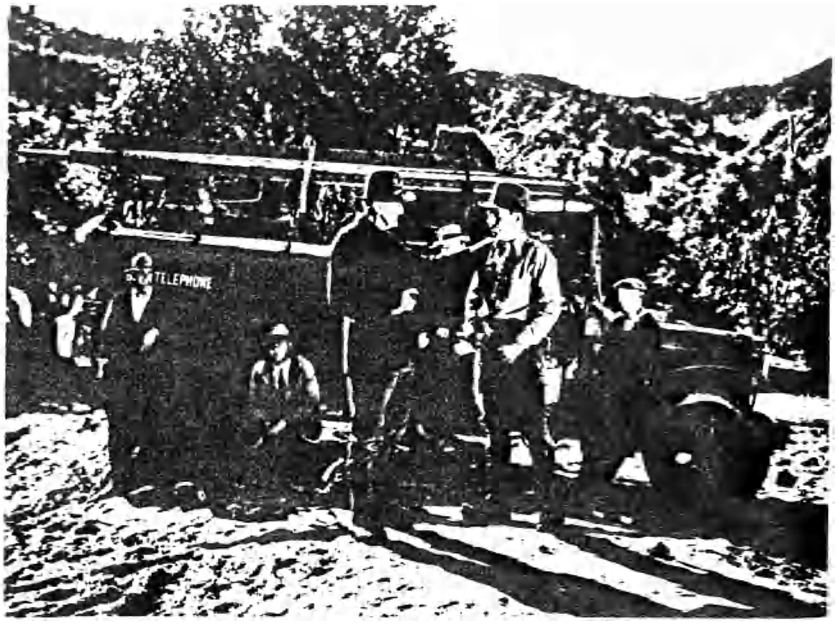
No. 33-3

Constructing the fourth transcontinental telephone line.



No. 33-4

Pole damage by the Los Angeles flood, 1938.



No. 34
Revised

MAKING THE GRADE

PURPOSE:

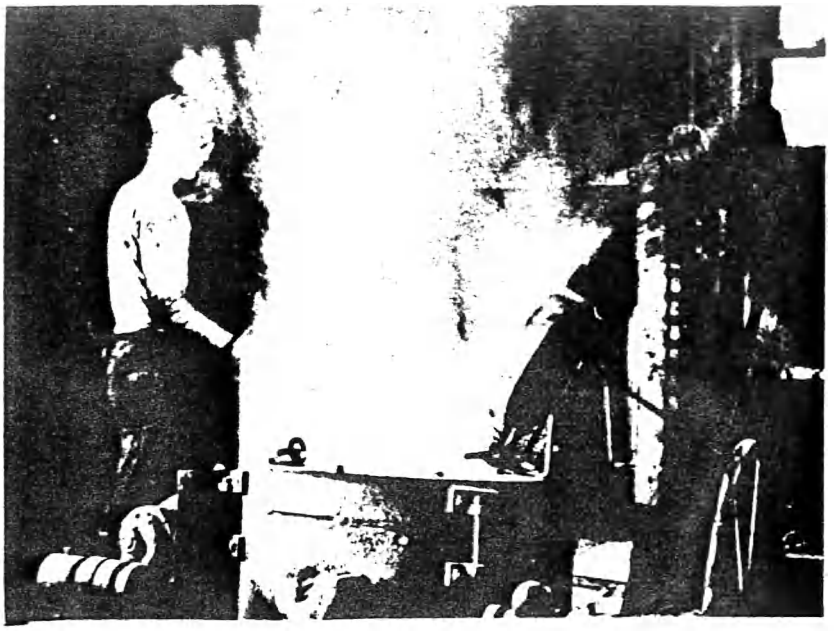
Dramatizing the "spirit of service" in a construction crew.

SYNOPSIS:

The story concerns a motion picture actor who, in order to play convincingly the role of a telephone lineman in a picture, spends a few days on the job with a line construction crew.

Several dramatic situations are introduced, which, combined with a few laughs, round out an entertaining subject.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	19 minutes Year Made: 1931
PRODUCED BY	Metropolitan Sound Studios, Hollywood, Calif.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House.
ORDER WORDING	(Quantity) Film(s), 16mm, "Making the Grade" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Making the Grade"
PRICE	See Price List included in this catalog



No. 35
Revised

MINES ABOVE GROUND

PURPOSE:

To dramatize the story of salvage and its importance in the war; to outline the Bell System's conservation program, and show methods used by Western Electric to reclaim and re-use scrap metals.

SYNOPSIS:

In peacetime America of yesterday, raw materials are plentiful. Supplies of such metals as copper, zinc, lead and tin outstrip our needs.

But war changed an oversupply of metals into a scarcity, which could be met only by increased production, the thrifty use of existing stocks and by careful salvage of all scrap.

This film describes the science of salvage as practiced in the home and in the industrial plant. It explains the importance of saving every bit of metal, much of which is ordinarily wasted, and shows how this scrap material is used again in war production.

Scenes in Western Electric plants depict the methods used to collect, sort and refine the scrap resulting from manufacturing operations.

Telephone equipment which can no longer be used is shown being dismantled, the repairable parts being put aside for re-use, and the remaining pieces being sent to the furnaces to begin life over again.

In the Nassau Smelting & Refining Company Western Electric has a plant whose job is the reclamation of metal from machine scrap and outworn telephone equipment. The film pictures the operations which enable this "mine above ground" to reclaim 42 million pounds of non-ferrous metals in an average year.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	19 minutes Year Made: 1942
PRODUCED BY	Springer Pictures, Incorporated
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Mines Above Ground" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Mines Above Ground"
PRICE	See Price List included in this catalog



No. 36
Revised
See No. 64

MODERN CARAVANS

PURPOSE:

To demonstrate the laying of an underground telephone cable.

SYNOPSIS:

Tells the story of the building of the 1600-mile underground cable from Omaha to Sacramento, California, which links up with other cables east of Omaha to become the first underground transcontinental cable.

The scenes take us through wheat fields, deserts, across rivers and over the Sierras, giving an idea of the difficulties encountered in the progress of the cable across the country.

A narrative read by Lowell Thomas and a musical score composed and directed by Edwin Ludig accompany the scenes.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1942
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm "Modern Caravans" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Modern Caravans"
PRICE	See Price List included in this catalog



No. 36-2

Builders of the transcontinental buried cable took rivers in their stride.



No. 36-3

In places where solid rock prevented the passage of the giant plows, explosives opened trenches for the buried cable.



No. 36-4

The cable route traverses spectacular mountain country of the West, that tested men and machines.

Title: "Network Broadcasting"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 11 minutes. Year Made: 1934

Produced by: Audio Productions, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

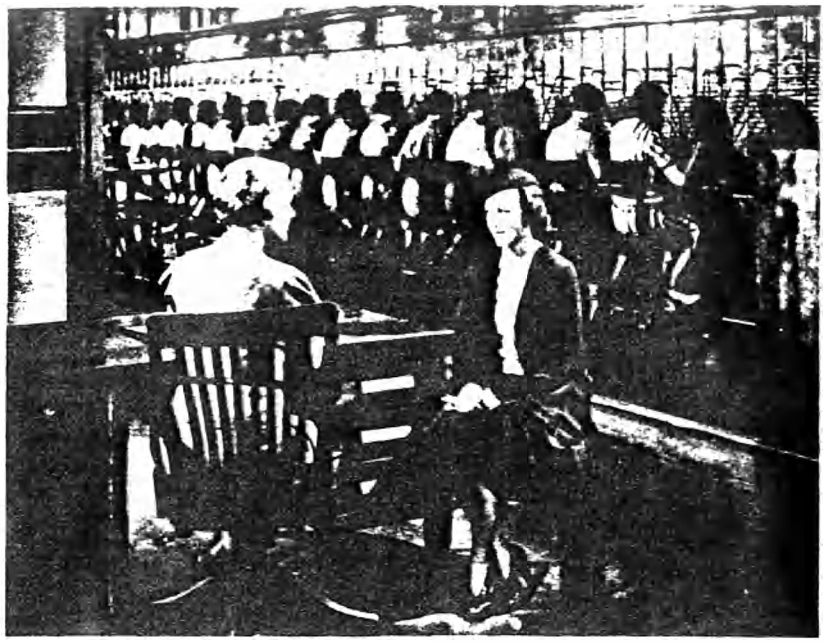
Price: No charge.

Purpose: To show the relationship of the Bell System to radio broadcasting.

Synopsis: Describes the great network of telephone circuits used in the nation-wide transmission of radio programs.

Both straight photography and animation are used to good effect in this subject, and are supplemented by an off-screen narrative describing the many phases of this important activity.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.



No. 38
Revised

OPERATOR

PURPOSE:

To show how telephone operators are trained.

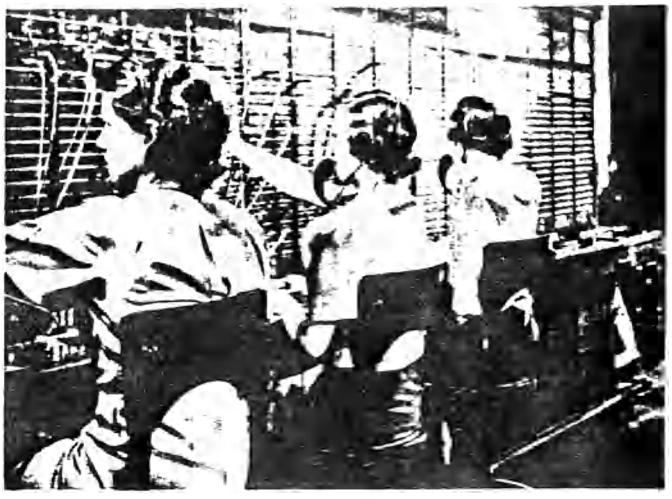
SYNOPSIS:

Traces the career of a telephone operator from the time she applies for employment; through her training period and assignment to a position at the switchboard; and concludes with a central office visit by her mother.

A professional cast is used. The Central Office scenes were photographed in sound at the Olinville Central Office, in New York City.

An off-screen commentation is read by Edwin C. Hill. Incidental music was composed and directed by Edwin E. Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	19 minutes Year Made: 1938
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House.
ORDER WORDING	(Quantity) Film(s), 16mm, "Operator" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Operator"
PRICE	See price list included in this catalog.



No. 38-2

At the training switchboard, Miss Bradley learns of the fascinating work of the telephone operator.



No. 38-3

During a visit to the central office, Mrs. Bradley learns that each operator has her own headset -



No. 38-4

- and pleasant lunch rooms are provided for the girls.

THE HOME TEAM NO. 39

PRE 1935



No. 40
Revised

PLAYING THE GAME

PURPOSE:

To show the spirit of service underlying the telephone job.

SYNOPSIS:

This is a new version of "The Home Team, No. 39." It concerns a telephone linegang foreman and his family.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1935
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Playing the Game" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Playing the Game
PRICE	See Price List included in this catalog

Title: "Safeguarding Military Information"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 11 minutes. Year Made: 1941

Produced by: Army Signal Corps

Produced for: Army

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

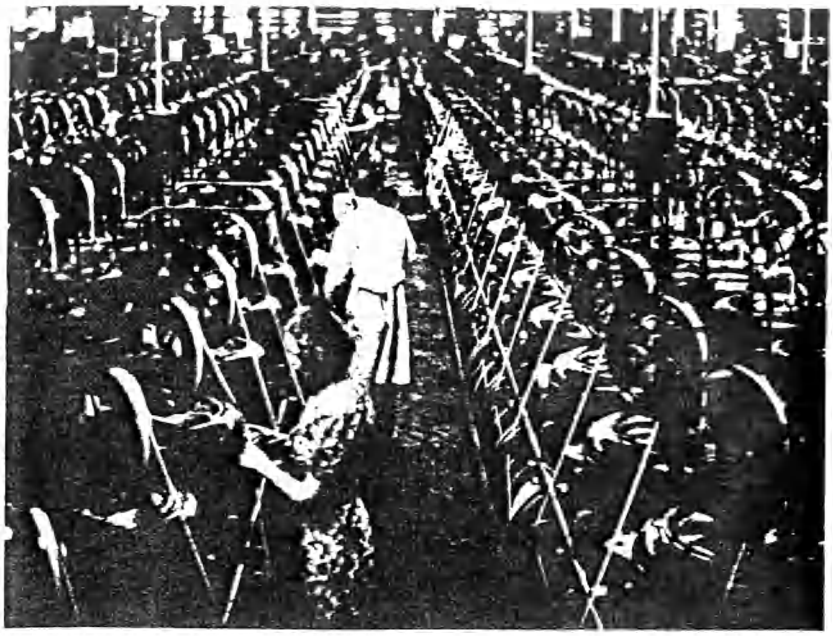
Price: No charge.

Purpose: To promote caution in conversation in wartime.

Synopsis: Dramatizes the importance of military censorship and cautions all citizens not to reveal any information which will enable the enemy to cause death and disaster.

Prints no longer available

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.



No. 42
Revised

SAFEGUARDING THE SPEECHWAYS

PURPOSE:

To show how rubber covered telephone wire is manufactured tested and used.

SYNOPSIS:

How telephone speechways are safeguarded by rubber covered wire--how the rubber is processed, the wire manufactured and tested is the theme of this interesting picture.

Starting with the collection of raw materials, the camera moves on to the processing of the rubber and follows through the mixing, straining and rolling operations which convert it into insulating compound. This is squeezed around the wire and then vulcanized in a continuous operation.

Scenes in the rod and wire mill show how a 230 pound billet of copper is drawn out to a fine thread 2250 miles long. The finished rubber-insulated wire is shown being subjected to a series of rigid inspections and tests to insure that it will withstand heat, cold and other severities of nature.

Most of the manufacturing methods and machinery shown in the film were developed by Western Electric engineers or represent improvements made by them. Many of the processes, such as high speed wire drawing and continuous vulcanizing, have brought about revolutionary changes in the art of wire making.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	18 minutes Year Made: 1937
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Safeguarding the Speechways" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Safeguarding the Speechways"
PRICE	See Price List included in this catalog

Title: "Seagoing Telephones"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m

Running Time: 11 minutes. Year Made: 1934

Produced by: Loucks and Norling Studios

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To promote knowledge of Ship-to-Shore service.

Synopsis: A non-technical presentation of ship-to-shore telephony. It pictures the various aspects of this phase of telephony and, in addition to scenes of personnel and equipment, includes many interesting sequences in animation.
The off-screen narrative is by Alois Havrilla.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "Switchboards Old and New"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m

Running Time: 11 minutes. Year Made: 1932

Produced by: American Telephone and Telegraph Company and Loucks and Norling Studios

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To trace the history of switching methods.

Synopsis: Traces the development of "voice switching" methods from the first crude system that utilized the wires of a burglar alarm system in Boston in 1877, to the latest type of switchboard in modern central offices.

Intermediate steps marking such innovations as the key shelf, cord circuit and the multiple switchboard are presented in animated drawings, while the teletypewriter switchboard, the call distributing "B" board, call indicator and other equally important developments are covered by straight photography.

In addition to dialogue sequences, an interesting descriptive talk accompanies the picture.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "Telephone Arsenal"

Type of Film: Sound motion. Two reels. 16 m/m and 35 m/m.

Running Time: 19 minutes. **Year Made:** 1942

Produced by: Western Electric Company

Produced for: Western Electric Company

Order from: Motion Picture Bureau
Western Electric Company - Room 1627
195 Broadway, New York 7, N. Y.

Price: 16 m/m-$30.00
35 m/m-$70.00

Purpose: To show the vital role of telephone and radio in the war effort, and how Western Electric produces this equipment for industry and for our fighting forces.

Synopsis: Army camps, naval stations, fighting ships, industrial plants must have new telephones by the hundreds of thousands. Literally billions of feet of wire and cable are necessary to join them together. Huge quantities of these and other telephone products are seen being manufactured at Western Electric plants, shipped by company distributing houses, and finally, installed and in use at their destinations. Part of the critical materials for these "war telephones" is reclaimed from junked equipment as depicted in scenes at the Nassau Smelting & Refining Company, a subsidiary plant.

Men of the Army Signal Corps show how telephones are employed in the field under combat conditions. Trainees of this branch are seen in classroom and laboratory, learning the fine points of telephone installation and repair.

Two-way radio sets are another important part of Western Electric's war production. Scenes show these being manufactured, assembled, tested, before they become the "voices" and "ears" for our planes, tanks and torpedo boats.

The film was made originally for showing to Western Electric employees, but is now available to any group interested in a behind-the-scenes picture of communications and the war.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS
SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. FILM & DISPLAY DIVISION.

No. 46
Revised

THE BELL SYSTEM AT THE WORLD'S FAIR

PURPOSE:

Historical record of Chicago World's Fair, 1933.

SYNOPSIS:

Opens with general views of the Exposition, followed by scenes of the various features of the Bell System Exhibit.

The closing sequences consist of informal views of the operating staff, which consisted of 100 men and women from the Illinois Bell Telephone Company, Western Electric Company, Long Lines Department and the Bell Telephone Laboratories.

Dr. Sergius P. Grace, Assistant Vice President, Bell Telephone Laboratories, who was in general charge of the Bell System Exhibit, is the off-screen narrator and describes the various scenes and exhibits as they appear on the screen.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	18 minutes Year Made: 1934
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Bell System at the World's Fair" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Bell System at the World's Fair"
PRICE	See Price List included in this catalog

Title: "The Call of the East"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 8-1/2 minutes. Year Made: 1931

Produced by: Metropolitan Sound Studios, Hollywood, Calif.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To show the unusual telephone exchange in San Francisco's Chinatown.

Synopsis: Chinatown in San Francisco has a telephone Exchange unlike any other. While the equipment is up-to-date and the Exchange is part of the Bell System, its service to the more than 2,000 Oriental subscribers is unique. The Chinese girl operators, for instance, not only use both languages, but must remember every subscriber's number and street address and often act as interpreters and message-bearers.

The picture takes us through the streets of Chinatown to the Exchange, where we listen in at the switchboard; hear the strange mixture of tongues, and catch some of the oddities of the service. Then we hear a call put in by a local merchant to his branch office in London, and follow the call across the continent and the Atlantic into the famous Limehouse district of London.

The picture has a running accompaniment of characteristic Oriental music.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "The Committee Reports"

Type of Film: Sound motion. 2 reels. 16 m/m and 35 m/m.

Running Time: 11 minutes. Year Made: 1932

Produced by: Audio Cinema, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To show the intricacies of communications equipment, especially for children.

Synopsis: Father tells the children that they are living in a wonderful age, but that they don't half appreciate it. He gets in hot water when he declares that when he was a boy he had to "break the ice in the bucket to get water to wash his face." The children, however, find out for themselves all about the comforts and conveniences of the 20th Century.

The cast includes Paul Harvey, Helen Rowland, Richard Jack, and other well-known stage and screen players.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "The Customer's Bill"

Type of Film: Sound slide-motion. 16 m/m.

Running Time: 16 minutes. Year Made: 1944

Produced by: Wilding Picture Productions, Inc.

Produced for: The Ohio Bell Telephone Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street,
Chicago 40, Illinois
"(quantity) prints of Ohio Bell Telephone Company training film 'The Customer's Bill' complete with reel and carrying case."

Price: $25.00.

Purpose: Commercial training - work of other departments. Referred to in letter of August 14, 1944 to all General Commercial Managers.

Synopsis: Film traces the steps involved in preparation of bills by the Accounting Department, including addressing, printing and assembling; entering billing details and preparation for mailing.

It is intended to provide background information helpful to service representatives, much of which could otherwise be obtained only through visits to the other departments.



No. 50
Revised

THE FIRST CALL

PURPOSE:

Recording made by Thomas A. Watson, telling of his early associations with Alexander Graham Bell.

SYNOPSIS:

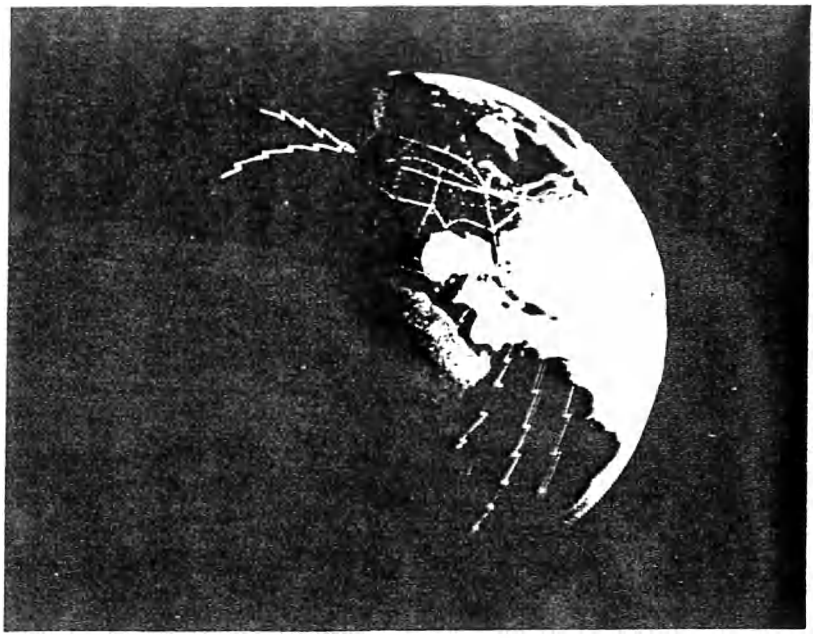
Thomas A. Watson, who built the first telephone for Alexander Graham Bell, recounts the events leading up to that moment when the words, "Mr. Watson, come here, I want you," were uttered by Bell.

This incident is then picturized, as is the historic meeting of Bell and Emperor Dom Pedro, of Brazil, at the Centennial Exposition in 1876.

These recordings themselves have a place in history, for they are assembled from one of the first industrial talking films ever produced. The original recordings were on disc and these have now been re-recorded on film and this valuable material rearranged and condensed.

Parts of the film were released in 1927 in silent form.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1930
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The First Call" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The First Call"
PRICE	See Price List included in this catalog



No. 51
Revised

THE GATEWAY TO THE WORLD

PURPOSE:

To show the extent of transatlantic telephone service.

SYNOPSIS:

Scenes from every continent of the globe are included in the travelogue section, while a unique listing of the fifty-odd countries within telephone reach of the United States is presented in animated form.

An effective musical score adds to the entertainment value of the picture.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1933
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Gateway to the World" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Gateway to the World"
PRICE	See Price List included in this catalog.

Title: "There Were Two Trees"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 8-1/2 minutes.

Year Made: 1930
Remade in 1933 as "The Other Christmas Tree", see No. 53.

Produced by: Audio Cinema, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To show how the telephone contributes to Christmas.

Synopsis: A mother and two little children are listening to the radio on Christmas Eve. Over the air comes a good-night Christmas story, an adaptation of R. T. Barrett's "The Other Christmas Tree," which is accompanied by appropriate scenes.

Two trees, a pine and a fir, are concerned in the story. They want to become Christmas trees, and both attain their desire. The fir is chosen to be a Community Tree, while the pine becomes a telephone pole, and, by carrying messages of good cheer, does its share in making people happy at Christmas time.

The singing of Christmas carols fittingly punctuates the radio story.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. MOTION PICTURE DIVISION.

No. 53
Revised
(See Page 52)

THE OTHER CHRISTMAS TREE

PURPOSE:

To show how the telephone contributes to Christmas.

SYNOPSIS:

This is a re-make of the story of the two trees, a pine and a spruce, each of which wanted to become a Christmas tree. The story unfolds as a mother tells it to her two children on Christmas Eve.

The ending is a happy one, both trees realizing their wishes, the spruce by becoming a Community Christmas Tree and the pine a telephone pole, carrying messages of joy and greeting to friends and loved ones at Christmas.

Carols, sung by the A. T. & T. choir add interest to the opening and closing of the picture, while the trees themselves take on real personalities from the drawings of the noted illustrator, Franklin Booth.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1933
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Other Christmas Tree" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Other Christmas Tree"
PRICE	See Price List included in this catalog

Title: "The Romance Hunter"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 11 minutes. Year Made: 1931

Produced by: Audio Cinema, Inc.

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To show the romance in the making up of the telephone directory.

Synopsis: The story of a young newspaper reporter who has been assigned by his editor to find a romance of industry that has a human interest angle. He is at a loss until he stops to make a telephone call at a pay station. The directory desk is crowded with people looking up telephone numbers, and he is struck by the important part the directory plays in modern life. This gives him his clue.

He follows the story from its beginning, in the Commercial Office, where John Smith applies for telephone service, through the Compilation Bureau, to the Information Board in a local exchange and thence to the printing plant, with its clinking linotype machines and roaring presses.

His imagination fired by the romantic aspects of this feature of industry, he comes back to his rather cynical editor and tells his story. His enthusiasm wins the interest of the editor, who visualizes the far-reaching human relationships implied in the pages of the 2300 different telephone directories in the United States. He orders the story written, "with plenty of pictures."

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.



No. 55
Revised

THE VOICE OF THE CITY

PURPOSE:

To show the complexity of a telephone central office.

SYNOPSIS:

Opens with scenes depicting the every-day activity in New York and the metropolitan area surrounding the city. The influx of visitors and workers is shown by fast moving scenes of trains, airplanes, automobiles, and ferries.

The problem of providing telephone service for residents and visitors is pictured by scenes made during a tour of an "Open House" occasion in one of New York's telephone central offices.

An off-screen narration is read by Edwin C. Hill, with incidental musical accompaniment by an orchestra under the direction of Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	22 minutes (long) Year Made: 1937 11 minutes (short) Revised: 1938
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Voice of the City" (Specify version) (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Voice of the City" (Specify version)
PRICE	See Price List included in this catalog

No. 56
Revised

TELEPHONE MEMORIES

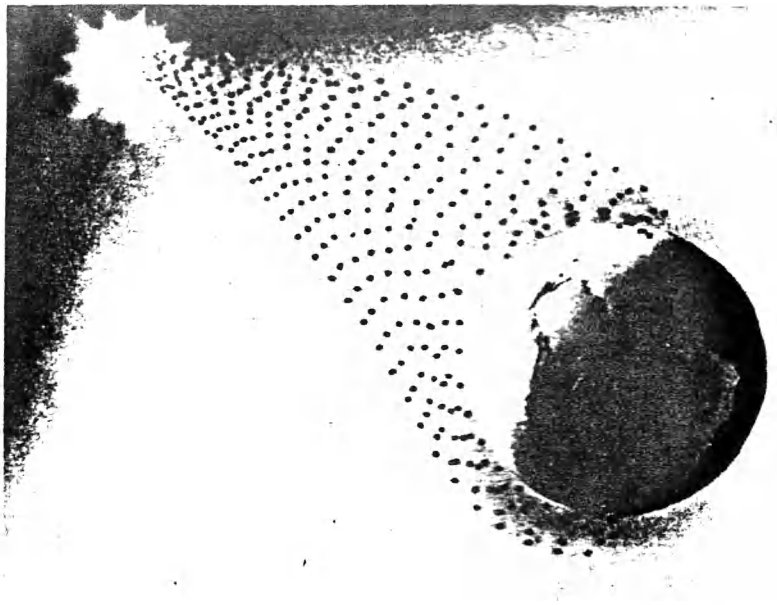
PURPOSE:

Historical.

SYNOPSIS:

An address by Dr. Thomas A. Watson, in which he tells of Alexander Graham Bell's early experiments with the telephone. Dr. Watson dramatically describes the occasion when he and Dr. Bell first succeeded in transmitting spoken words over wire.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	14 minutes Year Made: 1932
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Telephone Memories" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Telephone Memories"
PRICE	See Price List included in this catalog



No. 57
Revised

TROUBLE IN SPOTS

PURPOSE:

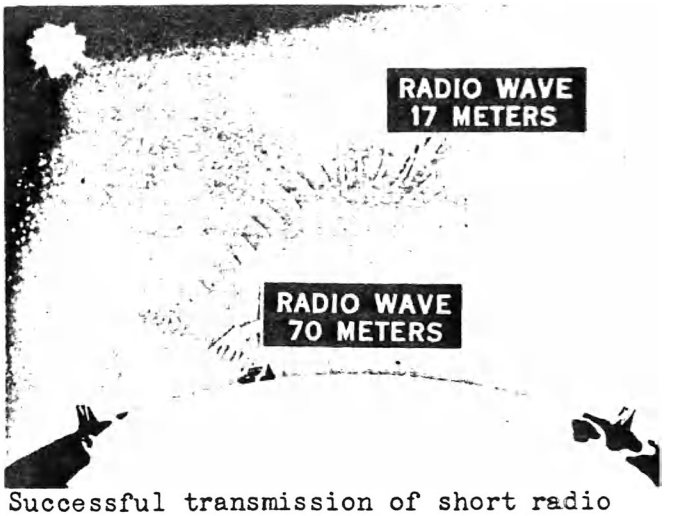
To inform employes and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

Consisting of two sequences, the first, from which the picture takes its title, is devoted to the effects of magnetic storms on communications.

The second sequence deals with the preservation of telephone poles, and includes the study of fungus growths and the chemical preservatives used to combat them.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	7-1/2 minutes Year Made: 1940
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Trouble In Spots" (Quantity) Film, (Safety or Nitrate), 35mm, "Trouble In Spots"
PRICE	See Price List included in this catalog.



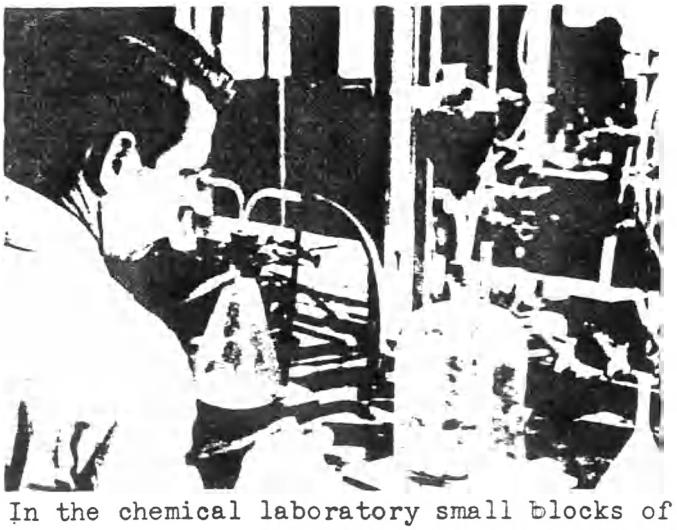
No. 57-2

Successful transmission of short radio waves depends upon an electrified layer of atmosphere above the earth, which is called the ionosphere.



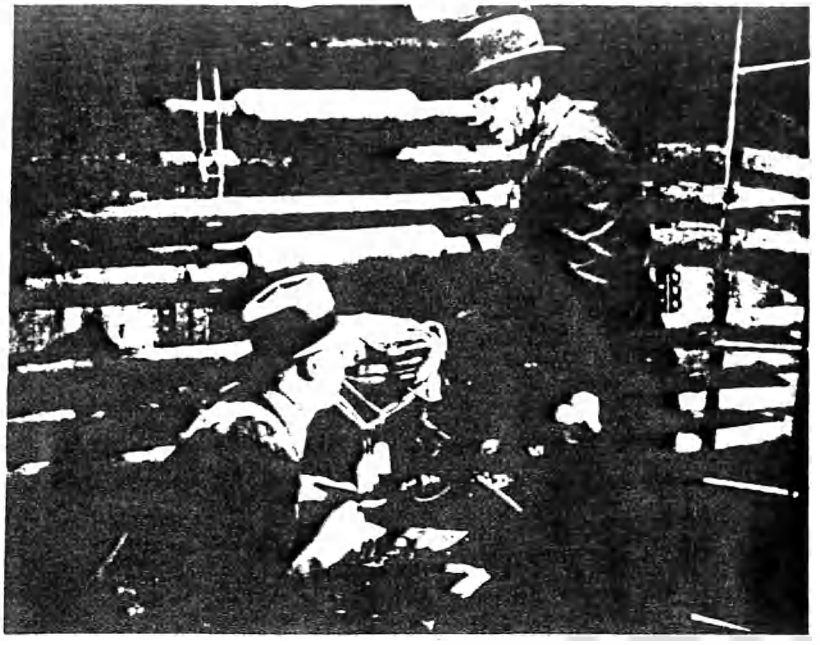
No. 57-3

The outdoor "laboratory" for the scientific study of pole life under service conditions.



No. 57-4

In the chemical laboratory small blocks of wood are used for wood preservative experiments. After being carefully weighed and the volumes measured, they are impregnated with a preservative solution.



No. 58
Revised

TROUBLE UNDERGROUND

PURPOSE:

To show the cable splicer's job in the large city.

SYNOPSIS:

Tells the story of telephone men at work beneath the streets of a great city.

"Trouble Underground" employs an all-telephone cast. New York Company cable splicers give the camera authentic scenes of their work in Manhattan's manholes. All the shooting was done in New York, partly on the streets and partly with the aid of a dummy manhole built "on stage", complete with real cables, entrance ladder and all the trimmings.

Two commentators are heard in the picture, Mark Hawley, and William Grimshaw, the latter a Manhattan cable splicing foreman, who tells most of the running story of the picture. An original musical score was composed and directed by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	35 minutes Year Made: 1942
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Trouble Underground" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Trouble Underground"
PRICE	See Price List included in this catalog



VICTORY VIGNETTES

PURPOSE:

To show wartime uses of telephony.

SYNOPSIS:

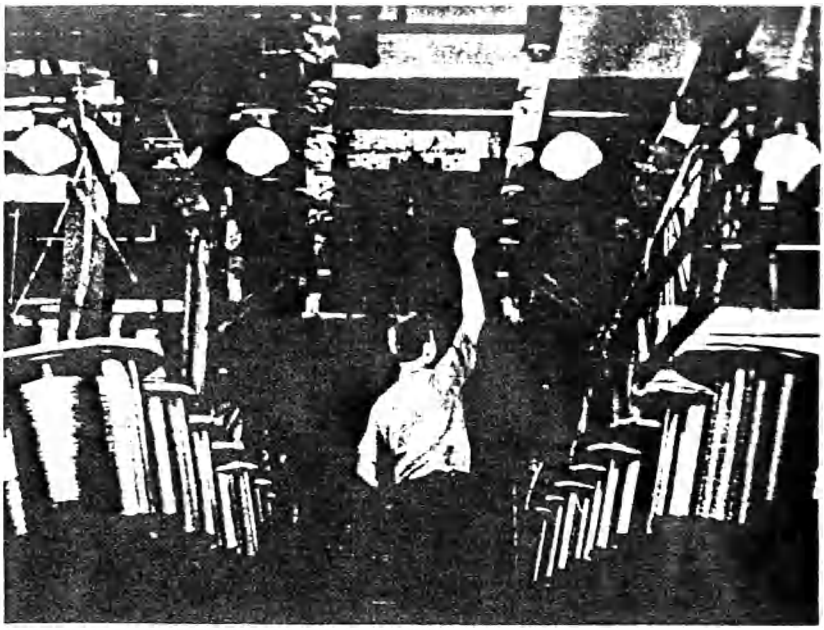
The first is called "Trailing Trouble," and concerns emergency radio telephone equipment.

The second sequence, titled "Men Talking," pictures telephone installations, permanent and temporary, at Army and Navy camps and training bases.

The last sequence is a four-minute picture presentation of the Army War Show, which has appeared in many of the large stadiums throughout the nation.

Narration is read by Lowell Thomas and the music is an original score by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1943
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Victory Vignettes" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Victory Vignettes"
PRICE	See Price List included in this catalog.



No. 60
Revised

VOICES IN PAPER

PURPOSE:

To show the manufacture and use of modern telephone cable and a new wire insulating process.

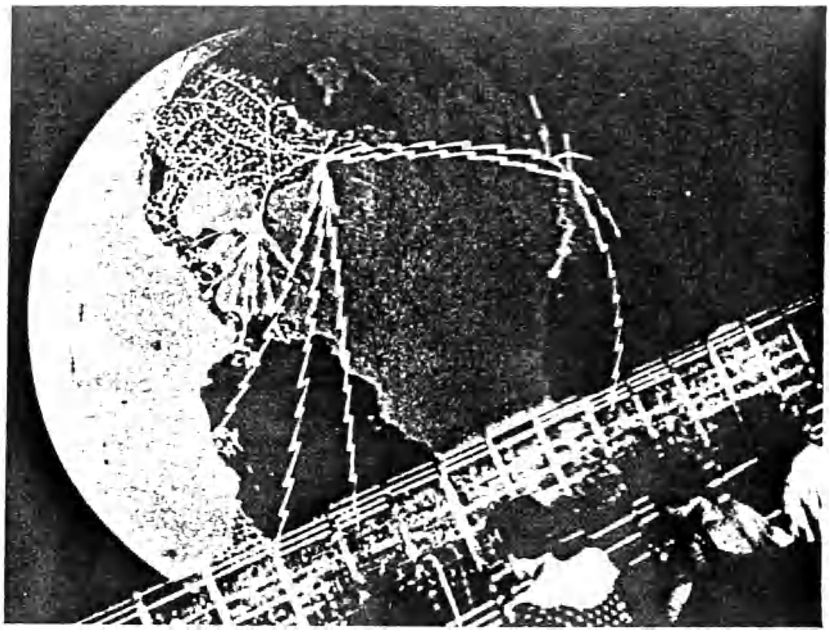
SYNOPSIS:

Graphically portrays how Western Electric engineers, faced by a growing shortage of manila paper wrapping used for cable insulation, developed an entirely new process in which paper pulp insulation is manufactured directly on telephone wire.

Other interesting sequences show how the unit type of cable structure was developed and how, combined with the new pulp insulating process, it added 50 per cent to the wire carrying capacity of the cable sheath - thus solving the problem of limited space in a city's underground conduits.

Effective contrasts are drawn between the old, unsightly method of stringing city telephone wires on poles and the modern manner of running lead-covered speech carrier cables underground.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	12 minutes Year Made: 1940
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Voices in Paper" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Voices in Paper"
PRICE	See Price List included in this catalog



No. 61
Revised

VOICES IN THE AIR

PURPOSE:

To show growth of trans-atlantic telephone service.

SYNOPSIS:

A travelogue including interesting scenic views from Sweden, Guatemala, Brazil, Egypt, Italy, France, Hawaii and Japan. The travel scenes are coupled with animation to make an effective treatment of transoceanic service.

The narrator is Alois Havrilla, while the musical score was arranged and directed by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1936
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Voices in the Air" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Voices in the Air"
PRICE	See Price List included in this catalog



No. 62
Revised

VOICES OF VICTORY

PURPOSE:

To show the importance of the telephone operator to the successful progress of the war.

SYNOPSIS:

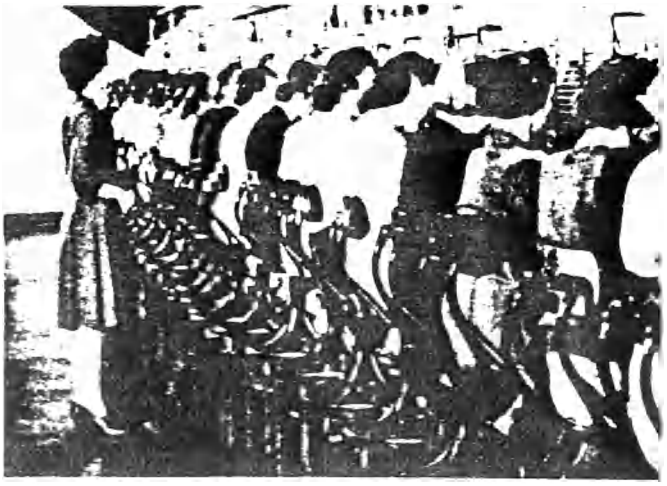
A young girl, looking for a job, wants to be sure that she is doing some kind of war work. A young Signal Corps Corporal and his mother (a former telephone operator) convince her that she will be doing a real job by joining the operating forces of the telephone company. Many dramatic episodes and varied scenes of switchboards contribute to bringing to a happy conclusion the proof that a "Voice with a Smile" is one of the many "Voices of Victory."

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	25 minutes Year Made: 1943
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Voices of Victory" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Voices of Victory"
PRICE	See Price List included in this catalog



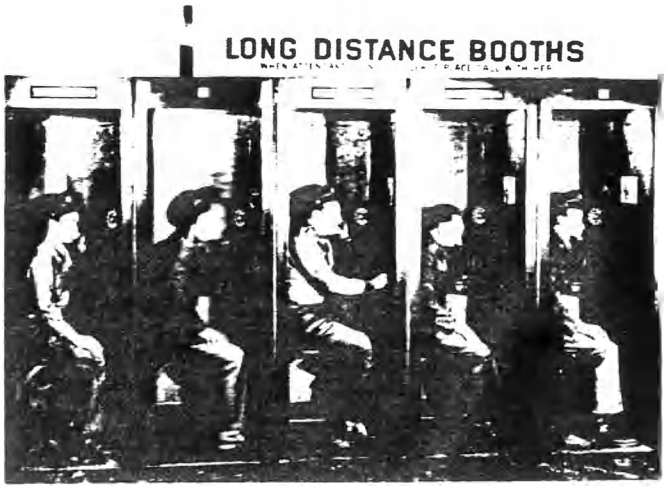
No. 62-2

Alec's mother tells what women are doing in war work.



No. 62-3

The telephone operator is helping unite the energies of the whole nation.



No. 62-4

When a lot of guys get the urge to talk to somebody back home.



No. 63
Revised

WAR AND THE TELEPHONE

PURPOSE:

To aid in the advertising campaign to keep the telephone wires clear for war calls.

SYNOPSIS:

This picture might be described as "a report to the nation on the impact of war on telephone service." It supplements radio and newspaper reminders to telephone users that war calls must come first.

Graphic animated charts and dialogue episodes are combined with off-screen narration and music to present a twenty-minute picture on this important subject. The picture is in two reels.

Narration is read by Lowell Thomas, with a musical score by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	16 minutes Year Made: 1943
PRODUCED BY	Wilding Picture Productions and Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "War and the Telephone" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "War and the Telephone"
PRICE	See Price List included in this catalog

No. 64
Revised
(See No. 36)

WESTERN CROSSING

PURPOSE:

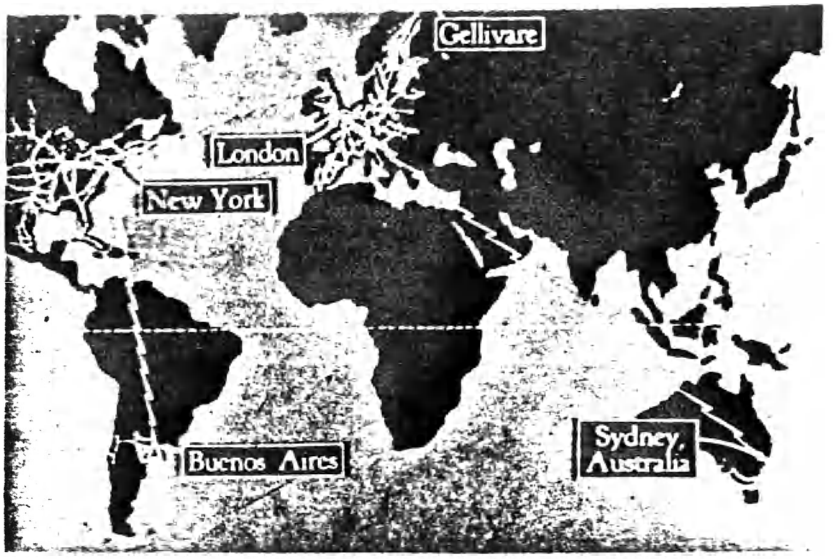
To show the building of the underground cross-continent cable.

SYNOPSIS:

A Kodachrome version of "Modern Caravans," supplemented by additional scenes. The screen story is narrated by Lowell Thomas, accompanied by orchestral music arranged by Edwin Ludig.

TYPE OF FILM	Sound motion, 16mm Kodachrome
RUNNING TIME	11 minutes Year Made: 1943
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Western Crossing"
PRICE	See Price List included in this catalog

No. 65
Revised



WHAT COUNTRY, PLEASE

PURPOSE:

To show the extent of transatlantic service.

SYNOPSIS:

In the opening scenes a group of tourists on the observation tower of a New York skyscraper realize that while there are thousands of people a few hundred feet below them, not one pedestrian could hear their loudest shouts, yet a few blocks away at the Long Distance Telephone Office the softly spoken words of the transatlantic operators are being heard in Europe, South America, Mexico, and even Australia.

The film carries the audience across the Atlantic to the lands of our telephone neighbors, represented by many picturesque scenic views and glimpses of national sports, such as tobogganing in Germany, ice-boating and skiing in Sweden, and ice-skating in Holland. Then there are scenes in South America, including a shot of the majestic snow-capped Andes. In Australia the camera has captured the humorous antics of a group of kangaroos.

Excellent animation adds to the educational value of this entertaining picture.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1930
PRODUCED BY	American Telephone & Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "What Country, Please" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "What Country, Please"
PRICE	See Price List included in this catalog



No. 66
Revised

WHAT'S THE TECHNIQUE

PURPOSE:

To show progress in telephony.

SYNOPSIS:

Consists of three sequences: 1st - "What's the Technique?" - devoted to the pole climbing technique of telephone linemen, with pictures of training and instruction methods.

The second - "What's the Treatment?" - devoted to a recent telephone first aid contest in Buffalo, New York. The photography includes various shots taken during and after the contest, and is featured by close-up shots of one of the teams applying treatment in one of the problems.

The third - "What's the Clearance?" - devoted to the new airplane altimeter known as the Terrain Clearance Indicator.

A musical accompaniment was composed and directed by Edwin Ludig, and the commentary was read by Edwin C. Hill.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1939
PRODUCED BY	Audio Productions, Inc. and Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "What's the Technique?"
	(Quantity) Film(s), Theatrical Safety Stock, 35mm, "What's the Technique?"
PRICE	See Price List included in this catalog

TITLE:				
	"A New Supervisor Takes a Look at His Job"	#150	$23.60	13 min.
	"Planning and Laying Out Work"	151	20.74	10
	"Maintaining Good Working Conditions"	152	19.28	9
	"Working With Other Supervisors"	153	17.88	8
	"Introducing the New Worker to His Job"	154	27.88	16
	"Instructing the Worker on the Job"	155	25.71	14
	"Placing the Right Man on the Job"	156	23.60	13
	"Supervising Workers on the Job"	157	20.74	10
	"Supervising Women Workers"	158	21.44	11
	"Maintaining Workers' Interest"	159	23.60	13
	"Every Minute Counts"	161	20.74	10
	"Improving the Job"	163	20.01	10
	"Maintaining Quality Standards"	164	20.74	10
	"Using Visual Aids in Training"	167	25.71	14
	"The Supervisor as a Leader Part I"	168	25.71	14
	"The Supervisor as a Leader Part II"	169	23.60	13

PURPOSE:

Supervisory training.

SYNOPSIS:

A New Supervisor Takes a Look at His Job - A young workman has just been made a line supervisor. In an interview with the superintendent, he is shown that in his new job, he must learn to get results by working with people instead of machines. The importance of the human element in supervision is brought out.

Planning and Laying Out Work - A number of dramatized incidents point up the importance of careful planning before starting a job. The serious results of poor planning or no planning at all are demonstrated.

Maintaining Good Working Conditions - Several cases where improvement in working conditions resulted in increased production and better satisfied workers are enacted. The importance of the part played by supervisors in maintaining good working conditions is emphasized.

Working With Other Supervisors - Several supervisors discuss Larry, one of their colleagues, who has been unable to work harmoniously with them. The question is raised. What can be done about Larry?

Introducing the New Worker to His Job - A new worker is being started on his job. First, the induction is done very poorly. This becomes apparent as the new worker shows considerable dissatisfaction with his treatment. Then, the same job is done over again, but this time it is done as it should be. The difference between the first and second ways of inducting the worker is obvious.

Instructing the Worker on the Job - A new girl worker is told how to do a job on the drill press. She fails to master the job and is then shown how to do it. This does not work and in distress she leaves the machine. The supervisor then does a careful job of instructing the next girl who becomes a

The Supervisor as a Leader - Part II - Four supervisors discuss the qualities of leadership. Dramatized incidents make clear what they mean. One man lets his job go to his head. Another goes to pieces under pressure, he can't control himself. In other incidents, it is pointed out that the good supervisor is not afraid to praise his men for work well done and that he is loyal to them.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	As above Year Made: 1944
PRODUCED BY	Caravel Films Mode Art Productions Herbert Kerkow
PRODUCED FOR	Federal Security Agency U. S. Office of Education Division of Visual Aids
ORDER FROM	Castle Films 445 Park Avenue, New York 22, N. Y.
PRICE	As above (Subject to change)

No. 68
Revised

DAMP SWEEPING

PURPOSE:

To aid in training house service employees in the use of the damp sweeping tool in dial offices.

SYNOPSIS:

Shows the procedure used in performing damp sweeping, which is a method of dustless sweeping for smooth floors in telephone building. The picture instructs in manipulating a special tool designed for damp sweeping.

TYPE OF FILM	Silent motion, color, 16mm
RUNNING TIME	15 minutes Year Made: 1944
PRODUCED BY	American Telephone & Telegraph Company in cooperation with Southwestern Bell Telephone Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm silent motion, "Damp Sweeping"
PRICE	See Price List included in this catalog

Title: "Fire"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1939

Produced by: Commercial Films.

Produced for: National Safety Council

Order from: National Safety Council
20 N. Wacker Drive
Chicago, Illinois

Price: $15.00 f.o.b. Chicago.

Purpose: To show value of good fire prevention methods.

Synopsis: Opens with exciting episode of large manufacturing plant being destroyed by fire. Hundreds of workers lose their jobs because of the careless flip of a match. Scene switches to home of fire chief. Chief explains to daughter and daughter's boy friend the tremendous annual loss in money and jobs caused by industrial fires. Correct methods of preventing and fighting fires are explained and illustrated.

Title: "Food Keeps You Fit"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1942

Produced by: Commercial Films

Produced for: General use.

Order from: Commercial Films, Inc.
1800 E. 30th Street
Cleveland, Ohio

Price: $12.50.

Purpose: To show benefits of good food habits.

Synopsis: Food every worker needs is discussed and the results of proper eating are shown. Nine reasons are advanced why proper selection of food is health insurance....insurance that will make every worker more efficient and agreeable both at home and at work.

No. 71
Revised

GRIME DOES NOT PAY

PURPOSE:

To show how important good plant housekeeping is in reducing accidents.

SYNOPSIS:

Story depicts a manhunt for the criminal "Poor Housekeeping," who is finally caught and taken on a tour of the plant by "Good Housekeeping," during which the latter points out the many hazardous conditions existing because of filth and careless housekeeping. The criminal is later beaten up and thrown out, when the workers are convinced that "grime doesn't pay."

TYPE OF FILM	Sound slide
RUNNING TIME	20 minutes Year Made: 1940
PRODUCED BY	Commercial Films, Inc.
PRODUCED FOR	National Safety Council, Inc.
ORDER FROM	National Safety Council, Inc. 20 North Wacker Drive Chicago, Illinois
PRICE	$15.00 f.o.b. Chicago, Illinois (Subject to Change)

Title: "Handle With Care"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1939

Produced by: Commercial Films, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago, Illinois

Price: $15.00 f.o.b. Chicago, Illinois

Purpose: To show proper safety methods in handling materials.

Synopsis: Features workman who "pooh-poohs" safety. Cartoon character in safety poster comes to life and explains the importance of lifting and handling materials carefully. Hernia and back strain are discussed and the proper methods of lifting and handling many different types of materials are illustrated. Workman is later convinced by the explanation and changes his attitude toward safety.

Title: "If It Happens"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1941

Produced by: Sarra, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: $15.00 f.o.b. Chicago, Illinois

Purpose: To train drivers in proper procedure after accidents.

Synopsis: A fast-moving program explaining and demonstrating what to do after an accident. Three main topics are covered: how to keep the accident from getting worse; how to get and report all facts about the accident, and how to get back on the job quickly.

No. 74
Revised

MINUTE MEN

PURPOSE:

To teach importance of safety.

SYNOPSIS:

Action packed story of safety in the public utility industry. Opening scenes portray the significance of the public utility employes job. Explains why safety is so important in all operations and the efforts made by employers to bring it about. Illustrates safe practices in line work, power stations, meter inspection, first aid and resuscitation, personal protective equipment, lifting and handling.

TYPE OF FILM	Sound slide
RUNNING TIME	20 minutes Year Made: 1942
PRODUCED BY	Commercial Films, Inc.
PRODUCED FOR	National Safety Council, Inc.
ORDER FROM	National Safety Council, Inc. 20 N. Wacker Drive Chicago 6, Illinois
PRICE	$15

Title: "No Time For Goofers"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1943

Produced by: Sarra, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illincis

Price: $5.00 f.o.b. Chicago, Illinois

Purpose: To teach the importance of safety on the street in wartime.

Synopsis: Illustrates the daily hazards facing those who walk, ride bicycles, drive, share rides, or depend upon public transportation facilities to get to and from work, which cause accidents that result in war production delays.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "No Use Skidding"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1941

Produced by: Sarra, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: ~~$15.00~~ $.25 f.o.b. Chicago, Illinois

Purpose: To explain the major causes of winter traffic casualties.

Synopsis: Tells the driver what he can do to avoid accidents during the winter months. Braking distances on ice, packed snow and wet pavement are contrasted with those on dry pavement. Some of the important questions asked and answered are: What can be done about the weather? Do tire chains really help? Why does it help to pump the brakes? Does spreading sand help? (Can be shown to all types of drivers.)

No. 77
Revised

NOTHING UPSTAIRS

PURPOSE:

To teach safety in industrial plants.

SYNOPSIS:

A cartoon film in technicolor featuring comic characters Lulu Dripp and Hank Fizzle who are forever getting injured as a result of most common unsafe acts. Covers typical causes of accidents in the average industrial plant.

No Longer Available
5/17/56

TYPE OF FILM	Sound slide
RUNNING TIME	10 minutes Year Made: 1943
PRODUCED BY	Sarra, Inc.
PRODUCED FOR	National Safety Council, Inc.
ORDER FROM	National Safety Council, Inc. 20 N. Wacker Drive Chicago 6, Illinois
PRICE	$15

Title: "Open For Infection"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1939

Produced by: Commercial Films, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: $15.00 f.o.b. Chicago, Illinois

Purpose: To teach elementary principles of first aid.

Synopsis: Story features workman, who cuts finger, then scoffs at first aid and is ordered to first aid room by foreman. While having finger treated, he learns from the doctor great dangers in neglecting even the smallest cuts or injuries. Film shows the important reasons for prompt first aid and examples of neglected first aid.

Title: "Ring Down the Curtain"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1944

Produced by: Michigan Bell Telephone Company

Produced for: Michigan Bell Telephone Company

Order from: Michigan Bell Telephone Company
Visual Information Supervisor
1365 Cass Avenue
Detroit 26, Michigan

Price: $5.00

Purpose: To teach accident prevention.

Synopsis: Particular emphasis is placed on the relationship between unsafe practices, accidents and personal injuries; and that accidents and injuries can be controlled in about the same proportion that unsafe practices are controlled. For this reason the showing of the film may be of particular value at employee meetings held in connection with discussions of the Safety Observation Plan or at other meetings where it is desirable to stress this basic point which is so important in all our accident prevention efforts.

Title: "Rules For Tools"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1940

Produced by: Commercial Films, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: $15.00 f.o.b. Chicago, Illinois

Purpose: To teach safe use of tools.

Synopsis: An interesting story of the safe use of small hand tools, built around the four rules, "select the right tool," "be sure it's in good condition," "use it properly," "put it away safely." The tools themselves play the leading roles and carry on a conversation with "Ol' Man Accident." Each tool explains how the safety rules should be applied to him.

Title: "Safe all Around"

Type of Film: Sound slide.

Running Time: 18 minutes. Year Made: 1941

Produced by: Commercial Films, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: ~~$5.00~~ 15.00 f.o.b. Chicago, Illinois

Purpose: To teach importance of safety in the home. Referred to in Mr. Waidlich's letter of September 7, 1945 to all General Plant Managers.

Synopsis: A story of off-the-job safety dealing with hazards in and around the home. The hazards are analyzed and methods for their elimination suggested. Typical accidents occurring in the yard, the garage, the basement, the bedroom, the bathroom, and the kitchen are shown and an appeal is made to workmen to walk and drive safely.

Title: "Safety for Defense"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1942

Produced by: Sarra, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: $12.50 f.o.b. Chicago, Illinois

Purpose: To teach safety as related to the national emergency.

Synopsis: A stirring and powerful film program explaining why safety is so vital to the National Defense Program. Tells how accident prevention is eliminating "bottle necks" in war industries. Outlines six most common causes of industrial accidents and demonstrates how industrial workers can avoid accidents from these causes. Designed to inspire workers to a greater safety effort.

No Longer Available
5/17/56

Title: "Selling Shortages"

Type of Film: Sound-slide.

Running Time: 14 minutes. Year Made: 1944

Produced by: Vocafilm Corporation

Produced for: American Telephone and Telegraph Company

Order from: Motion Picture Division
American Telephone and Telegraph Company
195 Broadway, New York 7, N. Y.

Price: No charge.

Purpose: To demonstrate to business office representatives the need for maintaining the standards, overtones and traditions of telephone service to customers during wartime shortages. Also to show how they can be applied in handling customers' requests for residence service where facilities are not available.

Synopsis: The first part of the film presents the shortage situation against the background of past service improvements and the tradition of service built up over the years by the efforts of all employes. Thereby it dramatizes the greater need to maintain that tradition by winning the customer's understanding and confidence in the fairness of wartime restrictions.

The two episodes that follow show how this theme can be applied: the case of the newly married couple who apply for a telephone of their own, and the case of the man who wants his telephone moved to a locality where facilities are not available for him. After each case, the representative analyzes her explanation to the customer from its service overtone standpoint.

Tom Shirley is the narrator who introduces and sums up the

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT. PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.

Title: "Stay on the Beam"

Type of Film: Sound slide.

Running Time: 14 minutes. Year Made: 1942

Produced by: Commercial Films

Produced for: General use.

Order from: Commercial Films, Inc.
1800 E. 30th Street
Cleveland, Ohio

Price: $12.50.

Purpose: To create proper mental attitudes in workers.

Synopsis: Every plant has workers such as "Walter-the-Worrier," "Defeatist-Dan," "Out-of-Step-Steve," who unconsciously sabotage the war effort because of their natures. A mental hygiene expert points out the absurdities in such attitudes, then discusses a few single hints for good morale... good mental health.

Title: Stop and Go Selling

Type of Film: Sound slide

Running Time: 15 minutes. Year Made: 1938

Produced by: Atlas Educational Film Company

Produced for: The Dairy Industry

Order from: Atlas Educational Film Company
111 South Boulevard
Oak Park, Illinois

Price: ~~$15.00~~ 17.50

Purpose: Safety training for dairy deliverymen.

Synopsis: Pictures deliveryman, who concentrates all his efforts on selling and disregards safety in driving his vehicle. Shows how the reckless driving tactics spoil all his sales accomplishments.

No Longer Available
5/17/56

Title: "Take Care of Yourself"

Type of Film: Sound slide.

Running Time: 16 minutes. Year Made: 1941

Produced by: Commercial Film

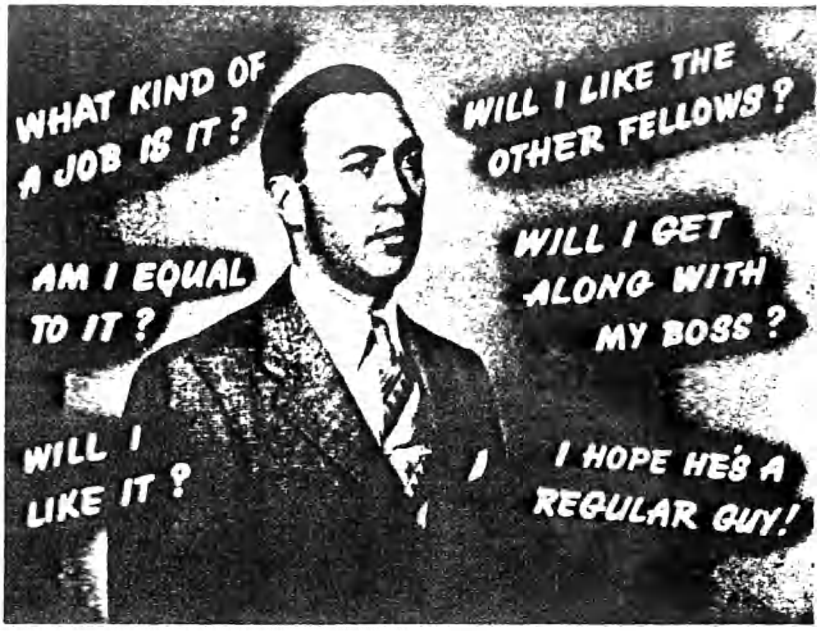
Produced for: General use

Order from: Commercial Films, Inc.
1800 E. 30th Street
Cleveland, Ohio

Price: $12.50.

Purpose: To teach proper health and mental habits.

Synopsis: A dramatization of the importance of common sense in health matters. An industrial physician and nurse explain to a worker how to keep his health by observing a few simple rules on food, sleep, exercise, and recreating, mental attitudes, etc.



No. 87
Revised

THAT NEW JOB

PURPOSE:

To train supervisors in handling of new employees. See Plant Operation Letter 1062 dated March 17, 1944, sent to all General Plant Managers.

SYNOPSIS:

Shows the importance of the proper methods of introducing a new employee to his job and his fellow employees by citing three cases of employees on their first day.

Two of them do not receive proper consideration or instruction and finish their first day in a bad frame of mind.

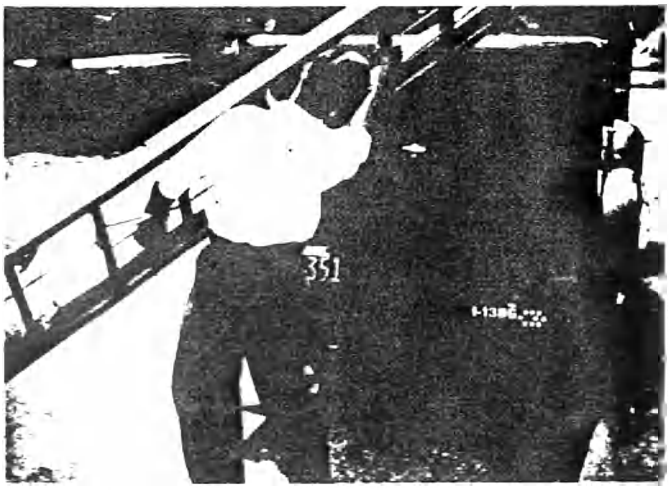
The third employee however is handled in a pleasant manner, instructed in his duties by a capable man, and goes home feeling that he will be well satisfied with his new job.

TYPE OF FILM	Sound Slide
RUNNING TIME	20 minutes Year Made: 1944
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound Slide, "That New Job"
PRICE	See Price List included in this catalog.



No. 87-2

Harry and Peggy discuss the sad experiences of their first day on the job.



No. 87-3

Insufficient training causes Harry to almost have an accident.



No. 87-4

Peggy's training is placed in the hands of a girl whose lack of ability to instruct is surpassed only by her impatience.



No. 87-5

Joe Larson gets off to a good start as he is introduced to his fellow employees.

Title: "The Cold Bug"

Type of Film: Sound slide.

Running Time: 14 minutes. Year Made: 1942

Produced by: Commercial Films

Produced for: General use.

Order from: Commercial Films, Inc.
1800 E. 30th Street
Cleveland, Ohio

P.O. Box 7
Cleveland 21, Ohio

Price: $12.50.

Purpose: To teach the proper treatment of colds.

Synopsis: Brings home to plant employees the dangers of neglecting even "a case of sniffles" which may lead to serious illness and financial loss. "The Cold Bug" introduces the subject in an attention-getting manner, then points out the way to prevent and treat colds.

Title: "The Eyes Have It"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1940

Produced by: Photo-Sound Division of Sarra, Inc.

Produced for: National Society for the Prevention of Blindness

Order from: National Society for the Prevention of Blindness, Inc.
50 West 50th Street, New York City, N. Y.

Price: $7.50

Purpose: To promote use of goggles.

Synopsis: A dramatic appeal for the use of goggles in industry. Their value and importance is demonstrated in case histories of eye accidents and how they could have been prevented.

Title: "The Fall Guy"

Type of Film: Sound slide.

Running Time: 20 minutes. **Year Made:** 1938

Produced by: Commercial Films, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: $15.00 f.o.b. Chicago, Illinois

Purpose: To teach the avoidance of falls.

Synopsis: A convincing story of falls in Industry, interspersed with humorous dialogue and episodes. A workman makes tour of a factory with "death," in the form of a skeleton. Death points out how he goes about collecting fall victims. Many fall hazards are illustrated and the methods of eliminating them are clearly shown. The workman learns his lesson and vows never again to take chances on falling.

No. 91
Revised

THE TELEPHONE GOES TO WAR

PURPOSE:

To show the place of the telephone in modern war.

SYNOPSIS:

Shows the importance of the telephone and other products of Bell System research. Most of the scenes show the major part played by the electrical gun director, the lip transmitter and the radio telephone on the battle fronts.

There is also shown the spiral-4-cable which, along with many other devices is secret but at least its purpose is given.

Most of the photographs were obtained from Army, Navy and Marine Corps official photographic files. Narrative by Tom Shirley.

TYPE OF FILM	Sound slide
RUNNING TIME	13 minutes Year Made: 1944
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound slide, "The Telephone Goes to War"
PRICE	See Price List included in this catalog

Title: "The Telephone Goes to War"

Type of Film: Sound slide-motion. 16 m/m.

Running Time: 11-1/2 minutes. Year Made: 1944

Produced by: Wilding Picture Productions, Inc.

Produced for: The Ohio Bell Telephone Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street
Chicago 40, Illinois
"(quantity) prints of Ohio Bell Telephone Company training film 'The Telephone Goes to War' complete with reel and carrying case."

Price: $25.00.

Purpose: To provide background information helpful to service representatives. Referred to in letter of August 14, 1944 to all General Commercial Managers.

Synopsis: Gives background regarding facility shortages and critical materials.

Title: "Ticket Trouble"
Sub-Title: The Story of a Mistake

Type of Film: Sound slide.

Running Time: 11 minutes. Year Made: 1944

Produced by: The Jam Handy Organization

Produced for: Long Lines Department, American Telephone and Telegraph Company

Order from: The Jam Handy Organization
2821 Grand Boulevard
Detroit, Michigan

"(Quantity) print and disc of American Telephone and Telegraph Company, Long Lines Department, training film, 'Ticket Trouble'."

Price: $5.00

Purpose: Training of operators in proper ticketing.

Synopsis: This film portrays the trouble and inconvenience that can result when an operator miswrites the calling party's number in recording a toll ticket and illustrates the procedures used to correct the wrong billing which results from such an error. A woman commentator, prompted now and then by an "animated" toll ticket that steps down from a blackboard to help the narrator, leads the audience through a sequence of events from the original scene of the error, through the office billing troubles, and into the homes of the customers affected by the mistake. At the close of the film, pictorial and spoken emphasis is placed on the public relations aspect of carelessness in the recording work of an operator and how incorrect billing can give rise to unfavorable comment about the Telephone Company.

The Long Lines Department is using this slide film, supplemented by a brief talk on specific aspects of ticketing work in the particular office, in small group meetings of outward operators. It has been well received by the operating forces as entertaining as well as instructive.

Title: "Tolls and Tickets"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1942

Produced by: Michigan Bell Telephone Company

Produced for: Michigan Bell Telephone Company

Order from: Michigan Bell Telephone Company
Display and Production Department
1365 Cass Avenue
Detroit, Michigan

Price: $5.00

Purpose: To show the importance of the toll ticket.

Synopsis: Film shows the route of a toll ticket from the very beginning of a long distance call, through various traffic and accounting procedures, till it is finally billed to the proper number and filed for reference in the commercial office where it belongs.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "Your Company's Voice"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1938

Produced by: Vocafilm Corporation.

Produced for: New York Telephone Company

Order from: Vocafilm Corporation
424 Madison Avenue
New York 17, New York

Price: $5.00

Purpose: Improvement of telephone habits.

Synopsis: Demonstration through examples of proper use of telephone in business and particularly in telephone selling. Designed especially for showing to business customers and their employees.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS
SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. MOTION PICTURE DIVISION.

Title: "Yesterday, Today and Tomorrow"

Type of Film: Sound slide.

Running Time: 23 minutes. Year Made: 1942

Produced by: Wilding Picture Productions, Inc.

Produced for: Illinois Bell Telephone Company

Order from: Wilding Picture Productions, Inc.
1345 W. Argyle Street
Chicago, Illinois

Price: $4.68.

Purpose: To inform employees as to pensions, benefits, etc.

Synopsis: Background of company benefit plan - sickness and death benefits.

The slide film tends to answer many questions employees have about the Benefit plan and gives them a greater appreciation of the advantages which they are eligible to receive. It features Helen Rogers, an operator who is recovering from an illness, and describes the payments under the Sickness and Accident Benefits; Charley Johnson, an installer, who takes death benefits into consideration in planning his life insurance program; and Jim Davis, a new employee who finds the pension plan real protection against the future.

The Pacific, Northwestern, New Jersey and Mountain States Companies have made similar films, experience so far (March, 1945) indicating that this subject is better treated on a company rather than on a System basis.

No. 97
Revised

SUPERVISORY TRAINING
1ST SERIES

Title	Running Time	Year Made
The Balanced Job	15 minutes	1940
It Takes Time	15 minutes	1940
When Something Goes Wrong	15 minutes	1940
Let's Talk Things Over	21 minutes	1940
The Right Medicine	15 minutes	1940
A Stitch In Time	21 minutes	1941

PURPOSE:

To train supervision. These films were recommended in Plant Department Supervisory Conference material, January, 1944.

SYNOPSIS:

The Balanced Job
Suggests procedure for scheduling the important jobs, day by day, for delegating responsibility and for gaining a proper balance on all activities.

It Takes Time
Step-by-step procedure designed to put a foreman close to his men, gaining their full confidence.

When Something Goes Wrong
Shows how foremen can restore interest in the job, help men to overcome difficulties.

Let's Talk Things Over
Outlines the wrong ways to check up on a man's work, then shows the correct method by which a man's weak points can be corrected.

The Right Medicine
Shows how reprimands that leave a man resentful may wreck human relations in an entire department, and outlines proper steps in giving a reprimand, correcting the fault, yet leaving the man a better workman.

A Stitch In Time
Shows a 4-step technique for handling employee problems at their source, under which foremen grasps their responsibility for preventing grievances.

TYPE OF FILM	Sound slide
RUNNING TIME	See reverse Year Made: See reverse
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation)
ORDER FROM	Cleveland B. Chase Company 424 Madison Avenue, New York, N. Y. (through local W. E. Co. Distributing House) "___Sets of training films" (List them and specify which version is wanted)
PRICE	~~$100 series of six.~~ Replacement of record or filmstrip by set only at $25.00 per set.

TYPE OF FILM	Sound Slide
RUNNING TIME	See reverse Year Made: See reverse
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation)
ORDER FROM	Cleveland B. Chase Company 424 Madison Avenue, New York, N. Y. (Through local W.E.Co. Distributing House) "___Sets of training films" (List them and specify which version is wanted)
PRICE	~~$200 series of eight~~. Replacement of record or filmstrip by set only at $25.00 per set.

Effective Sept 23rd - $50.00



No. 99
Revised

SELLING AMERICA

PURPOSE:

Salesmanship training

SYNOPSIS:

Benjamin Franklin returns to show modern salesman how his "principles of human association" can be helpful in selling situations.

Available either in 1 16mm motion picture or in 5 sound slide films. Each topic below is a separate slide film. The motion picture covers roughly the same ground.

Getting Them Talking. Discussing prospective buyers' needs- asking leading questions - finding their interests.

Being Agreeable. Being helpful and pleasant - suggesting, instead of telling - selling at the right pace - demonstrating instead of arguing - being sportsmanlike about competition.

Getting Together. Welcoming all objections - finding the real objection - answering with a "Yes, but--."

Keeping Your Neck In. Showing them what they ask for- making suggestions tactfully - handling competition with care - avoiding being too positive.

Telling The Whole Story. Making the best use of time- "bridging" from one point to another - helping them buy what is best for them - shutting out competition - building up the purchase.

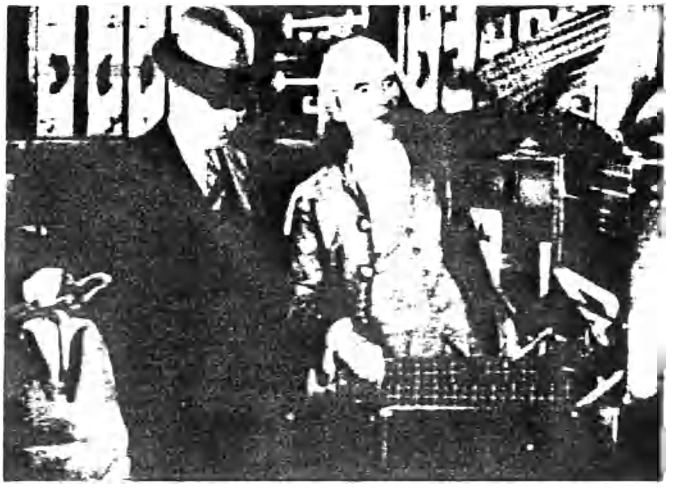
For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	Sound Motion, 16mm B&W and 35mm Sound Slides
RUNNING TIME	Motion picture-21 minutes Year Made: 1940 Sound Slides-20-25 minutes each
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	Jam Handy Organization
ORDER FROM	2821 East Grand Boulevard Detroit 11, Michigan or local branch office
PRICE	Motion picture - $85 Sound Slide Series - $137.50



99-2

Learn the prospect's interests (buying motives) and convert them to needs.



99-3

Demonstrate your products advantage.

No. 98
Revised

SUPERVISORY TRAINING
2ND SERIES

Title	Running Time	Year Made
There's A Job To Be Done	20 minutes	1941
Alternate: How To Get Ready to Instruct	22 minutes	1942
One Step At A time	21 minutes	1941
Alternate: How To Instruct	18 minutes	1942
Let's Face the Facts	15 minutes	1941
Do The Job Right	15 minutes	1941
The Man Behind the Machine	21 minutes	1942
Women On The Job	22 minutes	1942

PURPOSE:

To train supervision.

SYNOPSIS:

(1) There's A Job To Be Done and (2) How To Get Ready To Instruct
Shows how to plan a new man's instruction to get him up to standard production more safely, quickly, and with a minimum of waste materials.

In the alternate film (2), a few scenes have been modified to conform more closely to the JIT program.

(1) One Step At A Time and (2) How To Instruct
Shows how to bring a new man along in the fastest possible time. Shows also how the seasoned man can pass along his skills.

In the alternate film (2), a few scenes have been modified to conform more closely to the JIT program.

Let's Face the Facts
Shows the foreman's responsibility for preventing injuries. Offers a plan to spot all irregularities, all errors in production, before they cause injuries, unnecessary waste of materials, damage to equipment or tie-ups in production schedules.

Do The Job Right
Safety is explained - not in terms of a safety campaign, but as a year-round method of maintaining safe, dependable, efficient production schedules.

The Man Behind The Machine
Shows how to get standard production from each man despite variations in temperament. Outlines methods of dealing with hard-to-handle types how to spot each man's trouble and correct it.

Women On The Job
Answers the questions being raised about supervision of women in industry generally: Must women receive different handling than men? How different? What treatment do they expect? What principles apply?

Title: "Defensive Driving"

Type of Film: Sound slide.

Running Time: 20 minutes. Year Made: 1939

Produced by: Sarra, Inc.

Produced for: National Safety Council, Inc.

Order from: National Safety Council, Inc.
20 N. Wacker Drive
Chicago 6, Illinois

Price: $15.00 f.o.b. Chicago, Illinois

Purpose: Entertaining and instructional program for both pleasure car and truck drivers.

Synopsis: Two newspaper reporters are given the assignment of finding why truck drivers are able to drive such big, clumsy vehicles with so few mishaps. Interviews with drivers of various types of trucks and demonstrations of "defensive driving" tactics.

No. 101
(REVISED)

Title: "Telephone Efficiency" - The Correct Use of Official Telephones in U.S. Army Administration (FB-104)

Type of Film: Sound motion. 2-reels. 16 m/m and 35 m/m

Running Time: 19 minutes. Year Made: 1944

Produced by: U. S. Army Signal Corps.

Produced for: U. S. Army

Order from: ~~Motion Picture Division~~ Castle Films
~~American Telephone & Telegraph Company~~
~~195 Broadway, New York 7, N. Y.~~

Price: ~~No charge.~~ 30.83

Purpose: Proper use of telephone facilities in Army Administration. Use by Bell System subject to warranties specified in Mr. Mabon's letter to all Public Relations Managers, July 19, 1944.

Synopsis: The roundtable discussion method is used with an instructor giving a lecture and then demonstrating before a class, improper and proper use of the telephone. The class is then given a chance to demonstrate the points made in the lecture. Scenes from "A New Voice for Mr. X" have been incorporated in the picture.

This film has been found by most Bell System companies to be an acceptable substitute for "A New Voice for Mr. X", under wartime conditions, although the feeling is universal that a revision of "Mr. X" will be an essential as conditions change.

~~Points No Longer Available~~

Title: "Cash Stub Assembly and Application Work"

Type of Film: Silent motion picture, major portion of which is presented in "slow motion" effect. 16 m/m.

Running Time: 13 minutes. Year Made: 1943

Produced by: American Telephone and Telegraph Company in cooperation with the Northwestern Bell Telephone Company.

Produced for: American Telephone and Telegraph Company

Order from: W. J. McWilliams, Assistant Comptroller, 195 Broadway, New York 7, N. Y. X 3191

Price: Approximately $15.00

Purpose: To demonstrate the technique of assembling cash stubs and the application of cash to customers' accounts, under the method of applying cash at end of month as recommended by the American Telephone and Telegraph Company in Accounting Letter M-85A.

Synopsis: This film shows the processing of this work by two of the clerks in the Des Moines, Iowa, revenue accounting center.

Title: "Enclosing Customers Bills for Mailing"

Type of Film: Silent motion picture, major portion of which is presented in "slow motion" effect. 16 m/m.

Running Time: 14 minutes. Year Made: 1944

Produced by: American Telephone and Telegraph Company in cooperation with the New York Telephone Company and the Campus Film Productions.

Produced for: American Telephone and Telegraph Company

Order from: W. J. McWilliams, Assistant Comptroller, 195 Broadway, New York 7, N. Y.

Price: Approximately $15.00

Purpose: To demonstrate the technique of enclosing customers' bills and other matter in envelopes for mailing involved in the method recommended by the American Telephone and Telegraph Company in Accounting Letter M-133.

Synopsis: This film shows the processing of this work by one of the clerks in the Bronx, N. Y., revenue accounting center.

No. 104
Revised

MILITARY TRAINING, TF 7-295

PURPOSE:

To demonstrate training methods, including the use of visual aids in the training of Army Personnel. Referred to in Mr. Shaw's letter of July 31, 1945 to all Public Relations Managers, which specifies conditions under which permission for use of the film was granted by the Army.

SYNOPSIS:

In the course of this film, a United States Army regimental commander lectures his junior officers upon the proper methods of conducting military training. He describes the senses through which knowledge flows to the human brain, stresses the necessity for imparting information by the use of as many of these senses as is practicable, and demonstrates the use and value of training aids in accomplishing this purpose.

He describes the various steps in the preparation and conduct of instruction, lists and explains the teaching methods most commonly used in the Army, and forcefully portrays common errors which should be avoided. The film closes with a summary of "do's" and "don'ts" for instructors.

This film is an effective presentation of the approved methods of Army instruction which parallel the methods used in the Plant Departments of Bell System Operating Companies.

TYPE OF FILM	Sound motion
RUNNING TIME	58 minutes Year Made: 1943
PRODUCED BY	Army Signal Corps
PRODUCED FOR	United States Army
ORDER FROM	De Luxe Laboratories 850 Tenth Avenue, New York, N. Y. (Through local W. E. Co. Distributing House)
PRICE	$80.00

No. 105
Revised

SOLDIERS WITHOUT GUNS - WF-9

PURPOSE:

To demonstrate to civilian workers that their jobs are no less necessary to the conduct of the war than the work of the armed forces. Referred to in AT&T Traffic letter of December 13, 1944.

SYNOPSIS:

Various sequences are shown demonstrating how War Department civilian employees stuck to their jobs under difficult conditions, showing the same kind of self-sacrificing effort that is expected of the man in uniform.

The characters include telephone operators, clerks, messengers, etc. One of the most dramatic sequences shows an Army PBX operator putting up calls which will remind the operators of many they are now handling.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	20 minutes Year Made: 1944
PRODUCED BY	U. S. Army Signal Corps
PRODUCED FOR	Civilian employees of War Department
ORDER FROM	Castle Films 1445 Park Avenue New York 29, New York
PRICE	Approximately $20.41

Title: "Follow the Leader"
"Cause and Cure"
"Guard Duty"
"Safety is in Order"
"Brain Beats Brawn"
"Right Dress"
"Doctor's Orders"
"Principles and Interest"
"Production With Safety"
"Stop, Look and Listen"

Type of Film: Sound slide.

Running Time: 20 minutes each. Year Made: 1943

Produced by: Sarra, Inc.

Produced for: National Safety Council

Order from: National Safety Council
20 N. Wacker Drive
Chicago 6, Illinois

Price: $75.00 complete f.o.b. Chicago, Illinois

Purpose: Provides a very interesting and effective program for studying accident causes confronting industrial management. Prepared in such simple form that a thorough, well-organized course of safety instruction can be conducted among supervisors and foremen with minimum of effort and without services of a technical expert or professional instructor.

Synopsis:

Follow the Leader
Management and supervisors joint responsibility.

Cause and Cure
Methods of discovering and correcting accident causes.

Guard Duty
Principles of safeguarding against mechanical hazards.

Safety is in Order
Importance of providing safe working conditions.

(over)

No. 107
Revised

BIG LITTLE THINGS

PURPOSE:

To improve personnel relations by suggesting proper handling of grievances.

SYNOPSIS:

The general subject of ideas, suggestions, complaints, and grievances is taken up with successful ways to listen to them, so that men will be satisfied. Big grievances can be prevented by catching little ones. It also explains how to do something about these opinions of workers.

TYPE OF FILM	Sound slide
RUNNING TIME	15 minutes. 78 frames. Year Made: 1940
PRODUCED BY	The Jam Handy Organization
PRODUCED FOR	Carnegie-Illinois Steel Company
ORDER FROM	The Jam Handy Organization, 1775 Broadway, New York 23, N. Y. Attention: Mr. Herman Goelz, Jr.
PRICE	$18.50 f.o.b. Detroit

Title: "Ready on the Home Front"

Type of Film: Sound motion. 3 reels. 16 m/m and 35 m/m.

Running Time: 25 minutes. Year Made: 1942

Produced by: Wilding Picture Productions, Inc.

Produced for: The Ohio Bell Tel ephone Company.
(Adapted for their own use by several other Bell companies.)

Order from: Public Relations Department
The Ohio Bell Telephone Company
750 Huron Road
Cleveland 15, Ohio

Price: 16 m/m -$ 35.00
35 m/m -$115.00

Purpose: To assist in familiarizing the general public with the duties and responsibilities of air raid wardens.

Synopsis: Shows how much of the danger and many of the resulting casualties can be averted in times of attack from the air through intelligent public co-operation.

The average citizen is shown, step by step, what he must do from the moment the sirens scream until the "all clear" is heard. The activities of air raid wardens, city police and firemen, public utilities, hospitals and schools as they prepare to meet the emergency are shown.

Film ends with a personal appeal for public co-operation by Ohio's former Governor Bricker.

Title: "What About Air Raids?"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1942

Produced by: Vocafilm Corporation,

Produced for: New York Telephone Company and U. S. Army

Order from: Vocafilm Corporation
424 Madison Avenue
New York 17, N. Y.

Price: $5.00

Purpose: To demonstrate the communications features of protection against air attack for the instruction of Army personnel and civilian defense workers.

Synopsis: Shows how we are prepared to meet the emergency of an air raid. Cooperation of Army, Navy and civilian defense agencies in procedure followed when enemy planes known to be approaching.

Shows importance of telephone as means of transmitting advance notice and setting up routine to follow and points out importance of proper usage habits by telephone users.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS
SUBJECT IS APPARENT, PLE SE ADVISE
A. T. & T. MOTION PICTURE DIVISION.

Title: "When Bombs Fall"

Type of Film: Sound slide.

Running Time: 23 minutes. Year Made: 1942

Produced by: Vocafilm Corporation

Produced for: New York Telephone Company and
City of New York

Order from: Vocafilm Corporation
424 Madison Avenue,
New York 17, N. Y.

Price: $5.00

Purpose: To demonstrate what to do during an air raid, especially in New York City, for use in training of civilian defense workers, police forces, etc.

Synopsis: Shows organization of the city's police, fire and civilian defense communications systems and the routine they are prepared to follow in the event of an air raid. Stresses the need for telephone communications and the importance of public cooperation and preparation.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. MOTION PICTURE DIVISION.

Title: "Up and Down with Safety"

Type of Film: Sound motion. 4 reels. 16 m/m.

Running Time: 44 minutes. Year Made: 1943

Produced by: The Chesapeake and Potomac Telephone Company of Baltimore City.

Produced for: Chesapeake and Potomac Telephone Companies

Order from: Alpha Film Laboratories
6000 Pimlico Road
Baltimore, Maryland

Price: Approximately $75.00

Purpose: To demonstrate the correct technique in climbing and working on poles and ladders to insure maximum safety of the workmen. Also to show how climbing tools, body belts and safety straps should be inspected and cared for to keep them in safe working condition. Referred to in letter of May 26, 1943 to all General Plant Managers.

Synopsis: The film shows the progress of four students who are taking the climbing training course at the Plant School. These pictures are not posed or acted but were taken during the instruction being given to four new employees. The film portrays the various steps in the instruction and practice work, to a final demonstration by one of the students to show that he has mastered the principles and technique he has been taught.

The action is described and the safety precautions pointed out by the narrator, John Alderson.

Title: "Pleasing Service"

Type of Film: Sound slide.

Running Time: 12 minutes. Year Made: 1943

Produced by: New York Telephone Company

Produced for: New York Telephone Company

Order from: New York Telephone Company
Division Plant Supervisor
158 State Street
Albany 1, New York

Price: Film: $1.85 each
Records: $3.50 each

Purpose: To show the value of each member of the company carrying on his duties in a courteous manner.

Synopsis: Film shows right and wrong ways for various plant employees to carry on their work, and points out the need for pleasing service in all phases of the telephone job including building work, office work, construction, installation, repair, etc.

Title: "Making Friends"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1939

Produced by: Vocafilm Corporation

Produced for: New York Telephone Company

Order from: Vocafilm Corporation
424 Madison Avenue
New York 17, N. Y.

Price: $5.00

Purpose: To develop in employees the right attitude toward promotion of telephone service.

Synopsis: Points out the obligation of all telephone people to serve the public well. With this obligation comes great opportunity for making friends for our company and ourselves through our off-the-job contacts.

The film demonstrates the methods by which employees can take advantage of these opportunities by showing how subscribers can increase the value of their telephones, by using the telephone to do things faster, at less cost; increasing the use of telephone services and equipment wherever they will make life better, easier, more comfortable.

This also helps our fellow workers - because the more we stimulate the public to use and take advantage of the telephone and its services, the more jobs we make,

PRINT: NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "We Drivers"

Type of Film: 16 m/m silent and sound
35 m/m silent and sound (partly technicolor)

Running Time: 10 minutes. Year Made: 1939

Produced by: Jam Handy Organization

Produced for: Chevrolet Motor Division of
General Motors Corporation

Order from. Department of Public Relations
General Motors Corporation
1775 Broadway, New York 19, N. Y.

Price: Free loan, user paying transportation costs.
Indefinite loan, reserving privilege of buying print back after one year at same price.
16 m/m silent - $16.00
16 m/m sound - $14 75
35 m/m silent - apply
35 m/m sound - apply

Purpose: To teach safety practices in driving.

Synopsis: Features the cartoon characters "Sensible Sam" and "Reckless Rudolph" and their contrasting advice and directions to a driver. Good scenes of various safe driving practices.

Title: "Sentinels of Safety"

Type of Film: Sound motion. 16 m/m.

Running Time: 9 minutes. Year Made: 1937

Produced by: Industrafilm, Inc.

Produced for: Affiliated Aetna Life Companies

Order from: Motion Picture Bureau
Affiliated Aetna Life Companies
Hartford, Connecticut

Price: Free loan; purchase price $20.00

Purpose: Safety message — specific suggestions for avoiding "home tragedies".

Synopsis: Shows how police, fire department and Armed Forces are engaged in protecting our homes from crime, sabotage and invasion but that in spite of these "sentinels of Safety" all must help to eliminate accident hazards — protection from within the home.

No Longer Available
5/17/56

Title: "Another Look at Accidents"

Type of Film: Sound slide.

Running Time: 25 minutes. Year Made: 1944

Produced by: Jam Handy (processing only)
Photography by L. L. Information Department.

Produced for: Long Lines Plant Department

Order from: Jam Handy Organization
2821 East Grand Boulevard,
Detroit, Michigan

Price: $6.45

Purpose: To review actual Plant accidents of the past in gang meetings and provide basis for discussion as to "do's and don't's."

Synopsis: Basically, the film re-enacts a number of accidents selected from Plant files, covering eye, foot, back, and electric shock injuries, with sound strip commentaries pointing out the how-it-happened and how-to-prevent-it angles. The film opens with the L. L. Gen'l Plant Manager sounding the keynote of keeping everlastingly at safety, then proceeds to sequences of a gang foreman preparing himself for a safety meeting. The remainder of the film concerns re-enacted accidents as indicated above.

Title: "1944 in a Nutshell"

Type of Film: Sound slide.

Running Time: 30 minutes. Year Made: 1945

Produced by: Northwestern Bell Telephone Company

Produced for: Northwestern Bell Telephone Company

Order from: O. E. Lowry, Executive Assistant
Northwestern Bell Telephone Company
Omaha 2, Nebraska

Price: $5.00 per copy (Available for review without charge)

Purpose: To inform all employees regarding the Company's activities, accomplishments and financial results for 1944.

Synopsis: With 100 illustrations, including photographs, drawings and montages, the film presents, in highspot manner, much the same information as that contained in the Company's Annual Report for 1944, together with additional information of special interest to employees. A narrator tells most of the story but there are interpolated remarks by the president, operating vice president, several other employees and an "animated telephone" character.

Title: "Central Office Fire Fighting"

Type of Film: Silent movie (Color) 1 reel. 16 m/m.

Running Time: About 12 minutes. Year Made: 1939

Produced by: Chesapeake and Potomac Telephone Company

Produced for: Chesapeake and Potomac Telephone Companies

Order from: Chesapeake and Potomac Telephone Company
725 Thirteenth Street, N.W.
Washington 5, D.C.

Price: Approximately $25.00.

Purpose: Training employees in the use of fire fighting equipment.

Synopsis: Shows the various types of fire fighting apparatus available in Company operated buildings. Also demonstrates proper use of this equipment.

Title: "War on Waste"

Type of Film: Silent - Black and white. 3 reels. 16 m/m.

Running Time: 30 minutes. Year Made: 1942

Produced by: Chesapeake and Potomac Telephone Company

Produced for: Chesapeake and Potomac Telephone Companies

Order from: Chesapeake and Potomac Telephone Company
725 Thirteenth Street, N.W.
Washington 5, N.Y.

Price: Approximately $50.00.

Purpose: To prevent waste of material and equipment.

Synopsis: Stresses that all types of scrap materials should be salvaged. It pictures the Western Electric Companies' shop and shows how returned equipment is reconditioned. Also stressed is the importance of returning materials in a neat and orderly manner this saving the shop a considerable amount of time.



No. 120
(See No. 170)
Revised

THE CALLS THAT CURE

PURPOSE:

To demonstrate the services provided by the Bell System to meet the telephone needs of the wounded in Army and Navy hospitals.

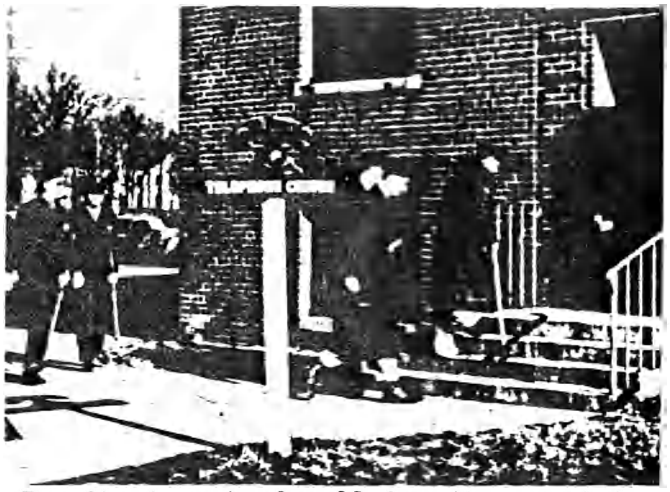
SYNOPSIS:

Wounded soldiers are seen arriving at the hospital, visiting the telephone center and making their calls.

The various facilities provided for the comfort and convenience of the men in making telephone calls are illustrated, large booths, amplifiers, head sets, crutch hooks, bedside service, etc. Through the camera's eye the audience is given the effect of a visit to the telephone center, viewing the attended switchboard equipment and personnel, the easy chairs, reading tables, magazines, maps, directory shelves, etc.

Two typical calls are dramatized, and General DeVoe, Commanding Officer of Halloran General Hospital on Staten Island, speaks for the military services, emphasizing the therapeutic value of a telephone call home and advising the families and friends of the wounded as to what their attitude should be on the receiving end if these calls are to be helpful.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1945
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Calls that Cure" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Calls that Cure"
PRICE	See Price List included in this catalog.



No. 120-2

The first port of call for the wounded veteran- the telephone center.



No. 120-3

"We are ready with your call sergeant."



No. 120-4

Telephone operators know how important are "The Calls That Cure."

Title: "Pole Climbing"

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: Approximately 15 minutes. Year Made: 1941

Produced by: Plant Training Department of The Ohio Bell Telephone Company.

Produced for: Plant Training Department of The Ohio Bell Telephone Company.

Order from: Please address inquiries to Plant Training Department of The Ohio Bell Telephone Company. (Note: Only one copy in existence)

Price: Loan may be arranged for reviewal purposes. Additional prints may be developed on demand.

Purpose: To assist in pole climbing training.

Synopsis: This picture is an attempt to show that pole climbing is closely related to walking and to the climbing of steps and ladders. The film deals with the selection and wearing of proper tools and the transition from learning to walk thus attired with legs slightly spread to acquiring proficiency in pole climbing through practice in knee manipulation on stairs and ladders.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

No. 122
Revised

WHEN YOU LEAST EXPECT THEM

PURPOSE:

Developed as an aid in preventing the so-called common variety of accidents most frequently experienced by employees engaged in telephone central office work, station installation and maintenance, building service, supply and general office work. Referred to in letter to all General Plant Managers February 8, 1945.

SYNOPSIS:

The film depicts a series of common every day occurrences in which the employees are injured due to their failure to take certain safety precautions. These include such cases as strains due to improper lifting, slips and falls on stairs, floors and streets, falling or dropping objects, the use of ladders inside buildings, the incorrect use of hand tools and infection resulting from the failure to apply first aid. The correct methods are also shown and the errors and ways of preventing them are discussed by the narrator. As the subjects covered by the picture are quite general in nature it should be particularly suitable for use atsafety meetings and similar gatherings.

The commentator is John Reed King.

TYPE OF FILM	Sound slide
RUNNING TIME	14 minutes Year Made: 1945
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation)
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
PRICE	Record - $5.00; Filmstrip - $3.00

Title: "Fighting Central Office Fires"

Type of Film: Silent motion. 2 reels. 16 m/m.

Running Time: 30 minutes. Year Made: 1942

Produced by: Plant Department, Illinois Bell Telephone Company

Produced for: Illinois Bell Telephone Company

Order from: General Information Department
Illinois Bell Telephone Company
212 W. Washington Street
Chicago 6, Illinois

Price: $44.00.

Purpose: To instruct central office Plant forces in the use of fire fighting equipment and safety measures.

Synopsis: Five kinds of central office fire extinguishers are described in this film. Methods of using them for different types of fires are shown in detail. Several scenes reveal how simulated equipment fires can be checked and extinguished through proper application of the fire extinguisher.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "Service for Victory"

Type of Film: Sound motion. 3-1/4 reels. 16 m/m.

Running Time: 32 minutes. Year Made: 1942

Produced by: Illinois Bell Telephone Company
and George W. Colburn Laboratory

Produced for: Illinois Bell Telephone Company

Order from: General Information Department
Illinois Bell Telephone Company
212 W. Washington Street
Chicago 6, Illinois

Price: $52.00.

Purpose: To tell the story of the Illinois Bell Telephone Company's transition from peacetime to wartime activity, and to point out the importance of each individual's job in winning the war.

Synopsis: In newsreel style - and featuring an all-employee cast, - the story begins when America began to mobilize for National Defense, when factories were mushrooming in open fields and army camps rose almost overnight. It depicts the rising flood of long distance calls, the need for speedy construction methods, and how telephone people answered the challenge.

The part each department, -- Accounting, Commercial, Plant, Traffic, etc. — plays in giving dependable wartime communications, and the teamwork necessary to achieve that goal, is highlighted.

The story carries through to the end of the first year of war.

Title: "Tele-Views"

Type of Film: Sound motion. 1-1/2 reels. 16 m/m.

Running Time: 18 minutes. Year Made: 1944

Produced by: Illinois Bell Telephone Company
and George W. Colburn Laboratory

Produced for: Illinois Bell Telephone Company

Order from: General Information Department
Illinois Bell Telephone Company
212 W. Washington Street
Chicago 6, Illinois

Price: $32.00.

Purpose: News and views of recent company activities for employee audiences.

Synopsis: The millionth visitor arrives at the telephone exhibit section in Chicago's Museum of Science and Industry....Telephone folks have a night's entertainment at the "Service for Victory" Party in Elgin.... A new kind of school greets new telephone employees at Chicago...."Mary Smith," typical candidate for an operator's position, visits the telephone employment office at Chicago....Personalized telephone service for men and women in Uncle Sam's service is typified at the Champaign Service Men's Telephone Center.... An intimate "quickie" of the telephone employees who live and work at Camp Ellis.

Title: "The Art of Climbing"

Type of Film: Sound motion. (Colcr) 2 reels. 16 m/m.

Running Time: 22 minutes. Year Made: 1944

Produced by: New Jersey Bell Telephone Company

Produced for: New Jersey Bell Telephone Company

Order from: Sound Masters, Inc.
165 West 46th Street
New York 19, New York

Price: Approximately $112.00.

Purpose: For use in initial Plant training and to teach safety in pole climbing. Referred to in letter of Plant Operation Engineer May 3, 1944.

Synopsis: Shows an employee being taught to climb and work on poles while wearing linemen's climbers. Considerable emphasis is placed on the development of the climbing technique, each detail being carefully explained and effectively illustrated. Proper maintenance of the climbers and the use and care of the body belt and safety strap are also covered.

Differences between local practices and those shown in the picture may easily be explained to employees at the time of showing.

Title: "Basic Electricity"

1. "Magnetism"
2. "Static Electricity"
3. "Current Electricity"
4. "The Electric Cell"
5. "The Storage Battery"
6. "Electromagnetism"
7. "The Generator"
8. "Alternating Current"
9. "Electric Motors"
10. "Electric Meters"
11. "Applications"
12. "Applications"

Type of Film: Discussional slidefilms.

Running Time: Depends on discussion time. Year Made: 1941

Produced by: The Jam Handy Organization

Produced for: General use

Order from: The Jam Handy Organization
1775 Broadway
New York 17, New York

Price: $45.75 set, $4.50 individual slidefilm.

Purpose: To aid teachers to present the basic principles of electricity in a vivid and comprehensive manner.

Synopsis:

Magnetism

The general properties and laws of magnets -- Magnetic effects.

62 frames

Static Electricity

The electron theory of positive and negative charges.

73 frames

Current Electricity

Laws of current flow in the various types of circuits.

74 frames

The Electric Cell

The change of chemical energy into electrical energy--Primary and secondary cells.

50 frames

(over)

No. 127 (Continued)

Synopsis: (Continued)

The Storage Battery

The construction and use of the commercial storage battery.

83 frames

Electromagnetism

Construction and use of the electromagnet--Effects of the electromagnetic field.

55 frames

The Generator

Principles of the generator--Types--Generating direct and alternating current.

77 frames

Alternating Current

Inductance, capacitance and impedance in a circuit--Transformers and rectifiers.

90 frames

Electric Motors

Principles of the motor -- Direct and alternating current motors--Universal motors.

66 frames

Electric Meters

Construction and operation of various types of meters for electrical use.

82 frames

Applications

Heating and lighting.

60 frames

Applications

Solenoids, motor uses, radio, and electroplating.

56 frames

Title: "They Have So Little"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1943

Produced by: Michigan Bell Telephone Company

Produced for: Michigan Bell Telephone Company

Order from: Display and Production Department
Michigan Bell Telephone Company
1365 Cass Avenue
Detroit 26, Michigan

Price: $5.00.

Purpose: To promote contributions among employees to the War Chest.

Synopsis: Depicts the various needs of the people who will benefit by the contributions made to the War Chest.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "The Adventures of Jane Thomas" (Episodes I, II, and III)

Type of Film: Sound slide.

Running Time: Episode I - 15 minutes. Year Made: 1943
II - 25 "
III - 15 "

Produced by: Michigan Bell Telephone Company

Produced for: Michigan Bell Telephone Company

Order from: Display and Production Department
Michigan Bell Telephone Company
1365 Cass Avenue
Detroit 26, Michigan

Price: $5.00 per Episode (record and film).

Purpose: Induction film for new employees.

Synopsis: Episode I - "Jane Gets a Job"
Points out that telephone work is war work.
Episode II - "Jane Learns About Michigan Bell"
Treats on the organization of Michigan Bell, the Bell System, — its operating companies, Western Electric, and the Bell Laboratories.
Episode III - "Jane Works for Victory"
Covers something of the problems and responsibilities the Companies face today as essential industries.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: "At His Side"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1945

Produced by: Michigan Bell Telephone Company

Produced for: Employees of Michigan Bell

Order from: Display and Production Department
Michigan Bell Telephone Company
1365 Cass Avenue
Detroit 26, Michigan

Price: $5.00.

Purpose: To encourage participation in Red Cross campaigns.

Synopsis: Tells what the Red Cross is and of its many activities. Also how the money that is contributed will aid not only our fighting men but ourselves.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT. PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.

Title: Dale Carnegie Series
"How to Gather Honey Instead of Stings"
"How to Get People to Like You"
"How to Make People Appreciate You"
"How to Make People Want to Cooperate"
"How to Win All Your Arguments"
"How to Correct People's Mistakes without Making Them Sore"

Type of Film: Sound slide.

Running Time: 15 minutes each. Year Made: 1939

Produced by: AudiVision Incorporated

Produced for: General use

Order from: AudiVision Inc.,
285 Madison Avenue
New York 17, N. Y.

Price: $175.00 set.

Purpose: To improve supervisors and employees in their relations with other people.

Synopsis:

How to Gather Honey Instead of Stings

Criticism is useless for even criminals justify their actions in their minds. Perfect yourself before you criticize others.

How to Get People to Like You

Become interested in other people and show it instead of trying to get other people interested in you.

How to Make People Appreciate You

Always make the other fellow feel important. Make people appreciate you by appreciating them. Be sincere.

How to Make People Want to Cooperate

Show people how they can get what they want by doing what you want.

(over)

Title: "Dial"

Type of Film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running Time: 10 minutes. Year Made: 1940

Produced by: New Jersey Bell Telephone Company and Audio Productions Inc.

Produced for: New Jersey Bell Telephone Company

Order from: Public Relations Department
New Jersey Bell Telephone Company
540 Broad Street, Newark 1, New Jersey.

Price: 16 m/m and 35 m/m prints available for review.

Purpose: To inform telephone subscribers in the Jersey City-Hoboken areas of the immensity of the job of converting from manual to a wide-range dial system. This picture was shown in theatres serving these areas immediately before and after the cutover. It was also used for employe showings and before church, school, civic and other public groups.

Synopsis: Camera highlights of the installation of the Jersey City-Hoboken Crossbar dial system, one of the largest simultaneous conversions to dial in Bell System history. The film portrays the many steps in this big job starting with the breaking of ground for new cable runs, then the arrival of the dial equipment and its installation, ending with the final tests before cutover.

Title: "Not a Chance"

Type of Film: Sound motion. 2 reels. 16 m/m and 35 m/m.

Running Time: 20 minutes. Year Made: 1935

Produced by: Audio Productions Inc.

Produced for: New Jersey Bell Telephone Company

Order from: New Jersey Bell Telephone Company
540 Broad Street,
Newark 1, New Jersey.

Price: 16 m/m and 35 m/m available for review.

Purpose: To promote health and accident prevention.

Synopsis: Saturday afternoon; and the Boss says "Good-bye" to his office force as they leave for a week-end of sports, picnics, etc. He goes home, falls asleep in his chair on the lawn and dreams that one after another of his employes is hurt through carelessness - getting off a bus - cutting himself opening a tin can, or some such accident. Monday morning; the Boss returns to the office, expecting that it will be deserted. However, all employees arrive on time, convincing him that his dream was just a dream. He learns that they all belong to the "Not a Chance" club - the purpose of which is to prevent accidents off the job.



No. 134
Revised

PLANNED WIRE CROSSING

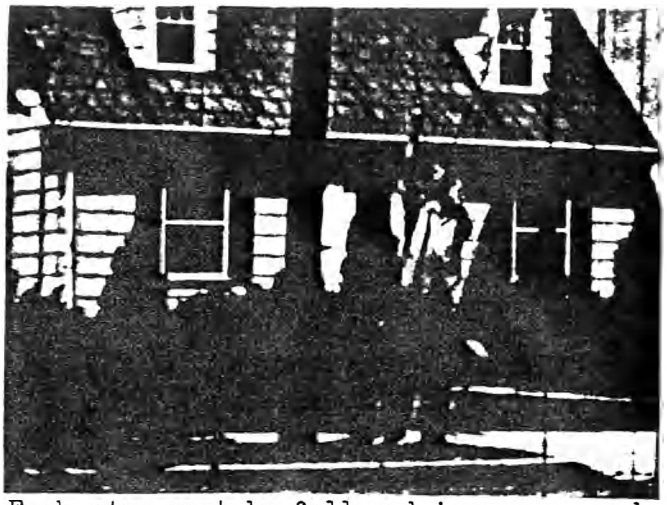
PURPOSE:

Developed as an aid in preventing accidents to employees engaged in the placing and removing of telephone drop wires that cross over highways, trolleys and trolley feeder wires. Referred to in Mr. Waidlich's letter to General Plant Managers August 7, 1945.

SYNOPSIS:

This film shows a series of typical jobs in which telephone installation or maintenance men are engaged in placing or removing telephone drop wires that cross over highways, trolleys and trolley feeder wires. Each step of the correct and safe procedure is shown and discussed by the narrator as the work is performed. This picture is particularly suitable for showing at safety meetings or as an aid in training workmen in the safe method of doing the jobs.

TYPE OF FILM	Sound motion. 4 reels in color. 16mm
RUNNING TIME	40 minutes Year Made: 1945
PRODUCED FOR	New Jersey Bell Telephone Company
PRODUCED BY	New Jersey Bell Telephone Company and Sound Masters, Inc.
ORDER FROM	Edwin T. Kasper 1600 Broadway New York 19, New York
PRICE	$205.00 including vaporating, carrying case and reel.



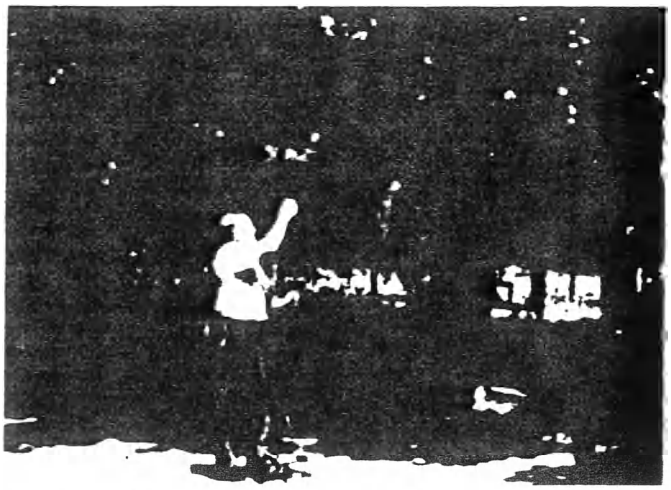
No. 134-2

Each step must be followed in proper order when working on telephone wires that cross power and contact wires.



No. 134-3

Tension is not released from the handline until the attachment at the pole is made permanent.



No. 134-4

The handline will help in freeing the drop wire when it becomes entangled in branches.

Title: "Climbing and Working on Poles"

Type of Film: Silent motion. 4 reels. 16 m/m.

Running Time: 45 minutes (1200 ft.) Year Made: 1941

Produced by: Southern Bell Telephone and Telegraph Company

Produced for: Southern Bell Telephone and Telegraph Company

Order from: Southern Bell Telephone and Telegraph Company
Hurt Building,
Atlanta 1, Georgia

Price: Purchaser may arrange to have duplicate print made from original which will be loaned without charge.

Purpose: Training Linemen.

Synopsis: Devoted to the safety practices involved in climbing and working on poles.

Title: "Our First Ten Years"

Type of Film: Sound motion. 3 reels. 16 m/m and 35 m/m.

Running Time: 27 minutes. Year Made: 1937

Produced by: Loucks and Norling Studios.

Produced for: New Jersey Bell Telephone Company

Order from: Public Relations Department
New Jersey Bell Telephone Company
540 Broad St., Newark 1, N. J.

Price: 16 m/m and 35 m/m prints available for review.

Purpose: This film was made primarily for employe showings in connection with a group of meetings addressed by President Chester I. Barnard, on the occasion of the New Jersey Company's tenth anniversary as a state-wide organization. It was later shown to church, civic, school and other public groups.

Synopsis: The picture covers briefly the Company progress over the ten-year period showing improvements made in all branches of service, outstanding emergencies and employe activities.

Title: "New Jersey Shows The Way"

Type of Film: Sound motion. 2 reels. 16 m/m and 35 m/m.

Running Time: 20 minutes. Year Made: 1941

Produced by: Filmed by New Jersey Bell Telephone Company
Editor and commentator - Leroy G. Phelps
Recording - Audio Productions, Inc.

Produced for: New Jersey Bell Telephone Company

Order from: Public Relations Department
New Jersey Bell Telephone Company
540 Broad St., Newark 1, N. J.

Price: 16 m/m and 35 m/m prints available for review.

Purpose: Produced primarily for use at state-wide employe meetings to show the essential part telephone workers play in meeting the increasing demands for telephone service as reflected in the rising tide of production for national defense. This picture was also used before theatre audiences, church, civic, schools and other public groups.

Synopsis: "New Jersey Shows the Way" tells the story of the state's leading part in the nation's defense program and its growing importance as a military center. It presents an overall story of the New Jersey effort as seen through use of the telephone everywhere on the front line of activity. How the state's industries are pouring forth an ever-increasing stream of war-weapons and materials is shown in dramatic scenes at shipyards, steel mills, chemical plants, airplane engine factories, arsenals, etc.

Title: "New Jersey Meets Its Emergencies"

Type of film: Sound motion. 1 reel. 16 m/m and 35 m/m.

Running time: 10 minutes. Year Made: 1940

Produced by: New Jersey Bell Telephone Co. and
Audio Productions Inc.

Produced for: New Jersey Bell Telephone Company

Order from: Public Relations Department
New Jersey Bell Telephone Company
540 Broad Street, Newark 1, New Jersey

Price: 16 m/m and 35 m/m prints available for review.

Purpose: To provide graphic evidence of the services rendered by telephone men and women in time of disaster. This picture was first used at a state-wide hook-up of employe meetings at which President Barnard discussed the common responsibilities of management and employes. It was also shown before church, civic, school and other public groups.

Synopsis: The film is a newsreel type and deals with telephone emergencies in 1940. Among the subjects covered are: the March sleet storm and its effect on telephone plant, the Hollingshead factory fire in Camden, the South Jersey floods and the Hercules Powder Company explosion at Kenvil.

Title: "Camera Pick-Ups"

Type of Film: Sound motion. 2 reels. 16 m/m and 35 m/m.

Running Time: 20 minutes. Year Made: 1939

Produced by: New Jersey Bell Telephone Company
and Audio Productions Inc.

Produced for: New Jersey Bell Telephone Company

Order from: Public Relations Department
New Jersey Bell Telephone Company
540 Broad Street, Newark 1, N. J.

Price: 16 m/m and 35 m/m available for review.

Purpose: For use at a series of Plant Department employe meetings held throughout the state at which safety and accident prevention on and off-the-job were discussed. Also used before church, civic, school and other public groups.

Synopsis: "Camera Pick-ups" is a quick review of interesting telephone activities during 1938-39. Among the subjects covered were: the unusual construction job of piping telephone cable under the Passaic River, the first cutover in our second decade of service, a demonstration of the new cab controlled electric brake for construction trucks and how to operate it safely, and the start of the crossbar dial installation job in Jersey City-Hoboken.

No. 140

Title: "Maintenance of Linoleum Floors"

Type of Film: Silent motion (color). 1 reel. 16 m/m.

Running Time: 15 minutes. Year Made: 1944

Produced by: Southwestern Bell Telephone Company

Produced for: Southwestern Bell Telephone Company

Order from: General Film Production Supervisor
Southwestern Bell Telephone Company
1010 Pine Street
St. Louis 1, Missouri

Price: ~~$35.00~~ $50.00

Purpose: For training house service employees in the proper method of cleaning and applying wax finishes to linoleum coverings in accordance with Section H51.109.

Synopsis: The film illustrates the tool, equipment and supplies required and shows the proper mixture of cleaning solutions and waxing materials. It also demonstrates the degree and extent of the mopping operation for both spot and over-all conditions which is followed by the waxing application. Caution is also pointed out for the protection of furniture and baseboards and safety working practices are emphasized.

Title: "Bills! Bills! Bills!"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1938

Produced by: H. Stewart Dailey (film)
Premier Radio Enterprises (record)

Produced for: Southwestern Bell Telephone Company

Order from: General Film Production Supervisor
Southwestern Bell Telephone Company
1010 Pine Street
St. Louis 1, Missouri

Price: $3.50 (film) $7.50 (record)

Purpose: To aid in making people recognize the care necessary in making up telephone bills.

Synopsis: This film shows a customer receiving a bill from the telephone company. She discovers a mistake, goes to the business office to inquire about it, and there gets the story of the preparation of the bill: the original application for service, installation, setting up accounting records, making out a toll ticket, and preparation and mailing of the bill. At each step, the importance of accuracy is emphasized.

Title: "Split Sheath Method of Aerial Cable Repairs"

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: 50 minutes. Year Made: 1940

Produced by: Southwestern Bell Telephone Company

Produced for: Southwestern Bell Telephone Company

Order from: General Film Production Supervisor
Southwestern Bell Telephone Company
1010 Pine Street
St. Louis 1, Missouri

Price: ~~$90.00~~ 126.57

Purpose: To aid in training cable repairmen and others in making aerial cable repairs using the split sheath method.

Synopsis: A trainer teaches a man how to make cable repairs using the split-sheath method. First he explains how repairs and closings were made under the old sleeve method, pointing out the amount of labor involved. Then he introduces the tools and equipment used in the split-sheath method, and finally he demonstrates each step: opening the cable, determining the trouble, clearing it, drying out the cable with oven and dessicant, closing the sheath, and sealing it by the arc-weld method. Both ringed and lashed cables are treated.

Title: "The Adventures of Betty Barnes"
Episode I
Episode II

Type of Film: Sound slide.

Running Time: 50 minutes, approximately 25 minutes each episode.
Year Made: 1944.

Produced by: Visual Training Corporation, Detroit, Michigan.

Produced for: The Mountain States Telephone and Telegraph Company

Order from: The Mountain States Telephone and Telegraph Company
931 Fourteenth Street,
Denver 1, Colorado.

Price: $9.36 f.o.b. Detroit, for duplicate sets of records and films.

Purpose: Personnel training film designed to meet war time problems.

Synopsis: It covers in narrative form, the experiences of a young girl starting work with our company. In an entertaining way, much information about the company, how it is organized, privileges, advantages, and duties of employes, in war time, is included within the frame work of this film.

It is composed of a series of several hundred still pictures keyed to the narration on two double records. The characters in the film are portrayed by regular employes of The Mountain States Telephone and Telegraph Company and practically all pictures are those taken of employes throughout our company territory.

Title: "Telephone Service in War Time"

Type of Film: Sound slide.

Running Time: 17 minutes. Year Made: 1944

Produced by: Wilding Pictures Incorporated, Chicago, Ill.

Produced for: The Mountain States Telephone and Telegraph Company

Order from: The Mountain States Telephone and Telegraph Company
931 Fourteenth Street
Denver 1, Colorado

Price: Approximately $5.00 per set of record and film.

Purpose: To acquaint all employes with the problems in administering U2 and other Government restrictions.

Synopsis: The theme of the narration is that materials have gone to war and that it is necessary to explain to our customers that we would like to give them all the telephone service they want when they want it but we are unable to do so.

It takes up the problems of commercial, plant and traffic employees in their public contacts on both local and long distance service.

Title: "To the Women"

Type of Film: Sound slide.

Running Time: 15 minutes. Year Made: 1944

Produced by: Commercial Films, Cleveland, Ohio.

Produced for: General business.

Order from: Commercial Films, Inc.
1800 East 30th St.
Cleveland, Ohio.

Price: $17.50 f.o.b. Cleveland, Ohio.

Purpose: Designed to advise women on problem due to their sex.

Synopsis: In their advertising literature Commercial Films describe the film as follows:— "To the Women" has been produced to cover specific women's health problems only whispered about in Grandma's day, but which can be solved today in logical and honest fashion. Here's a screen-tested tool for immediate use in your health education program.

Title: "Return For Tomorrow"

Type of Film: Sound slide (made in color also Black and White)

Running Time: 15 minutes. Year Made: 1944

Produced by: New York Telephone Company

Produced for: New York Telephone Company

Order from: Supervisor of Supplies, Plant Dept.
New York Telephone Company
395 Hudson Street, Rm. 930
New York, N. Y.

Price: Colored film will run around $45 - less in large quantities. (Black and White around $5)

Purpose: To teach the importance of supply conservation. Referred to in Mr. Waidlich's letter of May 10, 1945 to all General Plant Managers.

Synopsis: The film begins by showing how plentiful all supplies were before the war - all the gasoline, all the meat that anyone wanted. The difference once the war started. How the telephone company was finally affected by vital material shortages.

The film goes on to say that on returned material, much of the material could be re-used, but a very important step in the returning of this material is the careful packing and wrapping.

Examples of how to pack certain articles correctly and incorrectly.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.

Title: "Telephone Men Working" (See also No. 148 and 149.)

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: 6 minutes. Year Made: 1933

Produced by: New York Telephone Company

Produced for: New York Telephone Company

Order from: Eastman Kodak Company,
Rochester, New York

Additional information may be obtained from:
Division Plant Employment Supervisor
New York Telephone Company
158 State Street,
Albany 1, N.Y.

Price: Approximately $30.00.

Purpose: Accident Prevention - Safety Methods.

Synopsis: A strictly amateur production by professional telephone employees of the Eastern Division (Upstate Area, New York Telephone Company.)

Shows various safety items on different phases of the telephone job such as pike testing poles, placing knee against pole when climbing, stepped poles, stringing wires, riding strand, etc.

The picture was produced on an amateur basis to be shown at informal group gatherings of employees. Local scenes and "talent" were used to increase interest at each location.

Title: "Let's Go" (See also No. 147 and 149).

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: 6 minutes. Year Made: 1938

Produced by: New York Telephone Company

Produced for: New York Telephone Company

Order from: Eastman Kodak Company,
Rochester, New York

Additional information may be obtained from:
Division Plant Employment Supervisor,
New York Telephone Company,
158 State Street,
Albany 1, N.Y.

Price: Approximately $30.00.

Purpose: Accident Prevention - Safety Methods.

Synopsis: A continuation of the "Telephone Men Working" film showing various safety items on different phases of the telephone job such as pike testing poles, placing knee against pole when climbing, stepped poles, stringing wires, riding strand, etc.

Title: "Telephone Men at Work" (See also No. 147 and 148)

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: 12 minutes. Year Made: 1939

Produced by: New York Telephone Company

Produced for: New York Telephone Company

Order from: Eastman Kodak Company,
Rochester, New York

Additional information may be obtained from:
Division Plant Employment Supervisor,
New York Telephone Company
158 State Street,
Albany 1, N.Y.

Price: Approximately $40.00.

Purpose: Accident Prevention - Safety Methods.

Synopsis: A continuation of "Telephone Men Working" and "Let's Go" showing telephone employees doing particular jobs of a specific nature, such as placing underground cable at Middletown, New York, and placing submarine cable across the Mohawk River at Alpens.

Title: "Wheels in the Crystal"

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: 37 minutes. Year Made: 1941

Produced by: New York Telephone Company

Produced for: New York Telephone Company

Order from: Medo Photo Supply Corporation
15 West 47th Street
New York, N. Y.

Additional information may be obtained from:
Division Plant Employment Supervisor
New York Telephone Company
65 Franklin Street
Buffalo, N. Y.

Price: Approximately $55.00.

Purpose: Emphasizes certain automobile driving hazards and stresses courtesy.

Synopsis: A Telephone Company Safety Supervisor, worried because the trend of Motor Vehicle Accident Reports is upward, falls asleep at home, dreaming that he visits a crystal gazer to ascertain what the future accident trend will be. Via the crystal ball, he sees various automobile accidents, near accidents, and also instances of courteous behavior. The situations involving poor driving are followed by scenes showing the correct procedure. Frequent glimpses of the Safety Supervisor with the crystal gazer are introduced between the automobile scenes and, by "trick photography," some "action in reverse" is included for "smile" value and to provide continuity between scenes.

Following the awakening of the Safety Supervisor from his dream, the Division Plant Superintendent is shown dictating and signing a letter which is reproduced on the screen. This letter is a personal plea for safe driving, built around the statement:

(over)

No. 150 (Continued)

Synopsis: (Continued)

"The safe driver avoids accidents by everlastingly trying to keep out of situations which may cause them."

Included, as a closing thought, is a reproduction of the tablet entitled:

"No job is so important and no service is so urgent that we cannot take time to perform our work safely."

By starting the film with a "smile" and including some humor as the several situations are developed, an attempt has been made to more vividly impress the memory by this added association; also to avoid classification of the film as a lecture of "Do's and Don'ts."

It is believed that "craftsman appeal" and human interest have been heightened by avoidance of professional actors.

No. 151
Revised

PLAN FOR DISASTER

PURPOSE:

To show how advance planning works to permit quick restoration of service in time of disaster, and how the co-operation of all kinds of telephone people, far from the scene of devastation as well as close by, do their part to clear in a few days trouble that otherwise would take weeks to clear.

SYNOPSIS:

The film opens with an animated description of the hurricane of September 14, 1944. The storm is shown whirling up the coast. As it reaches Atlantic City, two vacationing operators are seen in a hotel room, getting ready to report to the central office for emergency service. Storm scenes are interspersed with the narration.

Animation then shows the extent of the devastation - 414,000 telephones out of service from Virginia to New England. Trucks appear on the map in Ohio, Pennsylvania, Upstate New York, Washington, and other places, symbolizing the readiness to service. Shots of Western Electric operations dramatize the supply problem.

Numerous scenes of repair work in progress are shown.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1945
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Plan for Disaster" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Plan for Disaster"
PRICE	See Price List included in this catalog



No. 152
Revised

THE CASE OF THE MISSING TELEPHONE

PURPOSE:

To demonstrate the reasons why there are restrictions on telephone service.

SYNOPSIS:

A private detective and his wife are seen in his office discussing the absence of a telephone in their new home. He tells her of his efforts to find out why this should be so, and as he does so his experiences are portrayed on the screen.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	20 minutes Year Made: 1945
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Case of the Missing Telephone" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Case of the Missing Telephone"
PRICE	See Price List included in this catalog

Title: Zurich Films - 5 films:
Foot Follies of 1944
Ka-choo
Wake-Up
Toothfully Yours
Cause and Effect In Review

Type of Film: Sound slides. Black and white.

Running Time: 12-15 minutes each. Year Made: 1941-1944

Produced by: McDonald Productions Inc.

Produced for: Zurich Fire Insurance Company.

Order from: Zurich Fire Insurance Company
80 John Street,
New York, New York

Price: $10.00 each. Or on loan from local branch of Zurich Fire Insurance Company.

Purpose: To develop a sense of health consciousness, particularly as related to feet, the common cold, sleep, the teeth, and accident prevention.

Synopsis:

Foot Follies of 1944

Somewhat dated, but not "out of date," the film depicts a social occasion during which foot troubles can mar an otherwise good time. The picture shows some simple foot troubles, their causes, and how to prevent them.

Ka-choo

This depicts the topic of the common cold and simple preventive measures to guard oneself and others.

Wake-Up

How to enjoy life on the job through sufficient rest and sleep is the story of this picture.

Toothfully Yours

This picture is presented mainly from the man's point of view and shows the necessity of proper care of the teeth and what that involves.

Cause and Effect In Review

Accidents both on and off the job and how to avoid them is the topic of this film.

Comment: These films contain practical information. Technical material is well-handled and factual data are accurate. However, they are slow in "getting into the story," and are repetitious. Generally speaking, they are presented from the man's point of view, particularly "Toothfully Yours."


Cause
Effect






Regular brushing
twice a day



Title: "Safety Start to Finish"

Type of Film: Silent motion. 1 reel. 16 m/m.

Running Time: 15 minutes. Year Made: 1938

Produced by: Bell Telephone Company of Pennsylvania

Produced for: Bell Telephone Company of Pennsylvania

Order from: Bell Telephone Company of Pennsylvania
1835 Arch Street
Phila. 3, Pa.

Price: $40.00 (approximate)

Purpose: The prevention of accidents.

Synopsis: The film opens with a service order for a new connection and covers the installation of service. The installer breaks a number of safety rules, both when he parks the car and does the work. His supervisor arrives on the scene, cautions him regarding unsafe methods and emphasizes the importance of a safe job from start to finish.

Title: "Service with Safety"

Type of Film: Silent motion - color. 3 reels. 16 m/m.

Running Time: 30 minutes. Year Made: 1938

Produced by: Bell Telephone Company of Pennsylvania

Produced for: Bell Telephone Company of Pennsylvania

Order from: Bell Telephone Company of Pennsylvania
1835 Arch Street
Phila. 3, Pa.

Price: $102.50 (approximate)

Purpose: The prevention of accidents.

Synopsis: The film starts with a young couple who have a date and go for a drive. They have been drinking and the car veers from the road and crashes into a pole. A Telephone Company truck comes along and the driver administers first aid. He then reports that the pole was hit and a power wire is down.

The repair crew arrives on the scene. One of the men, however, stands in the street to put on climbers and as a car passes, his leg is injured by the climbers. After first aid is administered and he is sent home, the foreman arrives and safety measures are taken.

After it is developed that there is trouble in the cable, a splicer is shown going down a manhole. He does not follow the safety rules and is overcome and receives a serious burn. They administer first aid and rush him to the hospital.

A second splicer then arrives to do the job and the correct safety practices are shown.

Title: "Safety in Diamond State"

Type of Film: Silent motion. 4 reels. 16 m/m.

Running Time: 40 minutes. Year Made: 1938

Produced by: Diamond State Telephone Company

Produced for: Bell Telephone Company of Pennsylvania

Order from: Bell Telephone Company of Pennsylvania
1835 Arch Street
Phila. 3, Pa.

Price: $80.00 (approximate)

Purpose: The prevention of accidents.

Synopsis: The film deals with the activities of a man who takes chances and the ensuing difficulties. He is constantly the cause of accidents or close accidents, including accidents to pedestrians and motor vehicles. In one scene, he climbs an unsafe pole, cuts the supporting wire and the pole falls. First aid is administered by the line crew, but he is taken to the hospital where a surgeon sews the wound. Eventually, the "chance taker" is reformed.

Title: "Right and Wrong Way to Use a Ladder"

Type of Film: Silent motion. 3 reels. 16 m/m.

Running Time: 30 minutes. Year Made: 1937

Produced by: Bell Telephone Company of Pennsylvania

Produced for: Bell Telephone Company of Pennsylvania

Order from: Bell Telephone Company of Pennsylvania
1835 Arch Street
Phila. 3, Pa.

Price: $36.00

Purpose: The prevention of accidents.

Synopsis: The film shows both the correct and incorrect methods of using ladders. It includes the transportation of ladders, the method of handling ladders in moving them to and from the truck, periodical tests, methods of raising a ladder, use of warning flags, the way to lash a ladder and the method of placing a ladder against a house.

It also covers the dangers of using a ladder which is too small, over-reaching and the use of boxes.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.

Title: "A Travesty on Safety"

Type of Film: Silent motion. 3 reels. 16 m/m.

Running Time: 30 minutes. Year Made: 1937

Produced by: Bell Telephone Company of Pennsylvania

Produced for: Bell Telephone Company of Pennsylvania

Order from: Bell Telephone Company of Pennsylvania
1835 Arch Street
Phila. 3, Pa.

Price: $80.00 (approximate)

Purpose: The prevention of accidents.

Synopsis: The film starts with a repairman who is late leaving for work. As a result, he hurries and breaks a number of safety rules. His first assignment is to repair a telephone in a garage. In filling this assignment, he has a number of close calls -- the ladder breaks, another ladder slips and he has other mishaps.

The trouble is then referred to the central office. Again, various unsafe practices are shown. Finally, the trouble is cleared and the customer advised.



No. 159
Revised

THROUGH THE EYES OF OUR CUSTOMERS

PURPOSE:

To provide a visual aid in connection with the training of Plant Department craftsmen and supervisors in customer relations.

SYNOPSIS:

Six Plant Department foremen are bowling after having attended a conference on customer relations. The waiter at the bowling alley is slow in bringing sandwiches to the foremen. This poor service on the part of the waiter starts a discussion by the foremen regarding good customer relations. Each foreman relates an incident from the experience of his people to illustrate various principles of good customer relations. The crafts covered are station installation, exchange outside repair, line construction, repair service bureau, central office and supplies delivery. The film concludes by establishing the key points of good customer relations as (1) doing the technical job right and (2) having a friendly, pleasant, helpful attitude.

FILM — $ 3.40 ea

RECORD — 5.70 ea

TYPE OF FILM	Sound slide
RUNNING TIME	20 minutes Year Made: 1945
PRODUCED BY	Cleveland B. Chase Co. (Successors to Vocafilm Corporation)
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound slide, "Through The Eyes of Our Customers"
PRICE	See Price List included in this catalog



No. 159-2

Slow service at a bowling alley restaurant starts a discussion on customer relations.



No. 159-3

John Denis cuts across a corner of the customer's newly seeded lawn.



No. 159-4

Bob Ralston bumps a parked car, while avoiding children playing in the street. Good customer relations result when he leaves a note giving his name and address.



No. 159-5

The repair service clerk has an excellent oportunity to promote good customer relations.

Title: "Music in the Sky"

Type of Film: Sound motion. 16 m/m. 2 reels.

Running Time: 16 minutes. Year Made: 1945

Produced by: Roland Reed Productions, Hollywood

Produced for: Westinghouse Elec. & Mfg. Co.

Order from: Motion Picture and Speakers Bureau
Westinghouse Elec. & Mfg. Co.
306 Fourth Ave.,
Pittsburgh 30, Pa.

Price: Purchase price $40.00 per 16 m/m print
loaned free.

Purpose: To provide the public with some idea of the complexities of producing and broadcasting a great network radio program.

Synopsis: "Music in the Sky" provides a front row seat to the Sunday Radio Program starring John Charles Thomas, renowned Metropolitan Opera star, John Nesbitt, radio's famous storyteller, Ken Darby and the Chorus, and Victor Young's famous sixty-piece Orchestra.

No Longer Available
5/17/56

Title: "Garden Motion Pictures listed by U.S. Department of Agriculture"

Type of Film: As described below.

Running Time: " " " Year Made: 1940-1945

Produced by: " " "

Produced for: General distribution

Order from: Castle Films
~~30 Rockefeller Plaza~~
~~New York, N. Y.~~
Castle Films
1445 Park Avenue,
New York 22, N. Y.
29

Price: On application.

Purpose:

Synopsis: GARDENING. 1 reel, 16 m/m., sound; produced in 1940 by Erpi Classroom Films, 1841 Broadway, New York, N.Y. Follows a boy and girl through a garden-raising project from the selection of seeds to the harvesting of the crops. Radishes, carrots, lettuce, beets, beans, corn, pumpkins, onions, tomatoes, and potatoes are cultivated and harvested. Attention is directed to aspects of soils, growth, role of the sun, insect pests, and to the various parts of plants used for food-leaves, stems, buds, and roots.

GARDEN FOR VICTORY. 2 reels, 16 m/m., silent, in color; 1 reel, 16 m/m., sound, in black and white. Bell and Howell, 1801 Larchmont Ave., Chicago, Ill. Shows practical steps in planting and care of a backyard vegetable garden. Produced in collaboration with the National Garden Bureau.

THE GARDENS OF VICTORY. 1 reel, 16 m/m., sound. Better Homes and Gardens, Meredith Publishing Co., Des Moines, Iowa. Designed primarily to inspire people to plant victory gardens. While placing major emphasis on the reasons why Victory Gardens are needed as part of civilian war work, it covers the main practical points to be followed in making a good food garden. Aimed directly at the urban back-yard gardener.

THE FARM GARDEN. 2 reels, 16 m/m., sound; in Kodachrome. Released in March, 1943 by the U. S. Dept. of Agriculture, Washington, D. C. Presents the fundamentals of garden husbandry with particular reference to the farm garden and

(over)

No. 161 (Continued)

Synopsis: (Continued)

THE FARM GARDEN. (Continued)

the national food emergency: Planning a garden; preparation of the ground; when and how to plant the seeds; treating to prevent rot and blights; transplanting young plants; thinning; cultivating. Garden pests and diseases, including corn smut, ear worms, Japanese beetles, bacterial blight, potato beetles, cabbage worms, Mexican bean beetles, downy mildew, anthracnose. How to control them. The rewards of good gardening.

VICTORY GARDEN. 1 reel, 16 m/m., sound; in Kodachrome. Triangle Film Productions, 7936 Santa Monica Blvd., Hollywood, Calif. Shows in detail how to plant a victory garden.

HOME VEGETABLE GARDENING. This is a sequel to "Garden for Victory" in black and white, running time 20 minutes, two reels. Detailed information on Victory Gardening. Special advice for late season gardening. Produced by U.S. Dept. of Agriculture.

GROW YOUR OWN. This film is designed to encourage the continuance of Victory Gardening among town and city folk and will suggest in a light vein some of the things that should and should not be done in amateur gardening. Produced by U. S. Dept. of Agriculture.

GROWING THINGS. (1942) 16 m/m., silent; 28 min. Cleveland Heights Board of Education, 1745 Lee Blvd., Cleveland Heights, Ohio. A color film in which elementary pupils show various phases of school garden work including planning the garden, preparing the seed beds, transplanting, cultivating, removing insect pests, and harvesting.

HOW TO PLAN A VICTORY VEGETABLE GARDEN. 1 reel, 11 min., 16 m/m., silent, 1943. Aetna Casualty and Surety Co., Hartford, Conn. Contains specific suggestions for choosing the location of the garden, determining its size and selecting the best crops to plant. Points out that a well chosen vegetable diet provides many essential vitamins and minerals. Explains the best source of these elements. Easy to follow guide to better gardening.

FILLING THE GAP. 1 reel, 7 min. Distributed by the Film Officer, British Information Services, 1336 New York Ave., N.W., Washington, D.C. An appeal, in animated cartoon, to grow vegetables on every possible bit of land in order to leave the farms free for other crops.

PREPARING FOR A GARDEN. 2 reels, 16 m/m., silent. Distributed by Akin and Bagshaw, 1425 Williams St., Denver, Colorado. All the necessary steps in preparing the soil; planning for correct irrigation; planting the seed and caring for the plants as they grow. Reel 1, clearing, composing, fertilizing. Common pests. Reel 2, soils, spading, hot beds, cold frames, shelters.

SUMMER CARE OF THE VICTORY GARDEN. 2 reels, 16 m/m., sound, 1943, Aetna Casualty and Surety Co., Hartford, Conn. This color film is one of a series of films which Aetna is producing and making available for public distribution in order that spare time gardeners can get the maximum benefit from Victory Gardens. This is the second in the series, and it gives definite suggestions on plant cultivation, pest control, weeding, mulching, watering, thinning, and other phases of cultivation. (Movie Makers).

Title: "British Garden Films listed by U. S. Department of Agriculture"

Type of Film: As described below.

Running Time: " " "

Produced by:

Produced for: General distribution.

Order from: See other side.

Price: On application.

Purpose:

Synopsis: BRITISH GARDEN FILMS - 16 m/m.

DIG FOR VICTORY. 1 reel, 7 minutes. An instructive appeal to everyone to get a piece of land and grow vegetables to relieve the food shortage. Gardening, from spading the ground through planting, weeding, transplanting, and gathering the grown vegetables, is demonstrated by a master of the craft.

HOW TO DIG. 2 reels, 17 min. The first of a series of instructional films on gardening. Demonstrates the best methods of breaking up new ground and dealing with established plots. The methods shown are double digging on grassland, double digging on cultivated ground, and simple digging.

SOWING AND PLANTING. 1 reel, 13 min. Instructions for the best results in planting onions, peas, Brussels sprouts, cabbages, potatoes. A sequel to "How to Dig."

STORING VEGETABLES INDOORS. 1 reel, 13 min. How to store shallots, runner beans, onions, haricot beans, and tomatoes.

STORING VEGETABLES OUTDOORS. 1 reel, 9 min. How to store potatoes and carrots outdoors, and the technique of straw thatching.

(over)

All the British films in the above list are available from the following depositories, on giving two weeks' notice:

Washington, D.C.(serving Maryland, Virginia, West Virginia,N.Carolina, and the District of Columbia)	The Film Officer,British Information Service 1336 New York Ave., N.W., Washington, D. C. Tel. Executive 8525
Chicago, Ill.(serving Indiana, Michigan, Illinois, Wisconsin, Iowa, Minnesota, N. Dak. and Nebraska)	The Film Officer,British Information Services, 360 N. Michigan Ave., Chicago, Ill. Tel. Andover 1733
San Francisco,Calif.(serving N. Calif., Nevada, Utah, Oregon,Idaho, Washington, and Montana)	The Film Officer,British Information Services, 260 California St.,San Francisco, California. Tel. Sutter 6634
Los Angeles, Calif.(serving Southern Calif. and Arizona)	The Film Officer,British Information Services, 448 South Hill St., Los Angeles, California. Tel. Vandyck 3171
New York, N. Y. If you do not live in one of the states listed above, write to:	Central Depository, Film Division, British Information Services, 30 Rockefeller Plaza, New York, N. Y. Tel. Circle 6-5100

THE BRITISH GARDEN FILMS ALSO ARE OBTAINABLE, ON TWO WEEKS' NOTICE, FROM THE BRITISH CONSULAR OFFICES AT: Atlanta, Ga.; Cleveland, Ohio; Denver, Colo.; Detroit, Mich.; Houston, Tex.; Jacksonville, Fla.; New Orleans, La.; Philadelphia, Pa.; Pittsburgh, Pa.; Portland, Oregon; St. Louis, Mo.; and Seattle, Wash.

Title: "Swinging into Step"
(Army Training Film No. 8-2083)

Type of Film: Sound motion. 1 reel. 16 m/m.

Running Time: 33 minutes. Year Made: 1945

Produced by: Office of the Surgeon General

Produced for: U. S. Army

Order from: Borrow from Local Army Service Command
(This film has a "Restricted" rating.)

Price:

Purpose: To show soldiers who have lost arms or legs how the Army helps them to readjust themselves to normal living. Suitable for showing at telephone company supervisory conferences and to those working on plans for returning veterans.

Synopsis: Scene opens on a returning hospital ship and shows a group of amputees discussing their return to civilian life.

An Army officer offers words of encouragement by describing the Army's plan of rehabilitation. Included are many scenes in hospitals and examples of men who have been through the rehabilitation process and have taken their places in civilian life.

Title: "The Telephone is at War"

Type of Film: Sound slide.

Running Time: 14 minutes. Year Made: 1944

Produced by: Filmart Motion Pictures,
Toronto, Canada

Produced for: The Bell Tel. Co. of Canada

Order from: Mr. C. E. Fortier, Publicity Manager,
The Bell Telephone Company of Canada,
Beaver Hall Building,
Montreal, Canada.

Price: No charge.

Purpose: To acquaint employes with the reasons for the shortage of telephone facilities.

Synopsis: Canadian version of the AT&T slide film "The Telephone Goes to War." See Page 91.

Title: "1944 Annual Report"

Type of Film: Sound slide.

Running Time: 14 minutes. Year Made: 1945

Produced by: Associated Screen News,
Montreal, Canada.

Produced for: The Bell Telephone Company of Canada.

Order from: Mr. C. E. Fortier, Publicity Manager,
The Bell Telephone Company of Canada,
Beaver Hall Building,
Montreal, Canada.

Price: No charge.

Purpose: To illustrate and explain the Annual Report, and to advise employes of the progress during 1944.

Synopsis: Showing in graphic form the information given in the 1944 Annual Report.



No. 166
Revised

HERITAGE FOR VICTORY

PURPOSE:

To emphasize the relationship between the Western Electric Company and the Bell System and the Western Electric viewpoint of wartime telephone shortages. Referred to in Mr. Shaw's letter of July 26, 1945 to all Public Relations men.

SYNOPSIS:

This film documents the rise and growth of a typically American manufacturer during the historic interval between the Civil War and World War II. It begins when Enos Barton, a young telegrapher, in partnership with Elisha Gray, inventor and professor of science, laid the foundation for the Western Electric Co. by establishing a shop to manufacture telegraph instruments. Promise of rapid expansion came when General Anson Stager, a vice president of Western Union, saw the commercial possibilities of an improved printer telegraph, invented by Gray, and became financially interested in the enterprise.

Given a little time, Gray was certain he could send speech over a wire. But Alexander Graham Bell won the race for that honor. However, Western Electric went to work perfecting the telephone and was rewarded for its effort by becoming the manufacturing unit for the American Bell Telephone interests. The film depicts historic milestones in the development of telephony culminating in Western Electric's becoming the nation's largest producer of electronic and communications equipment for war.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	(Long version) 72 minutes Year Made: 1945 (Short version) 26 minutes
PRODUCED BY	Wilding Picture Productions, Incorporated
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House.
ORDER WORDING	(Quantity) Film(s) 16mm, "Heritage for Victory" (Specify version) (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Heritage for Victory" (Specify version)
PRICE	See Price List included in this catalog

Title: "Recruiting Trailer"

Type of Film: Sound motion. 16 m/m and 35 m/m.

Running Time: 1 minute. Year Made: 1945

Produced by: Wilding Picture Productions, Inc.

Produced for: Southwestern Bell Telephone Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street
Chicago 40, Illinois

Price: $25.00 for "dupe negative" and $5.00 for each new end title card. $6.23 for each 35 m/m nitrate print.

Purpose: Recruiting operators. For use with theatre and other public audiences. Referred to in letter April 12, 1945 of A. T. & T. Motion Picture Division.

Synopsis: The film emphasizes the importance of the operator's job during war time, showing central office scenes of operators superimposed on war pictures.

Title: "Check and Double Check"

Type of Film: Sound motion. 16 m/m color.

Running Time: 17 minutes. Year Made: 1944

Produced by: Aetna Life Insurance Company

Produced for: Affiliated Aetna Life Companies

Order from: Loan basis only. See other side for distributing points.

Price: No charge.

Purpose: To curtail losses from theft and forgery of checks. Referred to in letter of J. J. Hanselman to all General Commercial Managers, April 26, 1945.

Synopsis: The film portrays the methods used by check thieves and forgers and is aimed especially at curtailing the theft and forgery of government checks now being sent to dependents of men and women in the armed forces. A number of specific practical suggestions for reducing check losses is given.

No Longer Available
5/17/56

Booking Points for Films Entitled

"Doubtful Dollars" and "Check and Double Check"

U.S. Secret Service

1802 Post Office Bldg., Boston, Mass.
300 Postal Telegraph Bldg., 253 Broadway, New York, N.Y.
407 U. S. Customs House, 2nd and Chestnut Sts., Philadelphia, Pa.
Room 1434, Main Treasury Bldg., Washington, D. C.
313 Ten Forsyth St. Bldg., Atlanta, Ga.
425 Post Office Bldg., Louisville, Ky.
1044 Federal Building, Detroit, Mich.
808 New Post Office Bldg., Chicago, Ill.
1407 Main Post Office Bldg., St. Paul, Minn.
840 U. S. Court House, Kansas City, Mo.
901 Burt Bldg., Dallas, Texas
154 U. S. Customs House, Denver, Col.
220 U. S. Court House, Seattle, Wash.
806 Postal Telegraph Bldg., San Francisco, Cal.
754 P.O. and Court House Bldg., Los Angeles, Cal.

Aetna Casualty and Surety Company

151 Farmington Ave., Hartford, Conn.
151 William St., New York, N.Y.
Leader Building, Cleveland, Ohio
120 S. La Salle St., Chicago, Ill.
First Wisconsin National Bank Bldg., Milwaukee, Wis.

Title: "Doubtful Dollars"

Type of Film: Sound motion. 16 m/m color.

Running Time: 17 minutes. Year Made: 1944

Produced by: Aetna Life Insurance Company

Produced for: Affiliated Aetna Life Companies

Order from: Loan basis only. See other side for distributing points.

Price: No charge.

Purpose: To teach those who handle money how to guard against counterfeit money. Referred to in letter of J. J. Hanselman to all General Commercial Managers, April 26, 1945.

Synopsis: Produced in cooperation with the U. S. Secret Service, Treasury Department, this film shows how the passers of counterfeit money operate and how to guard against them.

By showing both good and counterfeit money on the screen at the same time, the film makes it easier to distinguish a real from a counterfeit bill.

Booking Points for Films Entitled

"Doubtful Dollars" and "Check and Double Check"

U.S. Secret Service

1802 Post Office Bldg., Boston, Mass.
300 Postal Telegraph Bldg., 253 Broadway, New York, N.Y.
407 U. S. Customs House, 2nd and Chestnut Sts., Philadelphia, Pa.
Room 1434, Main Treasury Bldg., Washington, D. C.
313 Ten Forsyth St. Bldg., Atlanta, Ga.
425 Post Office Bldg., Louisville, Ky.
1044 Federal Building, Detroit, Mich.
808 New Post Office Bldg., Chicago, Ill.
1407 Main Post Office Bldg., St. Paul, Minn.
840 U. S. Court House, Kansas City, Mo.
901 Burt Bldg., Dallas, Texas
154 U. S. Customs House, Denver, Col.
220 U. S. Court House, Seattle, Wash.
806 Postal Telegraph Bldg., San Francisco, Cal.
754 P. O. and Court House Bldg., Los Angeles, Cal.

Aetna Casualty and Surety Company

151 Farmington Ave., Hartford, Conn.
151 William St., New York, N.Y.
Leader Building, Cleveland, Ohio
120 S. La Salle St., Chicago, Ill.
First Wisconsin National Bank Bldg., Milwaukee, Wis.

No. 170
(See No. 120)
Revised

TRAILER FOR USE WITH "THE CALLS THAT CURE"

PURPOSE:

To dramatize, for the benefit of operators and prospective operators, the wartime telephone job. Referred to in AT&T letter to General Traffic Managers May 1, 1945: "With the trailer the picture should be a stimulation to the operating forces. It is a tribute to their work and dramatizes its importance in the war effort. Among the possible occasions for showing the picture would be special gatherings planned for the purpose, central office parties and open house meetings. It should be an excellent picture for recruiting purposes, particularly in the case of high school groups."

SYNOPSIS:

An operator is seen adjusting her head set before going to the switchboard. She refers to The Calls That Cure as "the picture we have just seen." She speaks of the large numbers of operators involved in these important war calls, and that none knows when or from where such an important call may come.

She then proceeds to describe the great variety of calls that affect the war effort, her narration being synchronized with pictures that illustrate these calls, all of which together comprise the wartime drama in which every operator shares as she handles "that next unknown call."

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	3 1/2 minutes Year Made: 1945
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Trailer for use with "The Calls That Cure"
PRICE	See Price List included in this catalog

Title: "Construction Crew Planning"

Type of Film: Sound slide.

Running Time: 29 minutes. Year Made: 1945

Produced by: Wilding Picture Productions, Inc.

Produced for: The Mountain States Telephone and Telegraph Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street
Chicago 40, Illinois

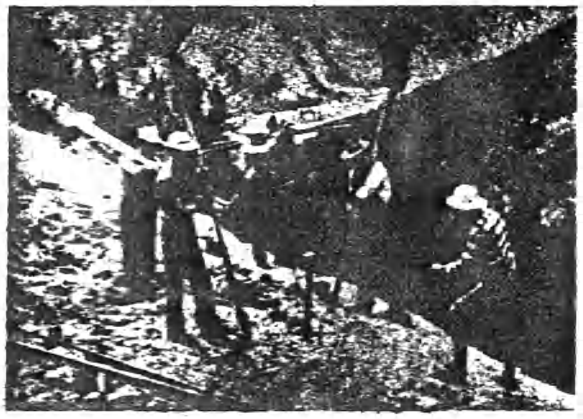
Price: $5.00

Purpose: To obtain closer coordination between construction and exchange forces, and to emphasize the advantages of advance crew planning of construction projects.

Synopsis: A line gang is shown performing a construction job in the mountains with the cooperation of exchange forces, supply people, and the engineering department. Typical construction problems are used to point out the advantages of proper job planning and the value of consulting the line gang for suggestions prior to execution of the job to obtain efficient job performance and accident prevention.

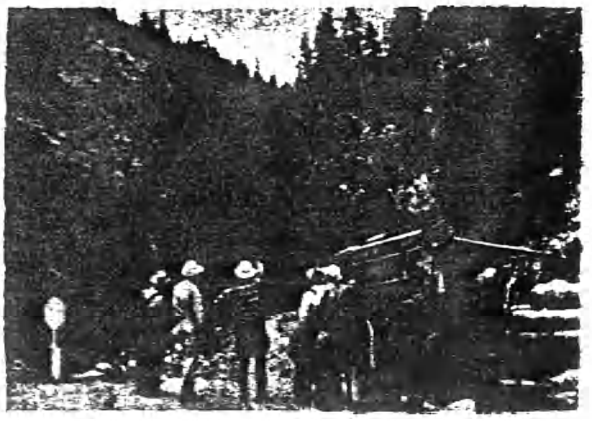

CONSTRUCTION
CREW
PLANNING











Title: The $120,000,000 Story

Type of Film: Sound Slide

Running Time: 30 min. Year Made: 1945

Produced by: Michigan Bell Telephone Co.

Produced for: Michigan Bell Telephone Co.

Order from: General Information Manager
Michigan Bell Telephone Co.
1365 Cass Avenue
Detroit 26, Michigan

Price: $5.00

Purpose: To use at employe meetings, for providing information about held orders, the company's post-war expansion program, and related matters such as financing problems and the necessity for adequate earnings.

Synopsis: Pointing out the shortage in facilities despite unprecedented pre-war construction, the film gives comprehensive information about plans for post-war expansion and improvements, touches upon some newer developments in the industry, explains the necessity of adequate rates and earnings, and tells in rather detailed fashion why it will be some time before all installations can again be made on a normal, peacetime basis.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. MOTION PICTURE DIVISION.



No. 173
Revised

TEAMWORK AGAINST TROUBLE

PURPOSE:

To impress Long Distance and Local operators as well as others who use switchboard equipment with the importance of using this equipment properly. and to point out the effect of such usage in avoiding service interruptions and reducing central office maintenance costs.

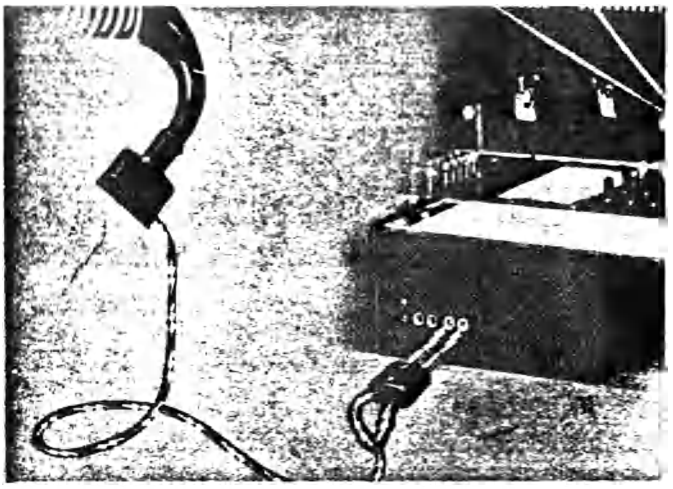
SYNOPSIS:

The fact that telephone equipment, while sturdily built, is precision equipment and must be treated accordingly is the theme of this film. The causes of various troubles in switchboard equipment with which all operators are familiar are graphically explained by the use of photographs, cartoons and sectionalized drawings. A brief explanation is given of the operation of head-set transmitters and receivers, cords, jacks and plugs, as well as the calculagraph and ticket tubes. The entire film is contained on a single strip, but is arranged in three parts to provide opportunity for discussion and flexibility in presentation.

The narrator is John Reed King.

This is a film version of the lecture demonstration referred to in Mr. Waidlich's letter of August 11, 1945 to General Plant Managers. Copies were also included for all General Traffic Managers.

TYPE OF FILM	Sound Slide
RUNNING TIME	27 minutes Year Made: 1945
PRODUCED BY	Cleveland B. Chase Co. (Successors to Vocafilm Corp.)
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound Slide, "Teamwork Against Trouble"
PRICE	See Price List included in this catalog



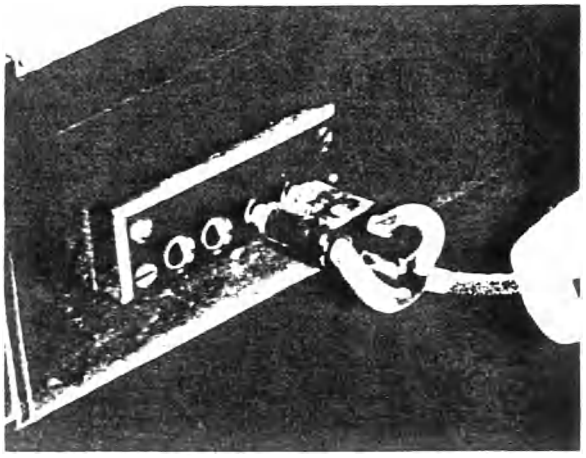
No. 173-2

The transmitter changes the spoken word into a series of impulses.

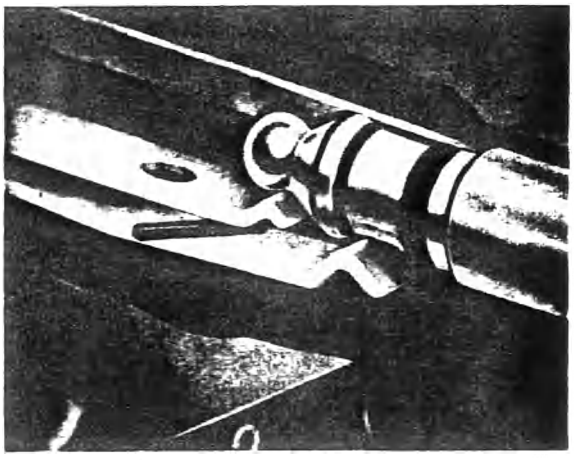


No. 173-3

Water sometimes injures the operation of the transmitter.



No. 173-4
Yanking the cord on the telephone set may injure the fine wires.



No. 173-5
Broken pencil leads in a switchboard jack may interfere with service.

No. 174

Title: "Emergency Toll Cable Restoration"

Type of Film: Sound slide. 3 parts.

Running Time: 55 minutes. Year Made: 1945

Produced by: The Southern New England Telephone Company

Produced for: The Southern New England Telephone Company

Order from: Plant Supervisor - Training
The Southern New England Telephone Company
227 Church Street
New Haven 6, Connecticut

Price:

1- 4	sets	$22.31	f.o.b.	New	York
5- 9	"	18.81	"	"	"
10-49	"	17.31	"	"	"

Purpose: For the initial and subsequent training of craft and supervisory employes. The plan covers emergency procedures for prompt restoration of service in toll cables where the identity of pairs requires checking in order to establish service through the break. Referred to in Mr. Waidlich's letter to all General Plant Managers August 7, 1945.

Synopsis: Part 1 covers the initial report of damage, preliminary testing, alerting, determination of material and personnel requirements, dispatching, and preparation in the central offices.

Part 2 shows the sequence of operations involved in the preparation of outside plant by construction and splicing forces including the establishment of talking and bunch circuits, and the toning out, splicing and testing of priority circuits.

Part 3 covers the procedures used by outside and inside forces in applying the "rotational" method of restoration followed by the return of restored circuits to traffic service.

Title: "Home Safe Home"

Type of Film: Sound motion. 1 reel. 16 m/m.

Running Time: 15 minutes. Year Made: 1945

Produced by: Sarra, Incorporated

Produced for: National Safety Council, Incorporated

Order from: National Safety Council, Incorporated
20 North Wacker Drive
Chicago 6, Illinois

Price: $30.00

Purpose: An educational film on HOME SAFETY for the use of industrial organizations in promoting "off-the-job" accident prevention. Referred to in Mr. Waidlich's letter of September 7, 1945, to all General Plant Managers.

Synopsis: This motion picture dramatically throws the spotlight on many of the leading causes of home accidents. It depicts a busy day in the life of a typical American family and points out just how each member of the family can help in making the home safer. It shows the common-sense approach to the prevention of accidents, and treats such subjects as burns, scalds, explosions, fire hazards, poisons, children's toys, slips and falls, defective stairways and good housekeeping from attic to cellar.

Title: "What Price Happiness"

Type of Film: Sound motion. 1 reel. 16 m/m

Running Time: 12 minutes. Year Made: 1944

Produced by: Motion Picture Committee, Newark Safety Council

Produced for: Newark Safety Council
Newark, N. J.

Order from: Newark Safety Council
24 Branford Place
Newark 2, N. J.

Price: $7.82 (Plus cost of reel and can) f.o.b. Newark, N.J.

Purpose: An educational film on HOME SAFETY for the use of industrial organizations in promoting "off-the-job" accident prevention. Referred to in Mr. Waidlich's letter of September 7, 1945, to all General Plant Managers.

Synopsis: This motion picture focuses attention on many of the principal causes of accidents in and around a typical American home and shows how each member of the family can help in making the home safer. Every-day occurrences, many of which may lead to accidents and serious injuries unless proper precautions are taken, are shown. Such subjects as burns, scalds, explosions, poisons, fire hazards, unsafe ladders, carbon monoxide in garages, falls, electric appliances, stairways and good housekeeping are all treated from a practical accident prevention viewpoint.

Title: Our Job
(Chesapeake & Potomac Training film)

Type of Film: Silent slide film keyed to a prepared lecture.

Running Time: 27 minutes. Year Made: 1945

Produced by: The Chesapeake and Potomac Telephone Company

Produced for: The Chesapeake and Potomac Telephone Company

Order from: Record: U. S. Recording Company
1121 Vermont Avenue, N. W.,
Washington, D. C.
Script: Photo-Lab., Incorporated
3825 Georgia Avenue, N. W.
Washington, D. C.

Price: Record: $10.00
Script: 2.25

Purpose: To help in keeping employes informed about company war-time activities in Washington, D. C., and promoting pride of accomplishment.
Referred to in letter of May 1, 1945 to all Gen. Commercial Managers by Mr. J. J. Hanselman.
Also letter of May 16, 1945 to all Comptrollers and General Auditors, by Mr. W. J. McWilliams.

Synopsis: The film is a series of informal slides showing groups of employes at their jobs in all the departments. Emphasis is placed on the fact that "each one of us is helping to win the war by helping to furnish telephone service. The only way that telephone service can be furnished is by putting together the work you do, the work I do, and the work the other fellow does. Only by each of us doing one little job can we get the whole job done." The impact of war on each department is shown, and how problems were met and solved.

The information contained in the film is confined to local activities. However, its approach to the subject should be of general interest.

Title: "Three to be Served"

Type of Film: Sound motion. 16 m/m. (with Discussion Guide)

Running Time: 27 minutes. Year Made: 1945

Produced by: Paramount Pictures, Inc., Educational Films Division

Produced for: Inf. Committee of the National Association of Manufacturers

Order from: Motion Picture Editor, National Assn. of Manufacturers
[redacted]
14 West 49th Street
New York 20, New York

Price: May be borrowed free, or purchased for [redacted] per 16 m/m print.
$27.50

Purpose: To explain the fundamentals of our national economic system, especially as they relate to post-war problems, and to stimulate thinking about some of these problems.

Synopsis: Gives a step-by-step explanation of how all business is visualized, organized and managed, to achieve greater production and more jobs. Dramatizing a business enterprise conducted by a group of high school students during vacation, it outlines the principles by which successful business management satisfies labor, makes a fair return to investors, and produces prices to consumers or increases quality.

COMMENTS: From Washington (C.&P.) General Customer Relations Committee:

"The new motion picture, "Three to be Served" prepared for the National Association of Manufacturers was reviewed and it was agreed that it was probably the best picture yet produced on this subject. It was felt that the approach was one which would readily appeal to employees and one which they would remember. Showings have already been scheduled for one district in commercial where they will be accompanied by talks by the several managers. These talks will be followed by a series of questions designed to stimulate employee interest and discussion."

(over)



No. 179
Revised

HELLO MOM, I'M BACK

PURPOSE:

To indicate the big demand for telephone calls by troops returning to the U. S. -- and to show how the Bell System has organized to take care of these calls.

SYNOPSIS:

This is the story of three GI's, who, after their return to the U. S., take their first step homeward via the telephone.

The action takes place at a dockside, and in a typical Debarkation Center. Scenes of the debarkation of troops and their arrival at an Army camp provide an authentic background for the three GI's as they call home.

The first telephone center they visit is filled with other soldiers, so the Telephone Manager arranges for them to go by special bus to a nearby center that is less busy.

Here their calls go through, and they get a vivid impression of the telephone people who are handling the flood of calls, and the special equipment and facilities that have been provided.

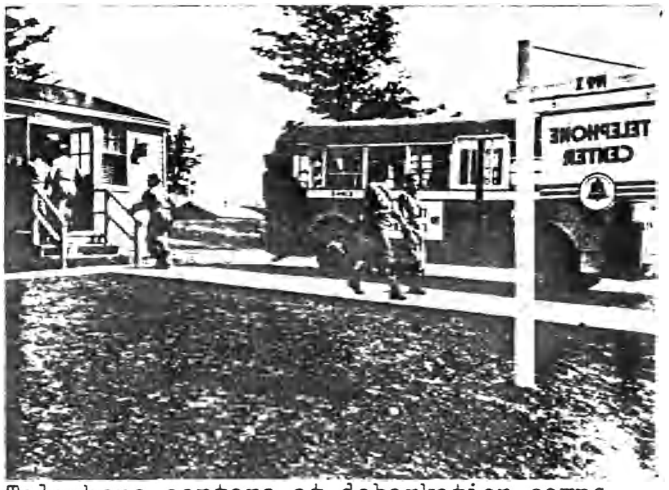
Highlight of the picture is a conversation between one of the GI's and his family, and a heart-felt word of appreciation from another soldier.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1945
PRODUCED BY	Caravel Films, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Hello Mom, I'm Back" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Hello Mom, I'm Back"
PRICE	See Price List included in this catalog.



No. 179-2

Foremost in the minds of home-coming GI's is that telephone call home.



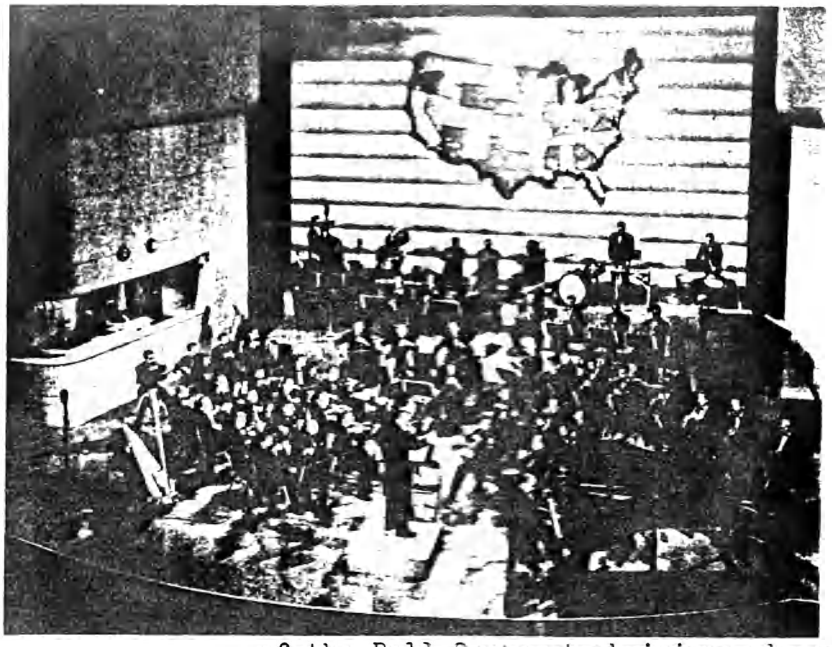
No. 179-3

Telephone centers at debarkation camps help facilitate the large volume of calls.



No. 179-4

Hostesses make the necessary arrangements while soldiers wait in comfortable lounges.



No. 180
Revised

THE TELEPHONE HOUR

PURPOSE:

To show a Telephone Hour broadcast--including not only the work of the conductor, the orchestra, soloist and announcers, but also the behind-the-scenes work of the Bell System technicians who tie together all network radio broadcasts, and are preparing to do the same job with television networks.

SYNOPSIS:

The picture starts with the orchestra tuning up in the studio just before going on the air. The announcer introduces Donald Voorhees, conductor of the Bell Telephone orchestra, and the guest for the program, the distinguished pianist Josef Hofmann. As the orchestra finishes tuning, the announcer points out various participants in the program, finishing in time for the down beat and the first strains of the Bell Waltz opening the program.

From there on, much of the picture is given over to the music by the orchestra and the soloist. There is also an animated description of the operation of the Bell System's radio network, and a glimpse into the future of coaxial cable and radio relay systems as they may be used in television networks.

The musical selections included in the picture are:

Overture to "Il Guarany" — Gomez
The Orchestra

Prelude in C♯ Minor — Rachmaninoff
Josef Hofmann

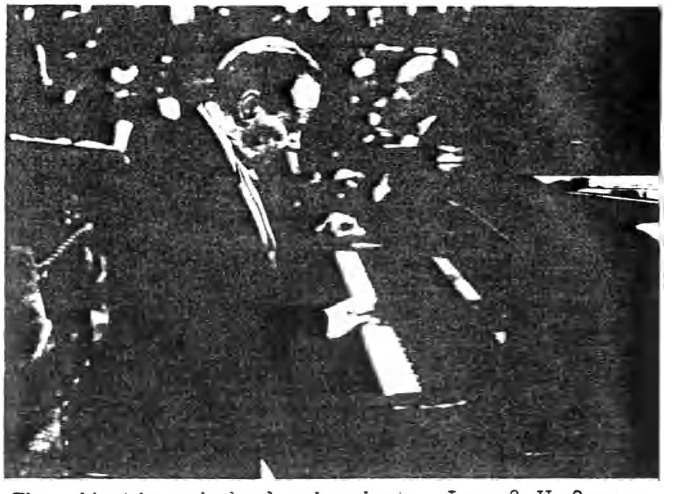
Last Movement, Concerto #5 in E Flat Major
(The Emperor Concerto) — Beethoven
Josef Hofmann
and the Orchestra

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	23 minutes Year Made: 1945
PRODUCED BY	Leslie M. Roush Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Telephone Hour" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Telephone Hour"
PRICE	See Price List included in this catalog.



No. 180-2

Donald Voorhees conducts the Bell Telephone Orchestra.



No. 180-3

The distinguished pianist, Josef Hofmann, is the guest artist for the program.



No. 180-4

Announcer Tom Shirley describes the future role of coaxial cable and radio relay systems in forthcoming television networks.

Title: "Tone of Service" L-17064

Type of Film: 16" disk recording - 33-1/3 RPM.

Running Time: 13 minutes. Year Made: 1944

Produced by: Batten, Barton, Durstine & Osborn, Inc.

Produced for: The Southern New England Telephone Company

Order from: ~~Muzak Corp.~~
~~151 West 46th Street~~
~~New York, New York~~
R. C. A.
155 E. 24 St.
New York, N. Y.

Price: $3.25 or less per record depending on quantity ordered.

Purpose: To create discussion and stimulate operators in the use of improved "tone of service". A training aid for chief operators and instructors during small group discussion periods with toll operators and local manual operators in larger exchanges where considerable "A" board toll is handled. Referred to in Operations and Engineering letter dated September 28, 1945 entitled "Recordings on Tone of Service".

Synopsis: The record consists of a series of demonstrations dramatizing actual occurrences illustrating good and poor "tone of service."

Title: "A Recording for Student Operators" L-18190

Type of Training Aid: 16" disk recording - 33-1/3 RPM.

Running Time: 10 minutes. Year Made: 1945

Produced by: Batten, Barton, Durstine and Osborn

Produced for: The Southern New England Telephone Company

Order from: ~~Muzak Corp.~~ R.C.A.
~~151 W. 46th Street~~ 155 E. 24 st.
~~New York, New York~~ New York, N.Y.

Price: $3.25 or less per record depending on quantity ordered.

Purpose: To introduce the elements of "Tone of Service" to operators. Referred to in Operations and Engineering letter dated September 28, 1945 entitled "Recordings on Tone of Service".

Synopsis: The recording consists of a monologue by a typical business man who, as a customer introduces himself to the new operator as her "boss." Actual examples of good and poor tone of service are dramatized by the narrator as his own experiences with operators. Stimulation of interest in proper tone is provided by emphasizing its value in making the operator's job easier and in developing personality.

COMMENTS: (Continued)

From Virginia (C.&P.) General Customer Relations Committee Minutes - June

"The Committee was shown the moving picture 'Three to be Served.' This film, which was produced by Paramount in cooperation with the National Association of Manufacturers, presents an easily understood story of the part each person plays in our modern economy, whether this role be that of worker, consumer, investor - or all three. The Committee was of the opinion that this film would be a valuable medium for informing employees with regard to the three-party interest and recommended that a print be secured and made available for employee showings at an early date.

Title: "Vacuum Tubes: Electron Theory and the Diode Tube"
TF 1-470

Type of Film: Sound motion - 16 m/m. 1 reel.

Running Time: 16 minutes. Year Made: 1942

Produced by: U. S. Signal Corps

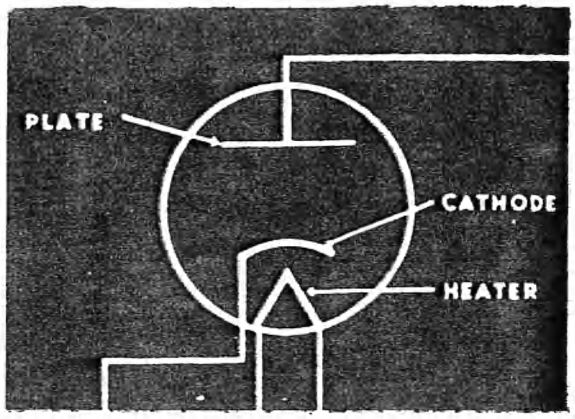
Produced for: U. S.

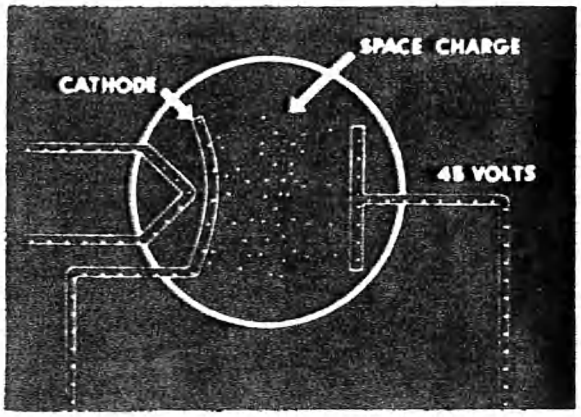
Order from: ~~Castle Films 30 Rockefeller Plaza New York 20, N. Y.~~ Castle Films 1445 Park Avenue, New York ~~29~~ 29, N. Y.

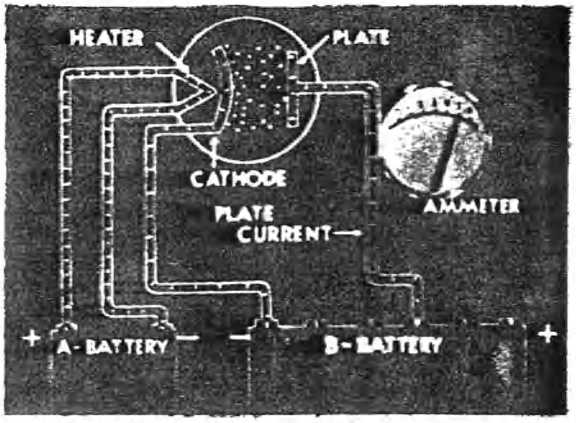
Price: ~~$22.15~~ 29.60 f.o.b., New York City

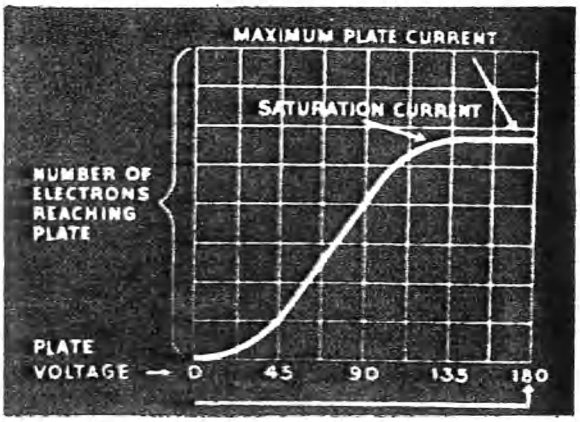
Purpose: To provide information on the basic fundamentals of electron behavior and operation of the diode vacuum tube.

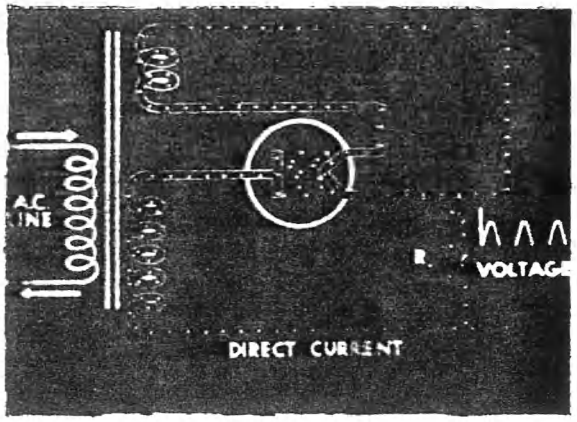
Synopsis: Explains electron behavior in matter and the application of this principle to electron emission in the vacuum tube. Differentiates between the filament cathode and the heater cathode. Shows vacuum tube symbols as used on the conventional circuit drawing. Explains the functioning of the diode tube in a circuit, effect of space charge, relationship of plate voltage to plate current and effect of saturation. Illustrates how the diode operates as a rectifier and how half-wave rectification is obtained. Also explains the use of the duo-diode tube for full-wave rectification.

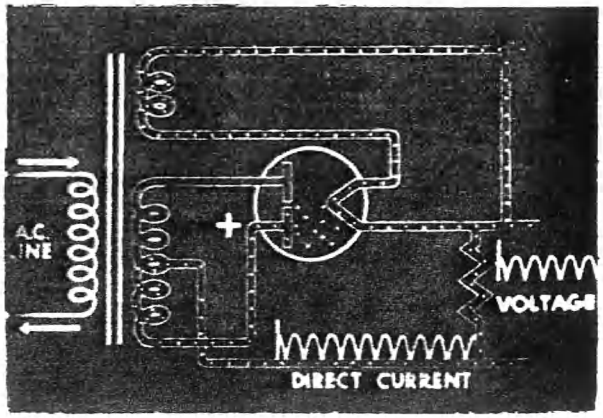

PLATE
CATHODE
HEATER


SPACE CHARGE
CATHODE
45 VOLTS


HEATER
PLATE
CATHODE
PLATE CURRENT
AMMETER
+
A-BATTERY
-
-
B-BATTERY
+


MAXIMUM PLATE CURRENT
SATURATION CURRENT
NUMBER OF ELECTRONS REACHING PLATE
PLATE VOLTAGE
0
45
90
135
180


A.C. LINE
R.
VOLTAGE
DIRECT CURRENT


A.C. LINE
+
VOLTAGE
DIRECT CURRENT

Title: "40 Billion Enemies"

Type of Film: Sound motion. 16 m/m. Color

Running Time: 25 minutes. Year Made: 1942

Produced by: The Calvin Company

Produced for: Westinghouse Electric Corporation

Order from: Visual Education Section
Westinghouse Electric Corp.
246 East Fourth Street
Mansfield, Ohio

Price: $62.50 f.o.b. Mansfield

Purpose: To show the dangers of bacteria in food.

Synopsis: Gives scientific facts about control of bacteria in food, how to place food correctly in the refrigerator, and how to make a refrigerator operate efficiently and last longer.

Title: "This Too Is Sabotage"

Type of Film: Sound motion. 16 m/m. 1 reel

Running Time: 25 minutes. Year Made: 1943

Produced by: Roland Reed Production Company

Produced for: Westinghouse Electric Corporation

Order from: Visual Education Section
Westinghouse Electric Corporation
246 East Fourth Street
Mansfield, Ohio

Price: $26.16 f.o.b. Mansfield

Purpose: A non-commercial film, offered as an aid to the National Nutrition Program, to educate the public in food's vital role in America's future in war and peace.

Synopsis: Based on evidence given by government and other authoritative agencies, this film points out that, all over the nation, three of every four persons gamble with their health through careless food selection. Malnutrition is enlikened to a saboteur against whom we must continually fight. The film dramatizes the essential food groups and demonstrates how to include each of these groups in each day's meals. Proper diet is shown as the basis of an efficient working day, and security against accidents from fatigue.

No Longer Available.
5/17/56

Title: "V-Men"

Type of Film: Sound motion. 16 m/m. 2 reels

Running Time: 17 minutes. Year Made: 1942

Produced by: Roland Reed Production Company

Produced for: Westinghouse Electric Corporation

Order from: Visual Education Section
Westinghouse Electric Corp.
246 East Fourth Street
Mansfield, Ohio

Price: $18.70 f.o.b. Mansfield, Ohio

Purpose: A non-commercial picture for public consumption showing the nutritional significance of the essential vitamins and the importance of proper cooking methods.

Synopsis: This film first reviews the importance of the essential vitamins to health. This is followed by an informative comparison of the "old-fashioned" and "protective" methods of cooking. The modern method is demonstrated as reducing the destructive effect of the vitamin-destroying factors in common cooking practice. A detailed explanation is given of the laboratory procedures involved in the scientific study of cooking methods together with the results of hundreds of tests and assays.

Title: "Nursing Begins At Home"

Type of Film: Sound motion. 16 m/m. 1 reel

Running Time: 10 minutes. Year Made: 1945

Produced by: R K O Pathe News Inc.

Produced for: American Red Cross

Order from: Motion Picture Distributing Office
American Red Cross
40 East 49th Street
New York, N. Y.

Price: Free on loan basis or $18.00

Purpose: A promotional film supplementing the information contained in the Red Cross - Home Nursing Course.

Synopsis: This film, showing the home care of the sick, covers the high-spots of making a patient comfortable in bed using improvised equipment; the proper method of taking temperature; care of sick room appliances, cleanliness; how to carry out the doctor's orders; and handling of medicines.

Title: "Radio Receivers: Principles" TF 1-472

Type of Film: Sound motion. 16 m/m. 2 reels.

Running Time: 17 minutes. **Year Made:** 1942

Produced by: United States Signal Corps

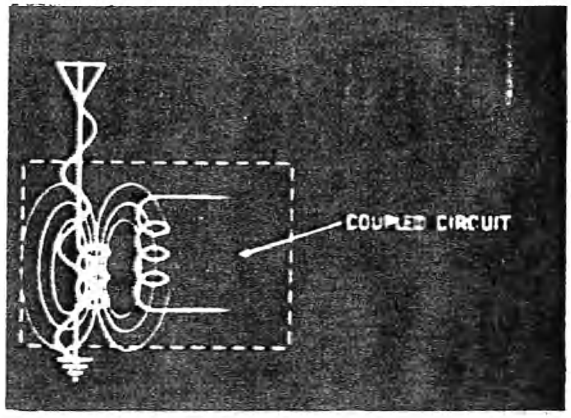
Produced for: United States War Department

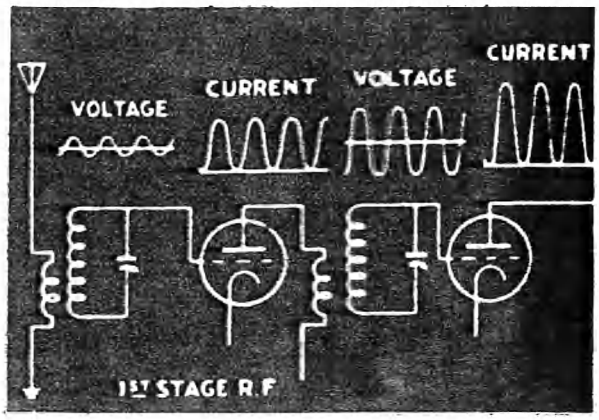
Order from: Castle Films
~~30 Rockefeller Plaza~~
~~New York 20, N. Y.~~
Castle Films
1445 Park Avenue,
New York 29, N. Y.

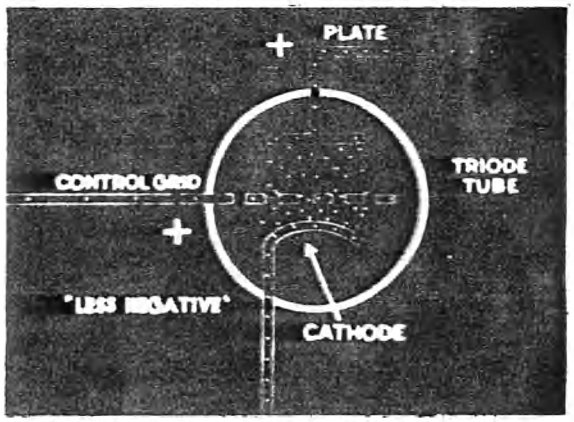
Price: ~~$25.50~~ 31.50 f.o.b. New York City

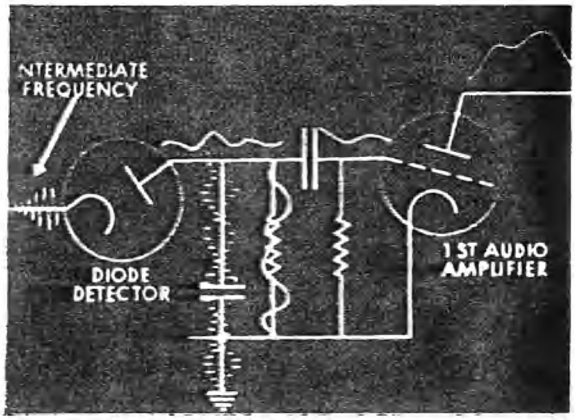
Purpose: To provide information on the fundamental principles of radio operation. Referred to in Mr. Waidlich's letter dated December 19, 1945.

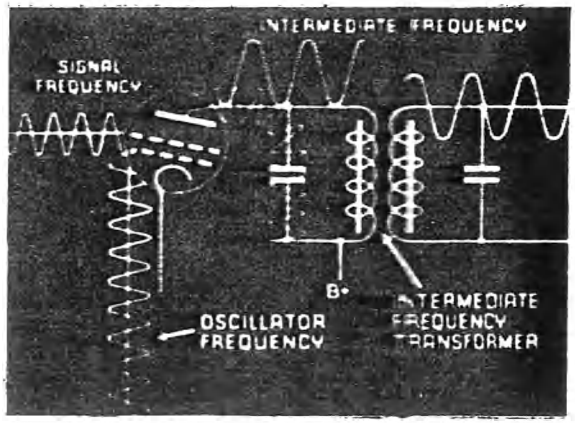
Synopsis: Portrays the principles and operation of typical radio receivers including crystal and tube detectors. Explains the coupled and tuned circuit, radio and audio frequency amplification, detection, and the super-heterodyne circuit.

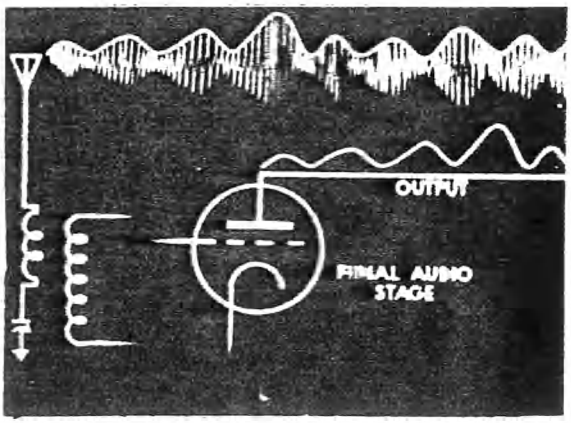

COUPLED CIRCUIT


VOLTAGE
CURRENT
VOLTAGE
CURRENT
1ST STAGE R.F


PLATE
CONTROL GRID
TRIODE TUBE
"LESS NEGATIVE"
CATHODE


INTERMEDIATE FREQUENCY
DIODE DETECTOR
1 ST AUDIO AMPLIFIER


INTERMEDIATE FREQUENCY
SIGNAL FREQUENCY
B+
OSCILLATOR FREQUENCY
INTERMEDIATE FREQUENCY TRANSFORMER


OUTPUT
FINAL AUDIO STAGE

Title: "The Electron: An Introduction #175
U. S. Office of Education - Electronics Series"

Type of Film: Sound motion. 16 m/m.

Running Time: 16 minutes. Year Made: 1944

Produced by: Loucks and Norling Studios

Produced for: United States Office or Education

Order from: Castle Films ~~30 Rockefeller Plaza~~ Castle Films 445 Park Avenue, ~~New York 20, N. Y.~~ New York 22 29 N. Y.

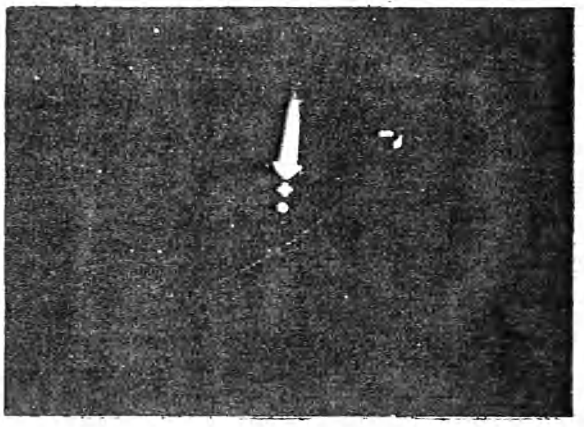
9 35.35

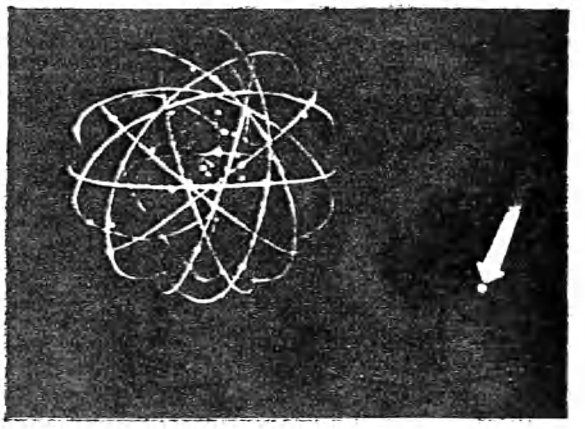
Price: Approximately ~~$27.88~~ 5 f.o.b. New York

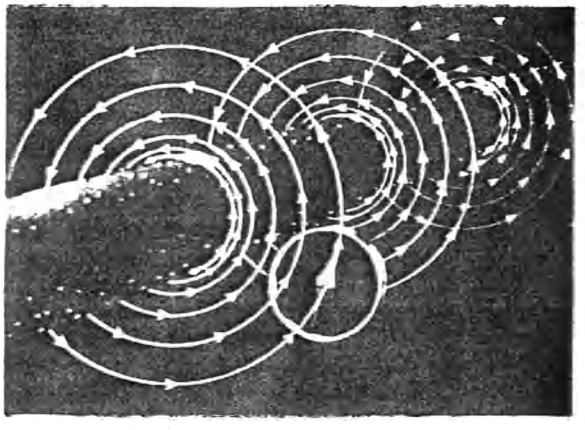
Purpose: To introduce the fundamentals of electron behavior in preparation for further study of vacuum tube operation. Referred to in Mr. Waidlich's letter dated December 19, 1945.

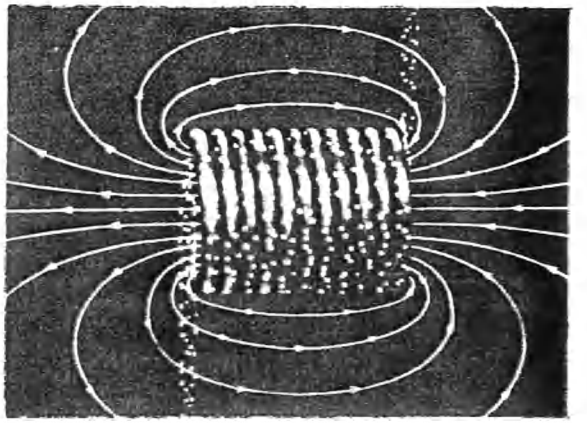
Synopsis: Explains the nature of electrons, electron flow in solid conductors, electromotive force, control of electron flow, types of electron flow, electron flow and magnetic fields, and induced electron flow - transformer action.

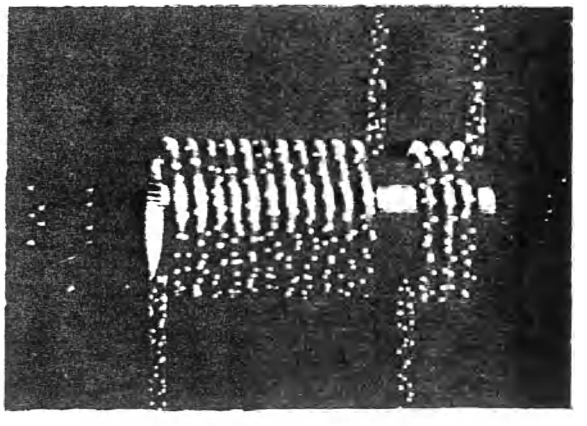
(Supplemented with an instructor's manual and a filmstrip, $1.00, for review.)











Title: "The Diode: Principles and Application #176
U. S. Office of Education - Electronics Series"

Type of Film: Sound motion. 16 m/m.

Running Time: 17 minutes. Year Made: 1944

Produced by: Loucks and Norling Studios

Produced for: United States Orfice or Education

Order from: Castle Films ~~30 Rockefeller Plaza, New York 20, N. Y.~~ Castle Films 445 Park Avenue, New York ~~22~~ 29, N. Y.

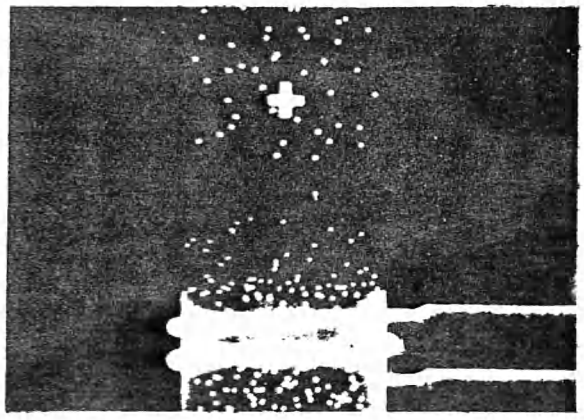
$37.61

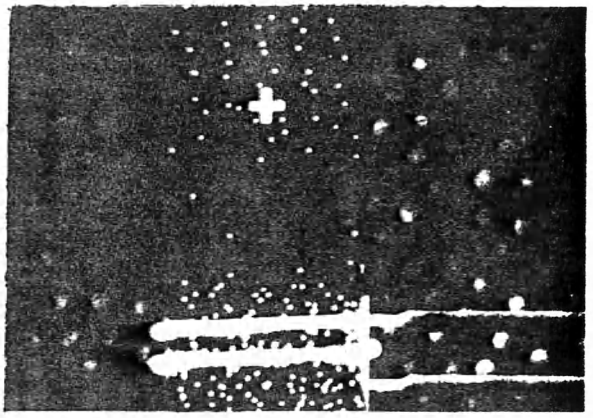
Price: Approximately ~~$09.09~~ f.o.b. New York

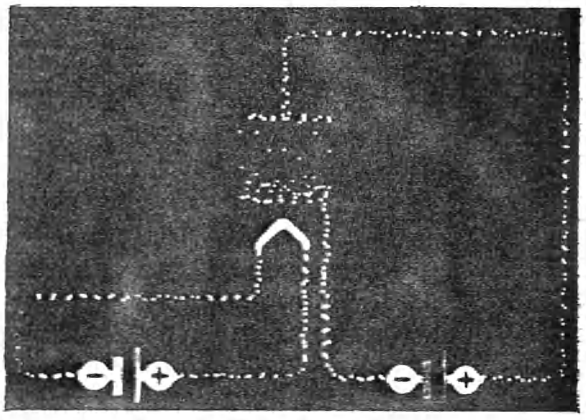
Purpose: To provide information on the principles of diode tube operation.

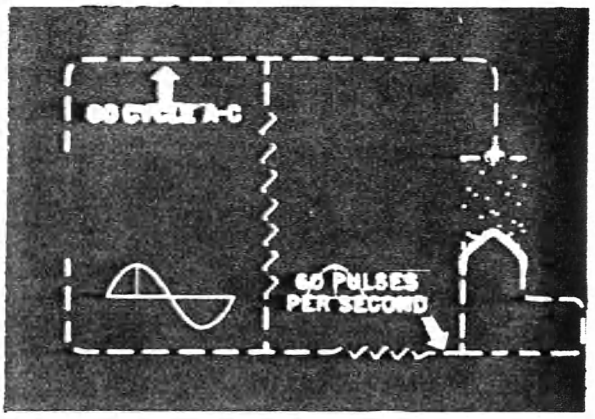
Synopsis: Reviews briefly the principle of electron flow and explains the flow of electrons across a gap, illustrates the basic features of the diode tube, control of electron flow in the tube, photo-electric cells, X-ray tubes, and the diode as a rectifier.

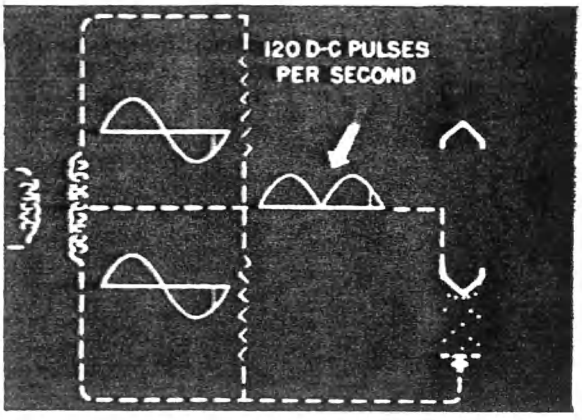
(Supplemented with an instructor's manual and a filmstrip, $1.00, for review.)

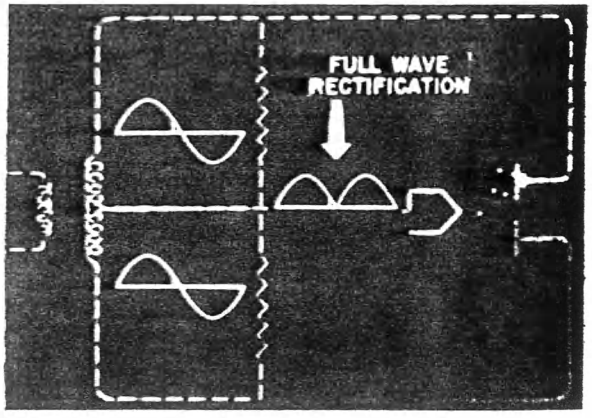







60 CYCLE A-C
60 PULSES PER SECOND


120 D-C PULSES PER SECOND


FULL WAVE RECTIFICATION

Title: "The Triode: Amplification #177
U. S. Office of Education - Electronics Series"

Type of Film: Sound motion. 16 m/m.

Running Time: 14 minutes. Year Made: 1944

Produced by: Loucks and Norling Studios

Produced for: United States Office of Education

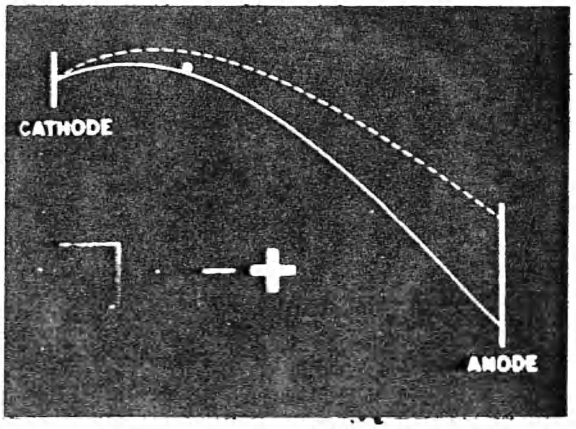
Order from: Castle Films
~~30 Rockefeller Plaza~~
~~New York 20, New York~~
Castle Films
1445 Park Avenue,
New York ~~22~~ 29, N. Y.

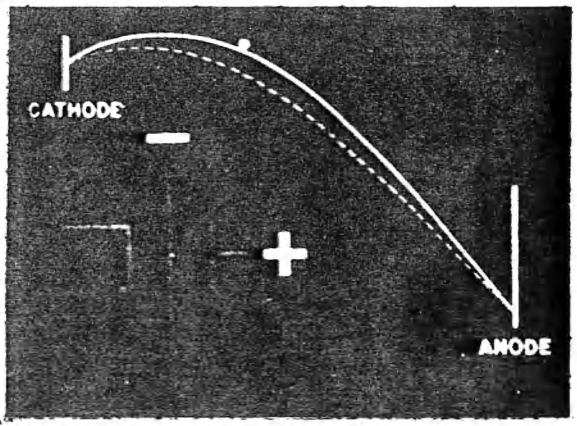
Price: Approximately ~~$25.71~~ 37.61 f.o.b. New York

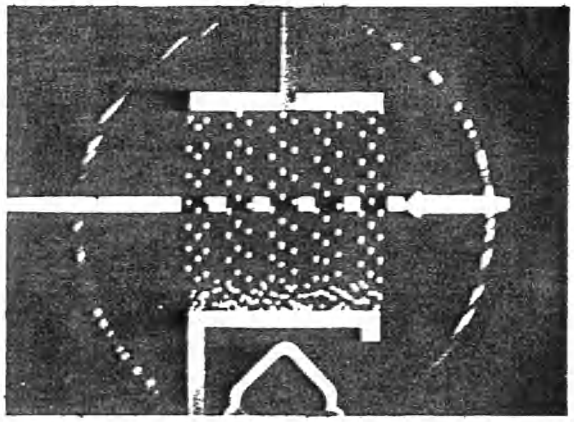
Purpose: To provide information on the fundamentals of triode tube operation and amplification.

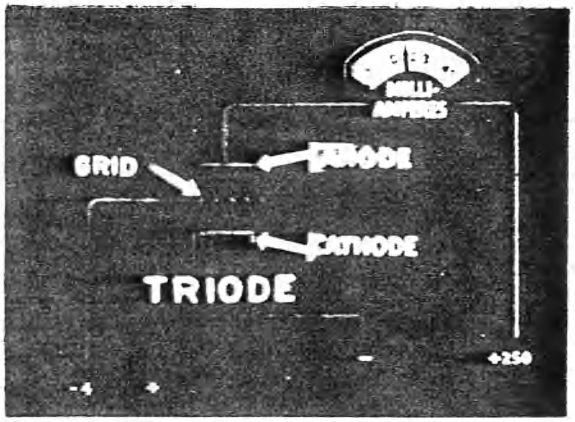
Synopsis: Reviews the diode principle, compares the diode and triode, explains the triode amplifier circuit, amplification of D. C. voltage changes and alternating voltages, distortion, and amplification of audio frequency signals.

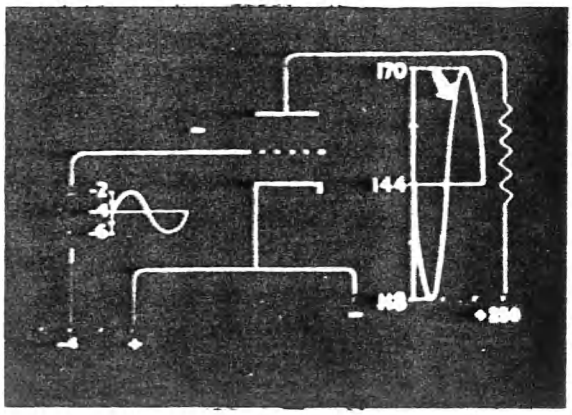
(Each film is supplemented with an instructor's manual and a filmstrip, $1.00, for review.)

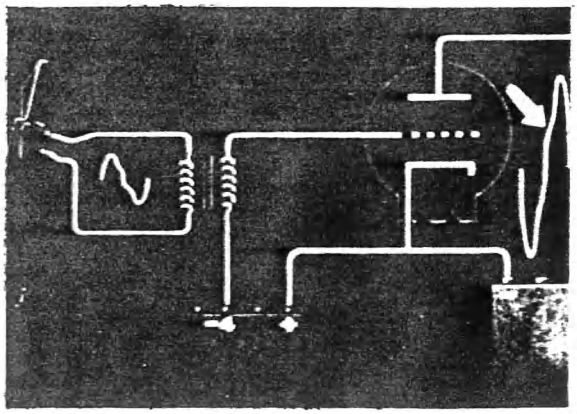

CATHODE
ANODE


CATHODE
ANODE




GRID
TRIODE
+250


170
144
115
+250



No. 192

Title: "Back on the Job"

Type of Film: Sound slide

Running Time: 13 minutes Year Made: 1946

Produced by: Associated Screen News, Ltd.

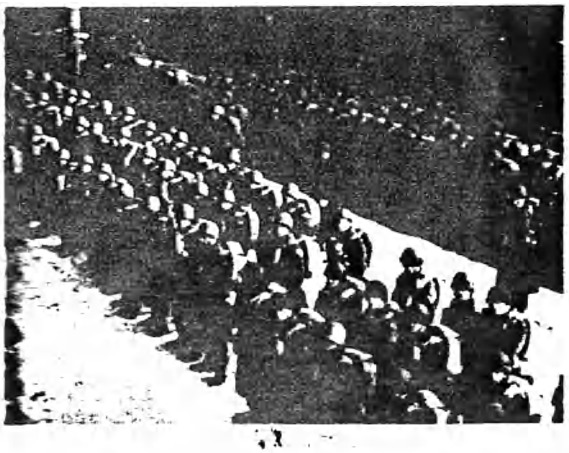
Produced for: The Bell Telephone Company of Canada

Order from: ~~Western Electric Company~~ Bell Telephone Co of Canada
1050 Beaver Hall Hill
Montreal, Canada

Price: $15.00 f.o.b. point of supply

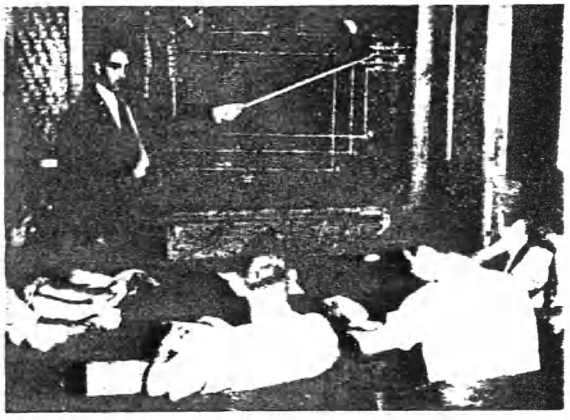
Purpose: To inform supervisors and familiarize employes with the Company's policy and plans for the rehabilitation of its returning veterans. Referred to in Mr. Waidlich's letter dated January 2, 1946.

Synopsis: Bill Donnelly, a former installer, returns home from active service. Growing restless after a short period of inactivity he drops in to see about his telephone job. He is greeted warmly by his old foreman who explains that there is plenty of work even though there are still some shortages of material and equipment. He is then taken in to see the District Superintendent who listens intently to Bill's story of his experiences and training in the service. The Superintendent explains the Company's policy in regard to its returning service men and outlines the plans that have been made for Bill's return to work. Bill Donnelly's satisfaction with the treatment given his case is demonstrated as he tells his story to a friend.

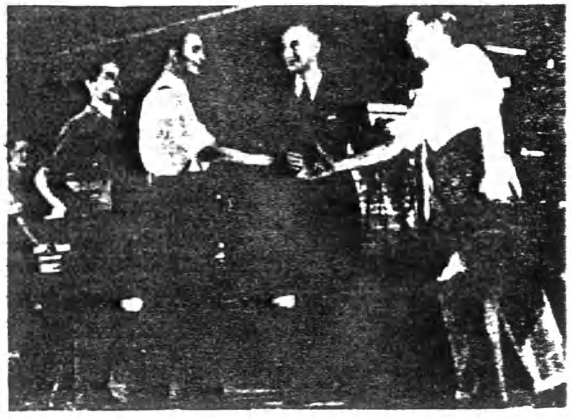














No. 193
Revised

STEP HIGH

PURPOSE:

To inform girls of High School age about work and opportunities in the Bell System and to inspire them to apply for work.

SYNOPSIS:

A young girl, about to graduate from High School, is undecided about what she wants to do in the future. Her family wants her to work for the telephone company. Her friends who have made their varying plans support her parent's ideas. To help make up her mind, she talks things over with the school vocational Counsellor, and with a former school mate who has been working as an operator for a year.

On the invitation of the latter, she goes to an open house at the telephone company, where she hears about some of the different telephone jobs, such as tellers, payroll machine operators, typists, stenographers, comptometer operators and service representatives - and gets an opportunity to see the employment office, the central office, the cafeteria, the lounge, all combining to show the attractive working surroundings of a telephone job. At last, having seen telephone work at first hand, she decides to apply.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	17 minutes Year Made: 1946
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Step High" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Step High"
PRICE	See Price List included in this catalog.



No. 193-2

High school graduation is only a few weeks off and the girls discuss their plans for the future.



No. 193-3

The vocational counsellor urges Cathy to consider the importance of seeking satisfying employment.



No. 193-4

During an open house at the telephone building Cathy learns of the many interesting jobs at the telephone company.



No. 194
Revised

MAKING AND USING MORTAR BANDAGE JOINTS

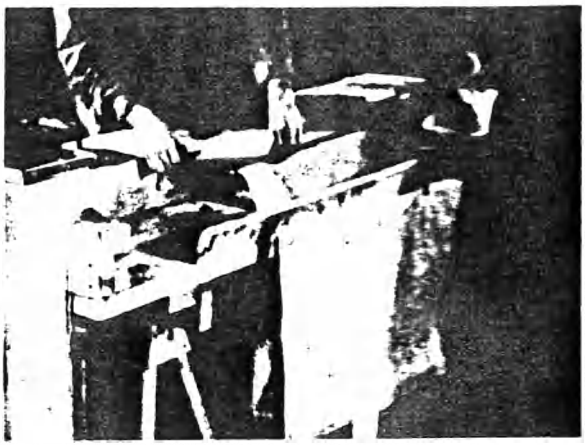
PURPOSE:

To explain the preparation and use of the mortar bandage joint and particularly point out the reason for and importance of each step in the procedure.

SYNOPSIS:

Following a brief introduction which emphasizes the importance of careful workmanship in laying conduit, the film portrays in sequence how the mortar bandage is placed on a conduit joint. Measuring, wrapping, smoothing, and tying are shown both correctly and improperly done to emphasize the importance of proper procedure. The method of making up a bandage is shown using the special tray and portable bench. The reason for each step is carefully explained and sample bandages from which one or more items have been omitted are shown to indicate the value of each item. This is followed by a description of a proper mortar mix with attention to consistency and effect of the addition agent. The film concludes with the actual laying of a 6 duct conduit line in the field to show how the various operations are coordinated.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	20 minutes Year Made: 1930
PRODUCED BY	Bell Telephone Laboratories
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Making and Using Mortar Bandage Joints In Underground Conduit Construction"
PRICE	See Price List included in this catalog



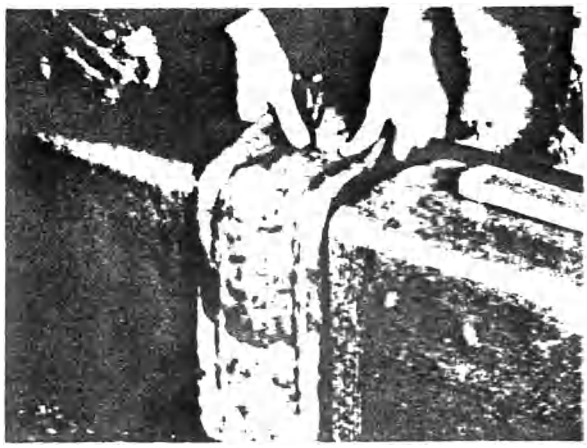
No. 194-2

A tray and portable bench facilitates preparation of the bandage.



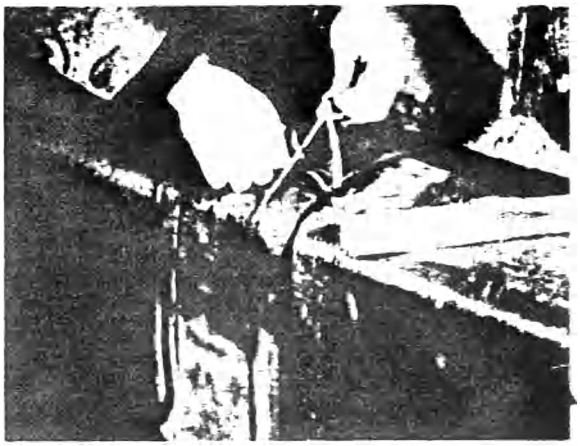
No. 194-3

Smoothing the mortar bandage with a trowel helps the mortar to adhere to the conduit.



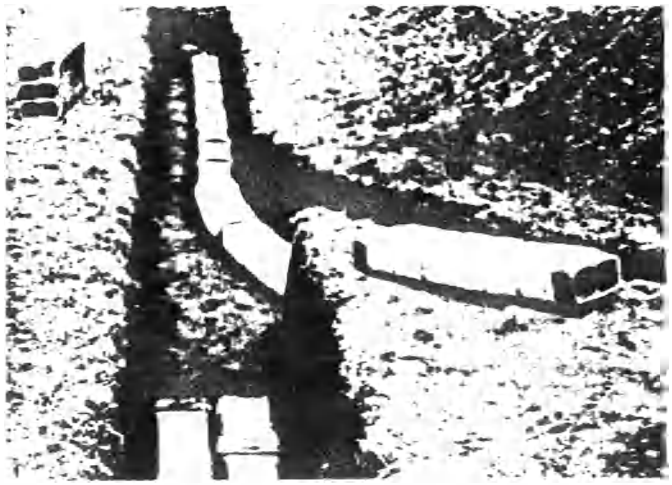
No. 194-4

The bandage is brought firmly around the joint so the mortar bonds well to the tile.



No. 194-5

Tapes tied around the finished bandage insure a firm bond on all sides.



No. 194-6

Short lengths may be joined before laying in trench.

Title: "Sending Radio Messages"

Type of Film: Sound motion. 16 m/m. 1 reel.

Running Time: 11 minutes. Year Made: 1944

Produced by: Erpi Classroom Films, Inc.

Produced for: Erpi Classroom Films, Inc.

Order from: Encyclopaedia Britannica Films, Inc.
1841 Broadway
New York 23, N. Y.

Include following statement on requisition:

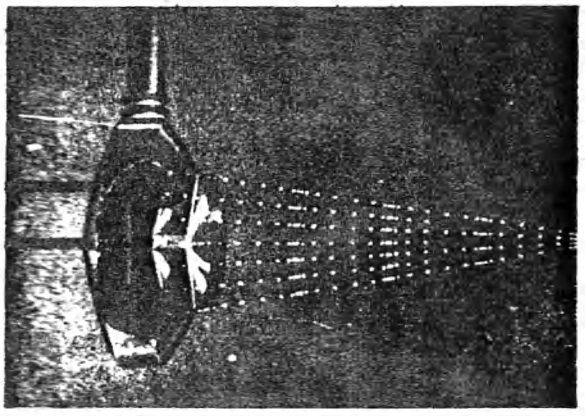
"Our purchase of above film is with the understanding that we will not loan, rent, sell, exhibit, or make it available to any other person or organization for any purpose-nor will we use the film to advertise our product or products."

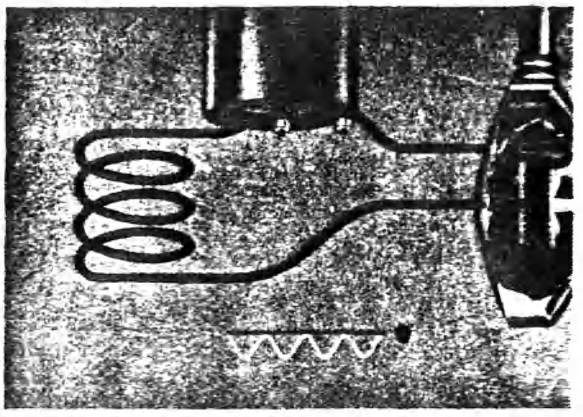
Price: Loan basis or purchase ($50.00 f.o.b. N.Y.)

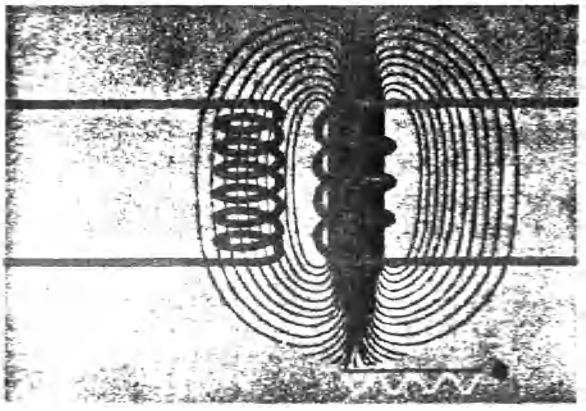
Purpose: An elementary film to supplement training courses for secondary school level and equivalent in the fundamentals of Principles of Radio.

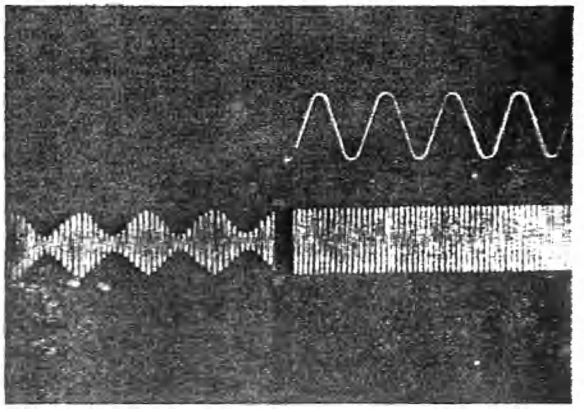
Note: An instructor's guide including a scene-by-scene description of the film, suggestions for its use, and supplementary information is furnished with each film.

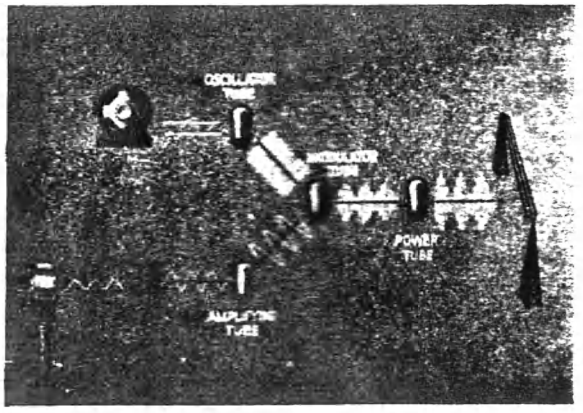
Synopsis: The film portrays the role of radio in the home, school, hospital, office, and armed services. Following this introduction, the film explains the manner in which sound waves are picked up by the transmitter and audio frequency currents produced. The transmitter and transformer action are treated in detail. This is followed by an explanation of the oscillator and its crystal control, and the modulation of the radio frequency current. The film concludes with transmission into space and a brief recapitulation of the events in radio broadcasting.











All of above photographs taken from "SENDING RADIO MESSAGES"
CREDIT LINE MUST BE GIVEN TO: Encyclopaedia Britannica
Films Inc.

Title: "Fred Wilks Learns About Depreciation"

Type of Film: Sound slide

Running Time: 25 minutes Year Made: 1945

Produced by: Wilding Picture Productions, Inc.

Produced for: The Mountain States Telephone & Telegraph Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street
Chicago 40, Illinois

Price: $4.00

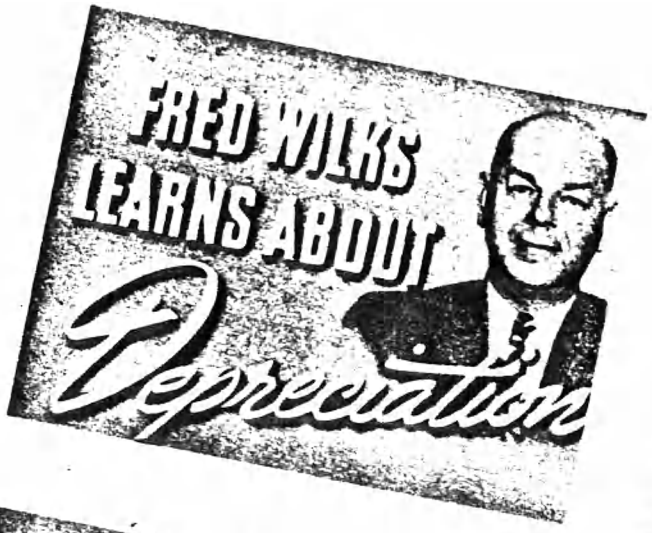
Purpose: To inform employees as to depreciation, depreciation reserve and the methods of figuring depreciation.

Synopsis: Fred Wilks learned about depreciation the hard way. About 10 years ago Fred had a profitable taxi business - at least he thought so. But he knew nothing about Depreciation Reserve and so - when his taxicabs began to fall apart 5 years later - he found himself financially unable to replace them and - out of business.

Some years later Fred has saved almost enough to start in business again. It is while trying to obtain a loan from a banker friend, Mr. White, that he receives his first information about "Depreciation."

Two advisers, "Hal" and "Tom", one of whom is a telephone man, give Fred the "facts" about depreciation. Numerous examples of how it is applied in the telephone business are woven into the more simple story of the wear and tear on taxicabs.

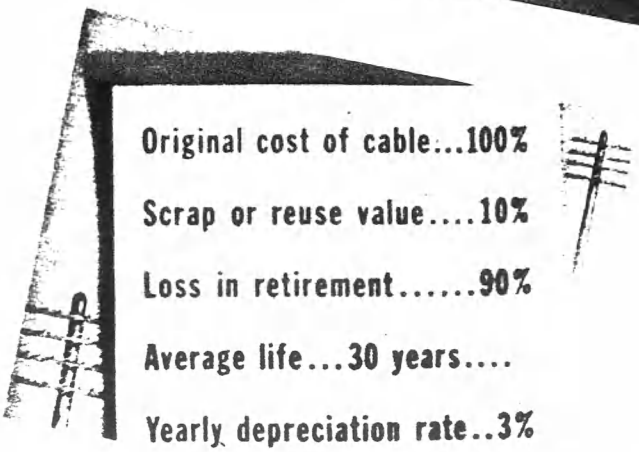
The story concludes with Fred once more in business, this time setting aside the necessary depreciation reserves and - doing quite well.

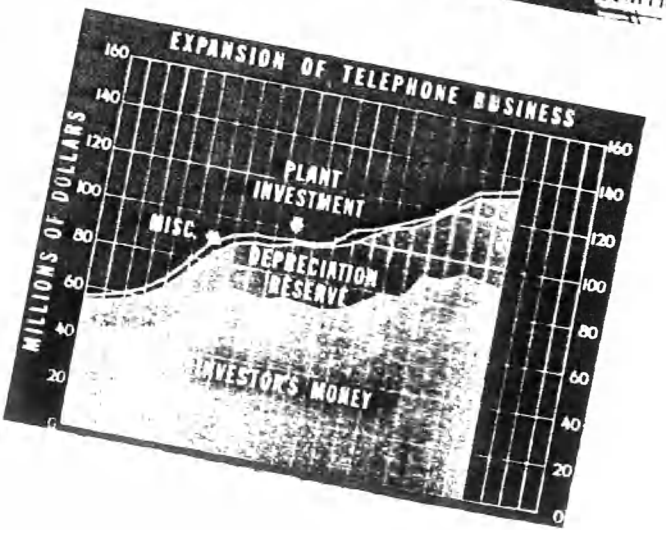

FRED WILKS
LEARNS ABOUT
Depreciation


FRED'S
TAXI
CLOSED






Original cost of cable...100%
Scrap or reuse value....10%
Loss in retirement.....90%
Average life...30 years....
Yearly depreciation rate..3%


EXPANSION OF TELEPHONE BUSINESS
MILLIONS OF DOLLARS
160
140
120
100
80
60
40
20
0
PLANT
INVESTMENT
MISC.
DEPRECIATION
RESERVE
INVESTOR'S MONEY



No. 197
Revised

THE EASY WAY

PURPOSE:

To make women employes safety-conscious in the home and on the job. All but a few scenes in a central office represent situations common to all women.

SYNOPSIS:

By a series of incidents involving several young women, the film appeals to the personal interest of any woman in avoiding the every day careless habits that can lead to accidents. The narration is in the vernacular of the modern younger generation.

Jenny Arnold breaks a leg and loses a boyfriend. Anne, on whom her ill mother depends for housekeeping, carries her home worries to the job and trips over her headset cord. Jean fishes in her pocketbook while going downstairs and lands at the bottom. Martha walks into a pan handle projecting over the stove. Agnes, dashing to work, slips on a wet doorstep. Janet gets a strained back instead of reporting a stuck window. Dot, in a hurry, gashes her head against a locker door. Kate, her mind on a fur coat, disconnects a cord improperly and hits her neighbor in the eye.

The underlying theme is expressed by the narrator's conclusion: "It takes only one thoughtless act or one careless second to cause an accident. And that fact can be learned the hard way by getting hurt....or the easy way.... by using your head. The choice is yours."

TYPE OF FILM	Sound slide
RUNNING TIME	15 minutes Year Made: 1945
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation)
PRODUCED FOR	The Bell System in cooperation with Bell Telephone Company of Pennsylvania
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound slide, "The Easy Way"
PRICE	See Price List included in this catalog.



No. 197-2

Jenny didn't use the stair handrail.



No. 197-3

Falls head the list of fatal home accidents.



No. 197-4
Dot learned to keep her locker closed - the hard way.



No. 197-5
Tne cord Kate yanked out hit Alice in the eye.



No. 198
Revised

YOU CAN TELL BY THE TELLER

PURPOSE:

To emphasize the importance of the customer relations aspects of public office teller work including overtones and the use of personalized contact techniques in the initial training of counter tellers and in refresher training of existing counter tellers.

To demonstrate the motions required to perform teller work accurately, speedily and in a manner convenient and pleasing to the customer.

SYNOPSIS:

The picture begins by portraying a pleasing and efficient payment transaction through the eyes of a customer and his favorable reaction. The correct procedure is contrasted with an instance of less desirable teller service.

A series of incidents, depicting the commoner types of customer contacts handled by tellers, show how the teller can impress customers with her personal interest, helpfulness and efficiency. In each instance the importance of the overtones of service in promoting friendly customer relations is emphasized.

The film then presents a step-by-step demonstration of the correct way to perform each of the operations involved in handling a typical payment transaction combining overtones with accuracy and efficiency.

In conclusion, the importance of the job is visualized again as the narrator summarizes "That's the job, important to the Company - and important to you because our customers are judging us by the accurate, prompt and friendly way you handle them."

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	18 minutes Year Made: 1945
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "You Can Tell by the Teller"
PRICE	See Price List included in this catalog.



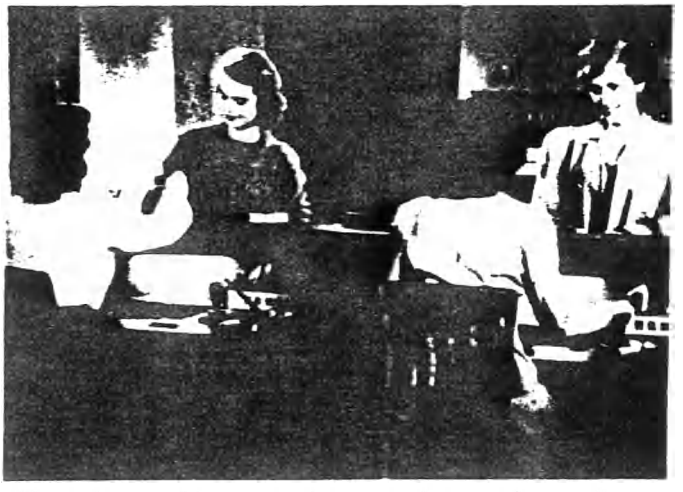
No. 198-2

The teller greets her customers - - -



No. 198-3

- - - as graciously as she greets guests in her home.



No. 198-4

Though meeting customers for only a few seconds, the teller gives each one friendly, personal service.

No. 199
Revised

PUBLIC OPINION SERIES

	Running Time	Year Made
Public Opinion	11 minutes	1945
Our Biggest Job	10 minutes	1945
The Right Start	13 minutes	1945
Set the Pace	12 minutes	1946
Handling Complaints	12 minutes	1946
Don't Pass the Buck	12 minutes	1946

PURPOSE:

Training of sales people and others whose duties bring them into personal contact with the public.

SYNOPSIS:

Public Opinion

This film takes up the question of the importance to any business of the public's opinion of it. Just as people express their political opinions through the ballot, they express their economic opinions by their selection of the business from whom they buy products and services The public's opinion of any business depends largely upon what individuals tell others about their experiences in dealing with it. A business, to win and keep its public, needs to inspire confidence by the good friendly service it gives to each individual customer.

Our Biggest Job

This film carries further the theme of friendly service. Using the analogy of the machine, it points out that "Wherever there is contact there is danger of friction.....These human contacts of ours with customers need plenty of oiling to keep them running smoothly." Scenes showing a number of friendly vs. impersonal business contacts are used to illustrate why the friendly, courteous way a product or service is sold is as important as selling a satisfactory product or service, and that "Our Biggest Job" is to "make every customer a friend."

The Right Start

This film takes up the "ingredients" of the "oil of friendly service"--sincere, friendly interest in the customer, courtesy, and personal appearance. The value and application of each of these are depicted in several illustrated dialogues between customers and sales people.

SYNOPSIS (Continued)

Set The Pace

This film points out the need for taking the initiative in customer contacts to insure a tone of friendliness, and stresses the desirability of anticipating the customer's needs and of rendering service willingly without being prodded.

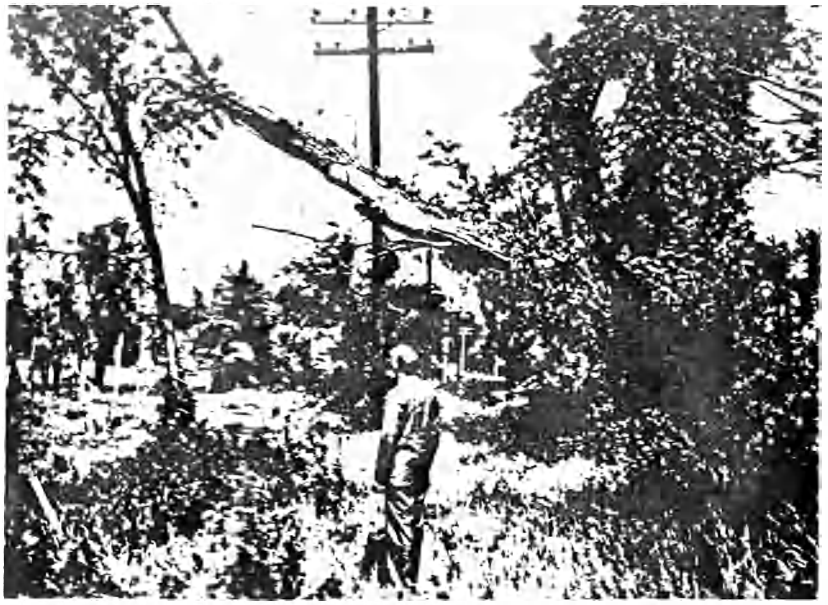
Handling Complaints

This film shows how complaints offer an opportunity to make friends of the complainant. It points out that a grievance is real when the customer thinks he has one. Examples of correct and incorrect handling of complaints are portrayed, including those in which the customer as well as the business has been at fault.

Don't Pass the Buck

This film develops the theme of willingness to serve the customer without putting the responsibility on others. Illustrations develop the pattern of willingness to help, explaining reasons for policies and directing the customer to others only when the answer is not available.

TYPE OF FILM	Sound slide
RUNNING TIME	See reverse Year Made: See reverse
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation
ORDER FROM	Cleveland B. Chase Company 424 Madison Avenue, New York, N. Y. (Through local W. E. Co. Distributing House)
PRICE	$150 for series of 6. This price includes a leader's discussion guide for each film. Booklets for distribution to the audience are furnished, if desired, at 50¢ for each set of 6 up to the first 300 booklets; 45¢ a set of 6 for the next 700; and 40¢ a set of 6 for any quantity above 1,000. In event of breakage, record will be replaced at $3.50 each and film at $2.50 each.



No. 200
Revised

LET'S LOOK AT TREES

PURPOSE:

To increase the awareness of telephone and power company employees and government agencies to the hazards that diseased and weakened trees can constitute to human safety, property, and utility plant. By this means to reduce service interruptions, accident possibilities, and maintenance costs. Referred to in Mr. Waidlich's letter to all General Plant Managers, Feb. 27, 1946.

SYNOPSIS:

Introductory scenes show damage caused by falling trees to property and utility plant. The reenactment of two recent accidents further emphasizes the hazards of defective trees to persons and property.

Dr. McKenzie, of Massachusetts State College, then explains the causes and effect of hazardous tree conditions. These include LOCATION in relation to soil, other trees, and utility plant; STRUCTURAL CONDITIONS of the tree itself; and DISEASES and INJURIES.

Cooperation between government agencies, utilities, and property owners is suggested as a means of reducing tree hazards without destroying scenic beauty. The film also illustrates the need for mutual planning -- by utilities in engineering outside plant property with respect to trees, and by government agencies in properly locating new trees.

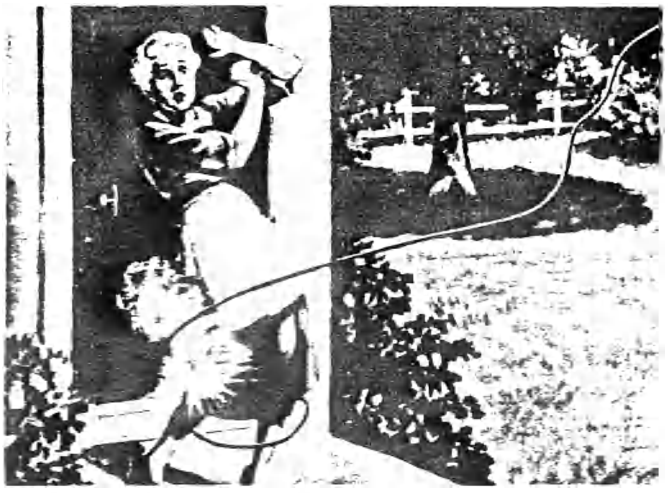
The film concludes by setting up safety of the service, public and employee as the primary objective of cooperation in preventing tree hazards.

TYPE OF FILM	Sound Slide in color
RUNNING TIME	23 minutes Year Made: 1946
PRODUCED BY	Film: Vocafilm Corporation, New York, N. Y. Record: Kasper Gordon Studios, Boston, Mass.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound Slide, "Let's Look at Trees"
PRICE	See Price List included in this catalog



No. 200-2

The icy beauty of trees in winter presents a serious hazard to essential community services.

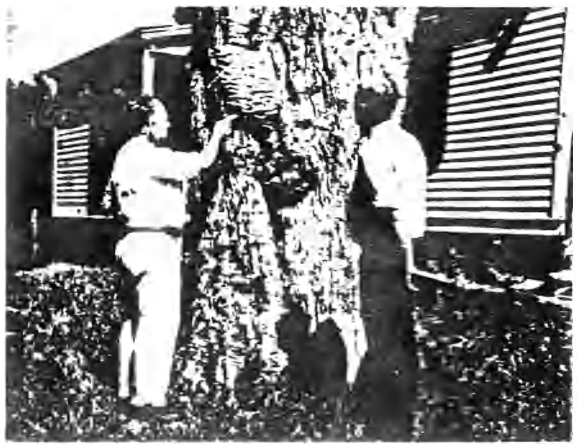


No. 200-3

A hazardous tree broke during a storm. The falling wire charged with high voltage injured a housewife.



No. 200-4
Pointing out the potential hazard of a rotting tree is the best way to obtain customer cooperation.



No. 200-5
Fungus growths indicate rotten wood.

Title: "The Balanced Way"

Type of Film: Sound motion. 1 reel. 16 m/m.

Running Time: 25 minutes. Year Made: 1945

Produced by: Cinema-Craft Company.

Produced for: Sealtest Laboratory Kitchen
230 Park Avenue, New York

Order from: Castle Distributors Corp. ~~30 Rockefeller Plaza New York, N. Y.~~ Castle Films 1445 Park Avenue, New York ~~22~~ 29 N. Y.

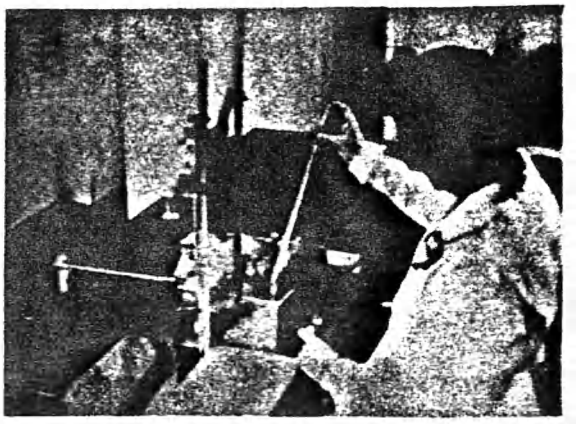
Price: Loan basis only. No charge except transportation.

Purpose: To indicate the basic nutrition principles that should underlie the planning of a balanced diet for the family.
Contains limited advertising on Sealtest dairy products and explains briefly the purpose of the Sealtest Laboratories.

Synopsis: This film indicates, in simple language, first how the needs of the body are satisfied by the intake of the essential food elements. Fundamental food facts are then translated into the practical generalities of meal planning in the home. "The right kind of food in the right amounts" is shown in terms of breakfast, dinner, and supper, as these meals are planned in a typical middle-class home. The need for a balanced diet is stressed in relation to all age groups and for different activities such as play, growth, and work. Mention is made also of other factors such as rest and sleep which are involved in good nutrition.

Comment: This film should make an excellent introduction to or summary of a specialized nutrition program, as well as an overall presentation of basic nutrition facts to a general audience.















THE FARMER'S TELEPHONE

PURPOSE:

To tell what the Bell System has done and is doing to add to the number of farm telephones in the United States, and to improve rural telephone service.

SYNOPSIS:

The story of "The Farmer's Telephone" is told by John, a telephone man, who is spending part of his vacation at his old farm home with his mother and sister's family.

As John explains what the Bell System has done and is doing to expand and to improve farm telephone service, descriptive scenes and animation illustrate his story.

Points covered include the installation of 300,000 new farm telephones during war years; plans for adding at least another million new farm telephones in the next few years, at a construction cost of $100,000,000; construction allowances and charges which make it easier for farmers to get service; new construction methods and materials and plans for extending our present lines, service improvements for rural lines; a brief description of the possibilities of power line carrier and radio telephone service for farms; and a high spot review of the many ways in which a farm telephone daily proves helpful.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	27 minutes Year Made: 1946
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Farmer's Telephone" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "The Farmer's Telephone"
PRICE	See Price List included in this catalog.



No. 202-2

Telephone representative explains construction allowances and charges to three prospects for farm telephone service.



No. 202-3

A farmer explains to a telephone representative how his telephone contributes to the successful operation of his farm.



No. 202-4

Im social life too, the telephone plays am important role in rural living.

Title: Smoothing the Flow of Restaurant Hospitality

Type of Film: Sound slide.

Running Time: 14 minutes.

Produced by: Batten, Barton, Durstine & Osborn, Inc.

Produced for: General use for restuarant kitchen workers.

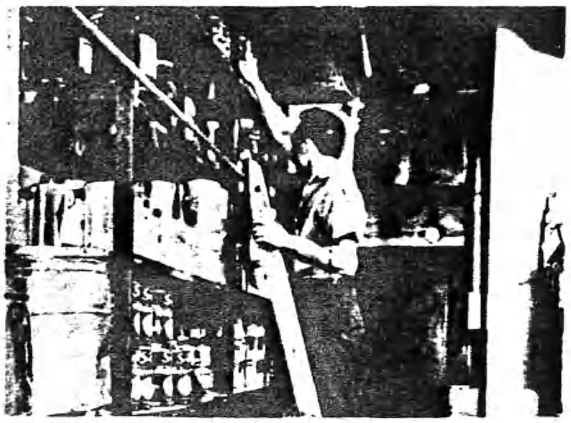
Order from: Liberty Mutual Life Insurance Co., nearest regional office.

Price: Loan basis only.

Purpose: To teach restaurant kitchen workers causes and prevention of kitchen accidents.

Synopsis: The film portrays several common types of kitchen accidents, how they can happen and how to prevent them. It includes such mishaps as burns and scalds, falls, knife cuts and strains from incorrect lifting. The incidents are linked by the story of a restaurant patron whose order was delayed by an accident in the kitchen and who angrily offers to prepare her own meal. Permitted to do so, she experiences a series of accidents through her own carelessness. The motivation is that accidents are not only disagreeable to the victim, but impede the flow of restaurant hospitality and service to its patrons.















No. 204
Revised
See Nos.
180 and 205

THE TELEPHONE HOUR

(SHORT)

PURPOSE:

To show a Telephone Hour broadcast --including not only the work of the conductor, the orchestra, soloist and announcers, but also the behind-the-scenes work of the Bell System technicians who tie together all network radio broadcasts, and are preparing to do the same job with television networks.

SYNOPSIS:

The picture starts with the orchestra tuning up in the studio just before going on the air. The announcer introduces Donald Voorhees, conductor of the Bell Telephone orchestra, and the guest for the program, the distinguished pianist Josef Hofmann. As the orchestra finishes tuning, the announcer points out various participants in the program, finishing in time for the down beat and the first strains of the Bell Waltz opening the program.

From there on, much of the picture is given over to the music by the orchestra and the soloist. There is also an animated description of the operation of the Bell System's radio network.

The musical selections included in the picture are:

Overture to "Il Guarany" — Gomez
The Orchestra

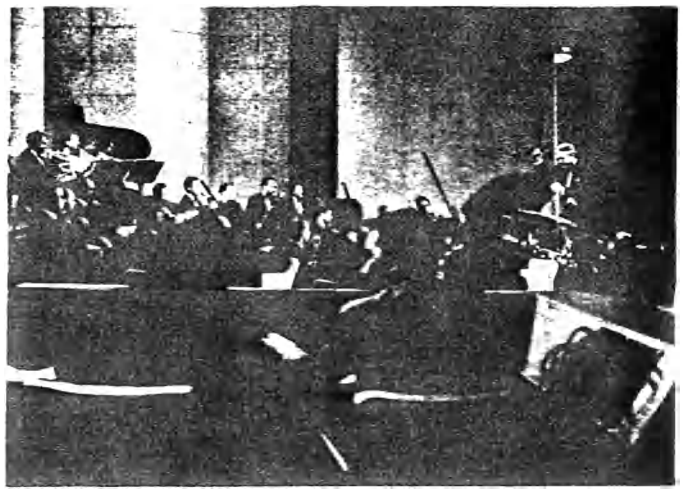
Last Movement, Concerto #5 in E Flat Major (The Emperor Concerto) — Beethoven
Josef Hofmann
and the Orchestra

TYPE OF FILM	Sound motion, 16mm & 35mm
RUNNING TIME	15 minutes Year Made: 1945
PRODUCED BY	Leslie M. Roush Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm, "The Telephone Hour" Theatrical (Short) Version (QUANTITY) Film, Safety, 35mm, "The Telephone Hour", Theatrical (Short) Version
PRICE	See Price List included in this catalog.



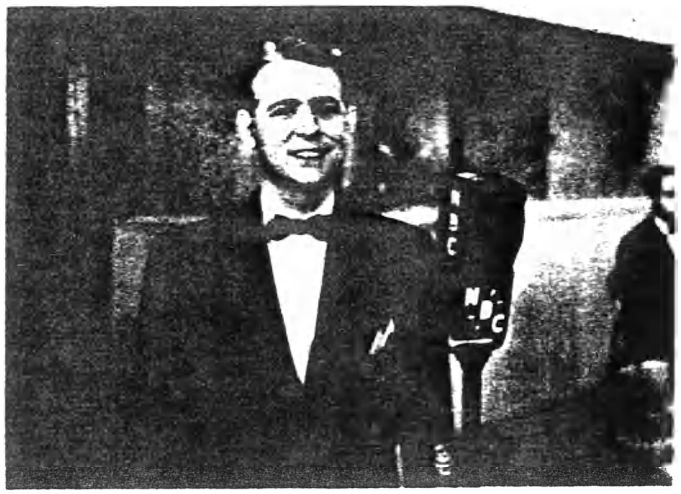
No. 204-2

Donald Voorhees and the Bell Telephone Orchestra broadcasting a regular Monday night program.



No. 204-3

In the control room, program director Wallace MacGill keeps things running smoothly.



No. 204-4

Announcer Floyd Mack



No. 205
Revised
See also
Nos. 180 and 204

TELEVISION AND THE TELEPHONE

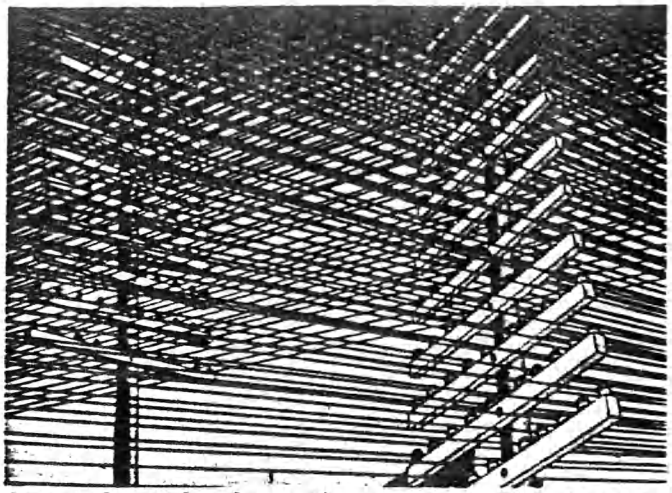
PURPOSE:

To show how the Bell System plans, by the use of coaxial cable and radio relay, or by other means, to meet the needs of television broadcasters as it now meets the needs of radio networks.

SYNOPSIS:

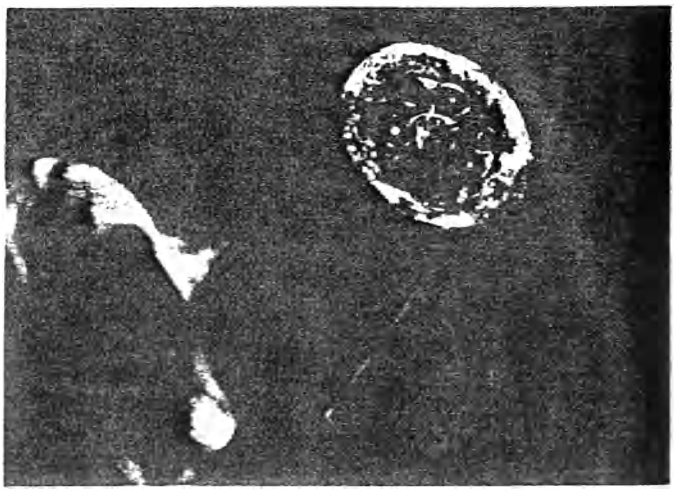
The picture is excerpted from the 23 minute film The Telephone Hour. It includes only the commercial announcement from that film. Tom Shirley describes briefly the genesis of coaxial cable. Dramatic animation appears on the screen as his story outlines the 50-year history of research to make telephone wires smaller, to bring them together, and to enable them to carry more and more telephone conversations. Later they found that the same circuits that were best for long distance telephone calls were suitable also for television purposes.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	5 minutes Year Made: 1946
PRODUCED BY	Leslie M. Roush Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Television and the Telephone" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Television and the Telephone"
PRICE	See Price List included in this catalog.



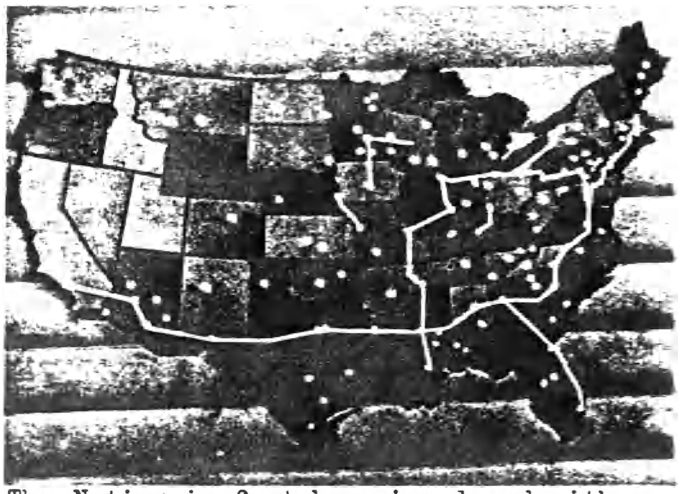
No. 205-2

Coaxial cable does the work of all these telephone wires - and more!



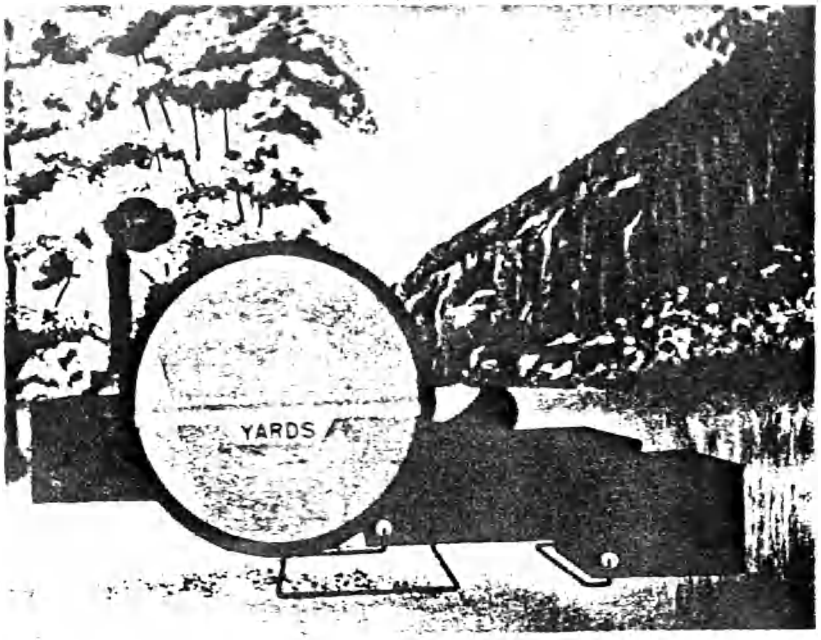
No. 205-3

The hollow copper tubes and their inner conductors can carry hundreds of simultaneous telephone conversations or several television programs.



No. 205-4

The Nation is fast becoming laced with a new communication highway - coaxial cable.



No. 206
Revised

ECHOES IN WAR AND PEACE

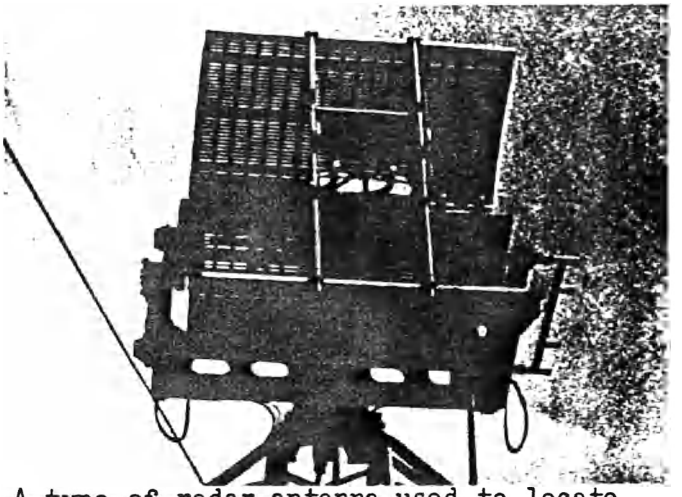
PURPOSE:

To explain, in a non-technical manner, the part played by telephone research in the development of sonar and radar, to demonstrate the effectiveness of both during wartime, and to emphasize the continuing work of the Bell System in the application of the same principles to peacetime progress.

SYNOPSIS:

The picture opens with a brief mythological sequence depicting the wonderment of Echo, when her voice was thrown back to her from the cliffs. The sequence ends as Echo fades out, leaving her name to the phenomenon. The head title fades in, and the picture becomes the story of echoes in war and peace. It tells how sound, underwater, echoing from a submarine, will betray its location. It tells how echoes can disclose the position of an enemy, hidden by fog or smoke...how enemy planes can be spotted in the dark. Much of the footage of the picture is devoted to animation which ranges from the principles of telephony to the more intricate phases of sonar and radar development. The part played in this development by Bell Telephone Laboratories' scientists, and Western Electric craftsmen is covered by word and picture, ranging from experimental work in laboratories to tests conducted under actual working conditions. Sequences picturing the use of sonar and radar in battle are included in much of the footage of the picture.

TYPE OF FILM	Sound motion, 1-reel and 3-reels, 16mm and 35mm
RUNNING TIME	27 and 10 minute versions Year Made: 1946
PRODUCED BY	Willard Pictures, Incorporated
PRODUCED FOR	American Telephone and Telegraph Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Echoes in War and Peace" (Specify version) (Quantity) Film, (Safety or Nitrate), 35mm "Echoes in War and Peace" (Specify version)
PRICE	See Price List included in this catalog



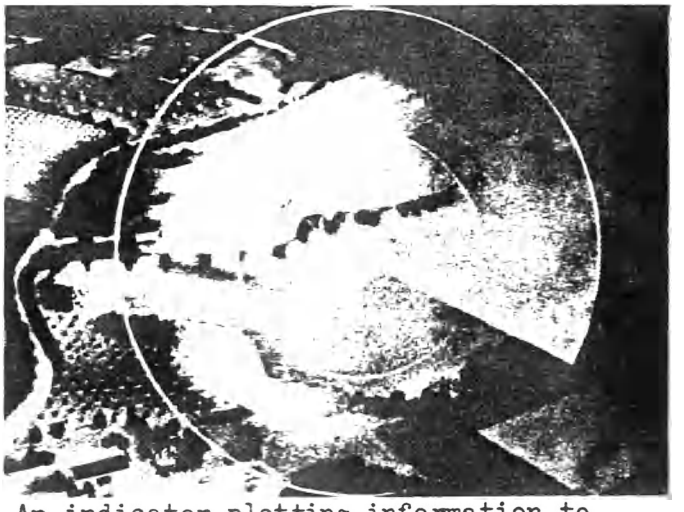
No. 206-2

A type of radar antenna used to locate attacking airplanes.



No. 206-3

Sonar equipment used for submarine detection.



No. 206-4

An indicator plotting information to make a map of what the airplane radar sees.

Title: "Splicing Telephone Cable"

Type of Film: Silent motion. 4 reels. 16 m/m.

Running Time: 40 minutes. Year Made: 1945

Produced by: Illinois Bell Telephone Company

Produced for: Illinois Bell Telephone Company
Chicago Area Plant
Cable Splicing School

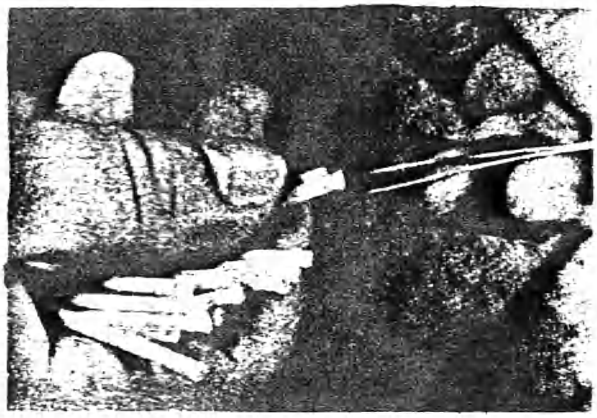
Order from: General Plant Employment Supervisor, Chicago Area
Illinois Bell Telephone Company
208 W. Washington Street
Chicago 6, Illinois

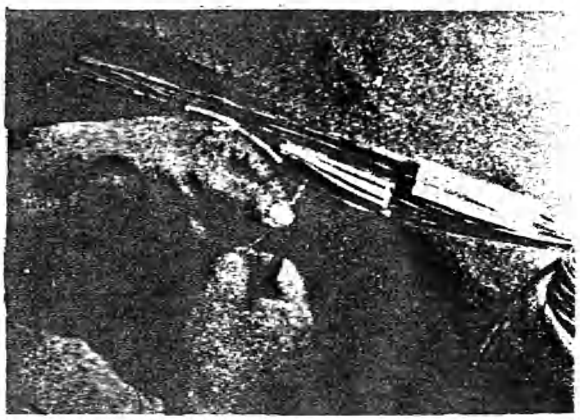
Price: $93.75

Purpose: To review the principles of cable splicing and wiping. Used primarily in review classes for returned servicemen, although sections of the film have been used in initial training of new employees. A series of twenty color slides (not included with film) have been used to supplement the film. These are used by the instructor to further clarify key points and to stimulate discussion.

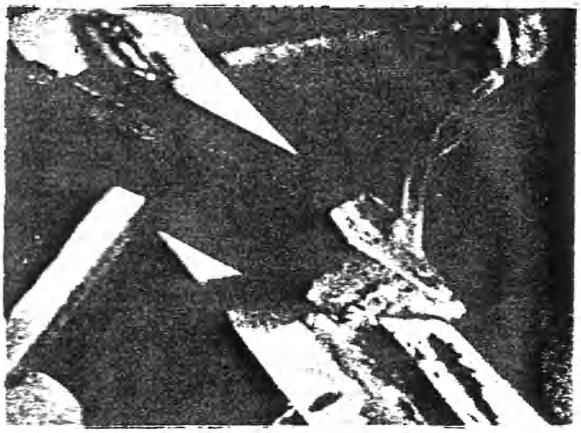
Synopsis: This film shows in detail, using slow motion where required, cable splicing and wiping of cable joints. ons include placing cotton sleeves bridge splicing, straight and in non-working cables, twisting existing cables, and splicing on Rhythm of movement is emphasized directed to elimination of un- s to lessen fatigue. Wiping e preparation and soldering of nd the wiping of the fillet joint and 3-way splices. A vertical own.

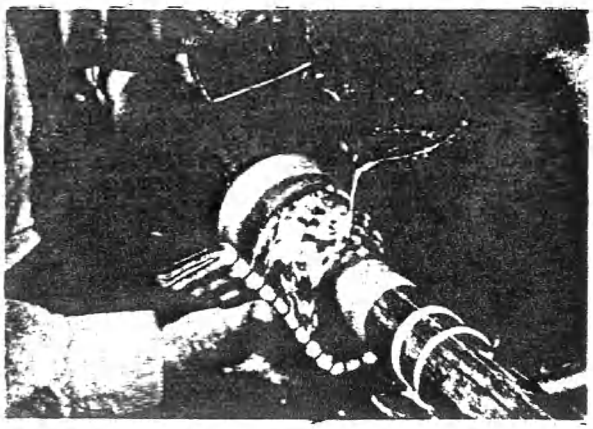
PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.

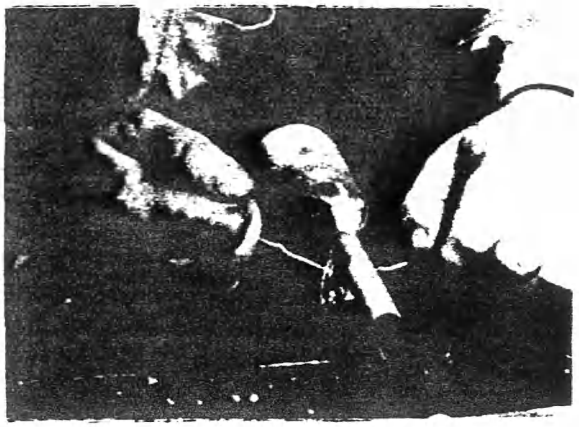












Title: "Principles of Gas-Filled Tubes #353
U. S. Office of Education - Electronics Series"

Type of Film: Sound motion. 16 m/m. 1 reel.

Running Time: 15 minutes. Year Made: 1945

Produced by: Loucks and Norling Studios

Produced for: U. S. Office of Education

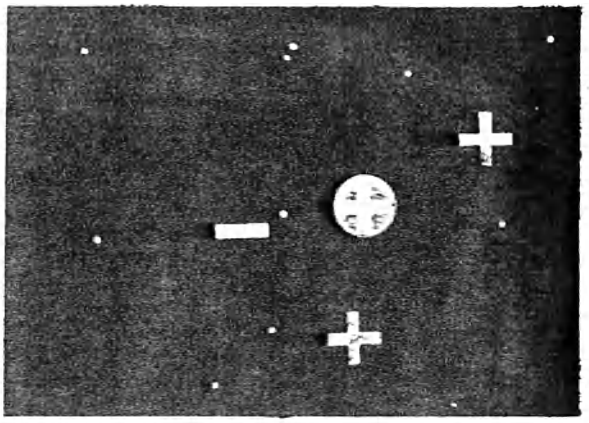
Order from: Castle Films
~~30 Rockefeller Plaza~~
~~New York 20, New York~~
Castle Films
1445 Park Avenue,
New York ~~22~~ 29, N. Y.

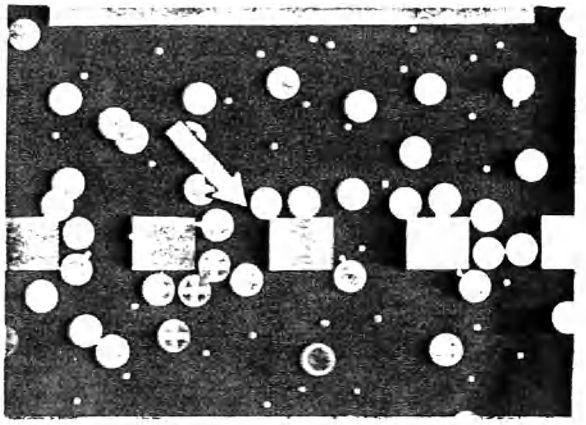
Price: ~~$27.15~~ 34.25 f.o.b. New York (Accompanying filmstrip $1.00)

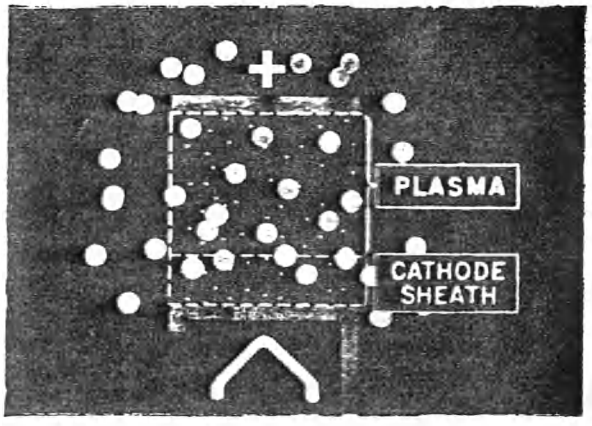
Purpose: To provide information on the theory of ionization and its application to gas-filled tubes.

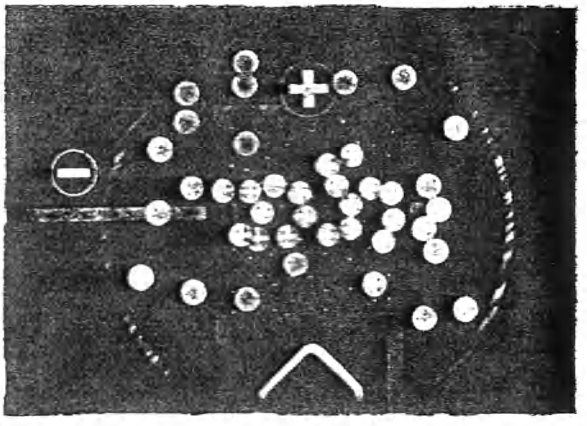
Synopsis: Explains the theory of ionization applied to gas-filled tubes; control of current in circuits employing such tubes; use of the gas diode as a rectifier; action of the grid in a gas triode; and application of the gas triode as a grid-controlled rectifier.

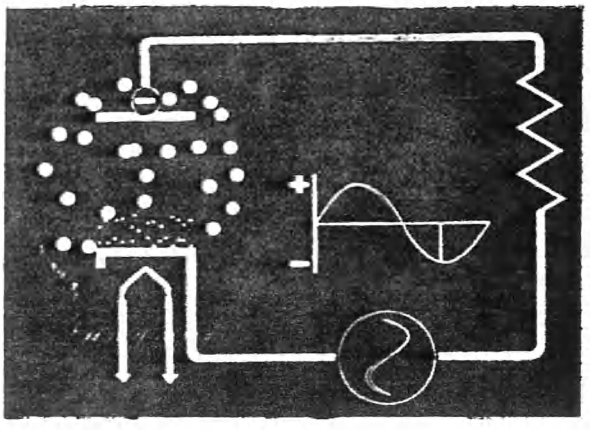
(Each film is supplemented with an instructor's manual and a filmstrip, $1.00, for review.)

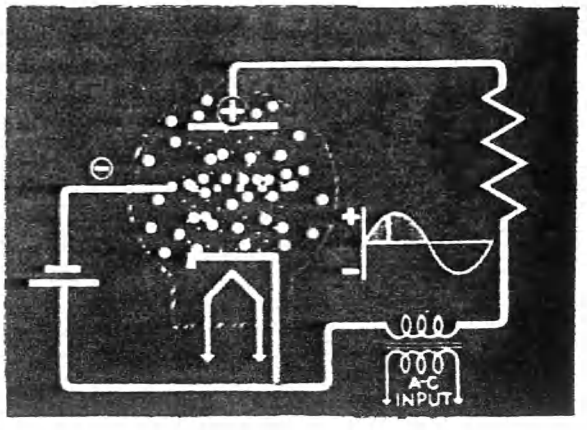





PLASMA
CATHODE
SHEATH






A-C
INPUT

Title: "Pushing Iron Pipe"

Type of Film: Silent motion. 16 m/m. 1 reel.

Running Time: 14 minutes. Year Made: 1941

Produced by: Southwestern Bell Telephone Company
Western Missouri and Kansas Area

Produced for: Southwestern Bell Telephone Company

Order from: General Information Department
Southwestern Bell Telephone Company
1010 Pine Street
St. Louis 1, Missouri

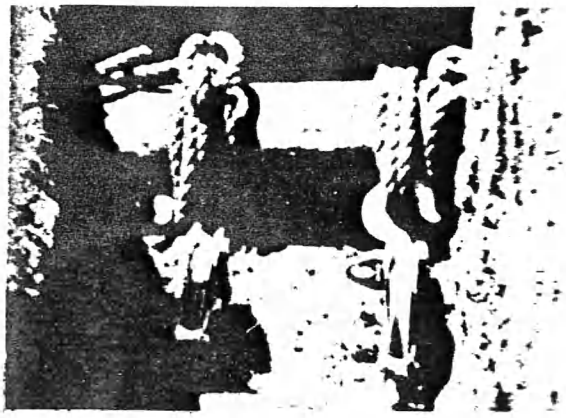
Price: Approximately $9.10 including can and reel.

Purpose: To demonstrate for Plant construction forces how iron pipe may be placed without excavating.

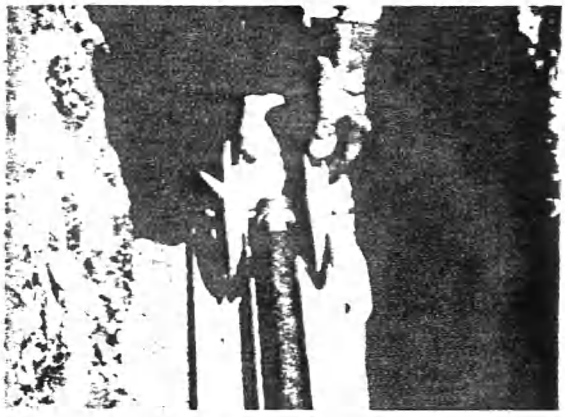
Synopsis: Using a demonstration "set-up" above ground, linemen assemble the equipment by which the iron pipe is installed. The "bed" plate which guides the pipe, and the anchor log are placed in position. Two one-sheave blocks are attached to the anchor log, and a steel axle on which two sheaves rotate is placed in a slotted coupling on the other end of the pipe. The winch line is then threaded through the sheaves and the pipe is pushed along the "bed" plate by the block and tackle hook up.

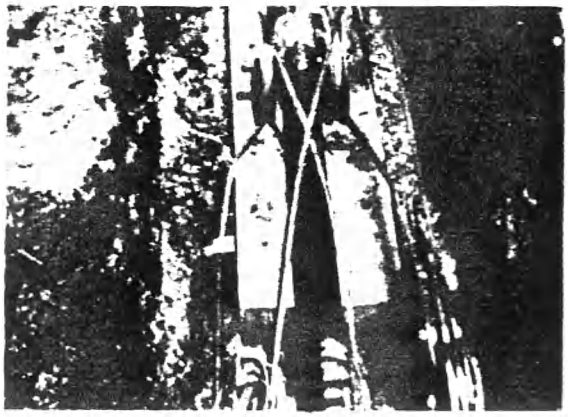
The process is then repeated under actual field conditions showing a pipe being pushed under a road.

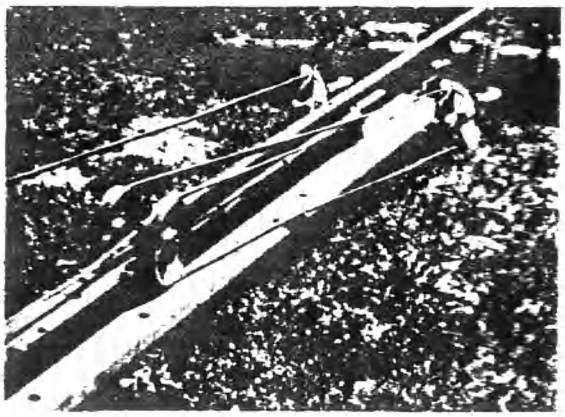


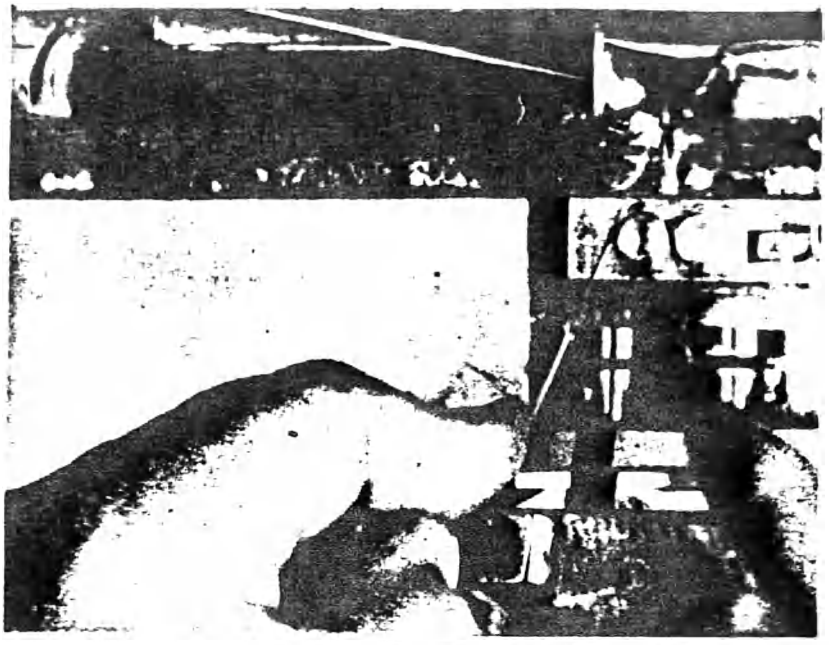












No. 210
Revised

CHANNELL SPLICING TOOL

PURPOSE:

To provide information for the self instruction of instructors and training of splicing crews in the use and care of the Channell Splicing Tool (Model K) on straight splices.

Note: A training guide including a description of the film, suggestions for its use, and supplementary information is available.

SYNOPSIS:

The splicing tool is first shown in its carrying case, then each of its parts is identified as it is removed. The ends of the cable are prepared in the usual manner and the splicing tool supporting parts placed in position. Cotton sleeves are shown being slipped on the conductors of the first unit to be spliced. The tool itself is then mounted in position and its adjustment in relation to the unit to be spliced explained.

Closeups are used to show the step-by-step procedure for placing the wires of a pair in the tool and its functioning as the hand lever is operated. Positioning of the tool for each unit is explained. Precautions regarding removal of loose wire ends and protecting the tool from dirt and other foreign material are included.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. FILM - RADIO DISPLAY
DIVISION

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	16 minutes Year Made: 1946
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Channell Splicing Tool"
PRICE	See Price List included in this catalog

Title: "Psychology in Handling People" — Run. Time

#1.	I Quit	13 min.
#4.	An Ounce of Suggestion	12 min.
#5.	Attack the Problem - Not the Person	11 min.

Type of Film: Sound slide.

Running Time: See above. Year Made: 1945

Produced by: Chicago Film Studios

Produced for: Omar Baking Company

Order from: Western Electric Company Distributing House

Price: ~~$68.00~~ ~~33.60~~ $33.90 per set of three films, f.c.b. point of supply.

Purpose: To show the importance and techniques of understanding people, in connection with the day-to-day problems of existing employees and contacts with the public. To emphasize the effect of lack of human understanding on employee morale, production, force turnover, and customer relations.

Synopsis:

#1. I Quit

An introductory film designed to point out the necessity for the use of human understanding in modern business. Starting with stage views of a "whip snapping" villain of the melodrama the transition is made to a "boss" of the modern era who attempts to get production by applying the same principle although in a more modern manner. The effect of improper supervision on employee morale, force turnover, and production is portrayed. Some of the causes for employee dissatisfaction are analyzed.

#4. An Ounce of Suggestion

This film suggests the persistent application of the powers of suggestion as a means of overcoming difficult personnel problems. The foreman is shown using this method to build up self-confidence in employees, improve morale, and overcome other problems on the job.

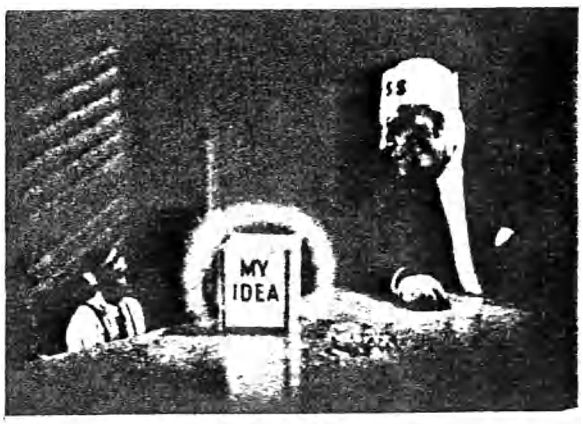
#5. Attack the Problem - Not the Person

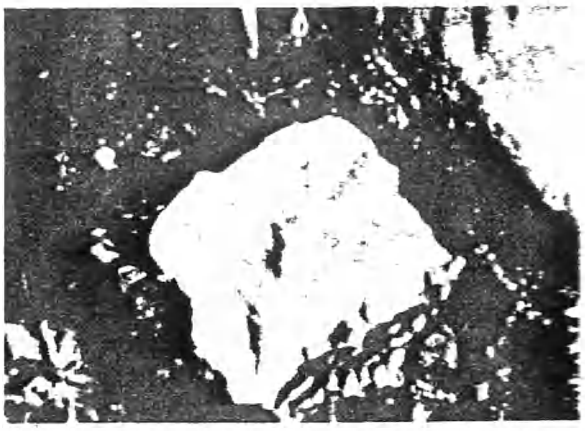
Whether the problem is one of increasing efficiency, improving morale, or selling the "boss" to the employee, attacking the problem - not the person is given as the basis of "Leadership." The film shows the importance of developing a proper frame of mind before presenting an idea.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS
SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. FILM & DISPLAY DIVISION.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS
SUBJECT IS APPARENT, PLEASE ADVISE
A. T. & T. FILM & DISPLAY DIVISION.

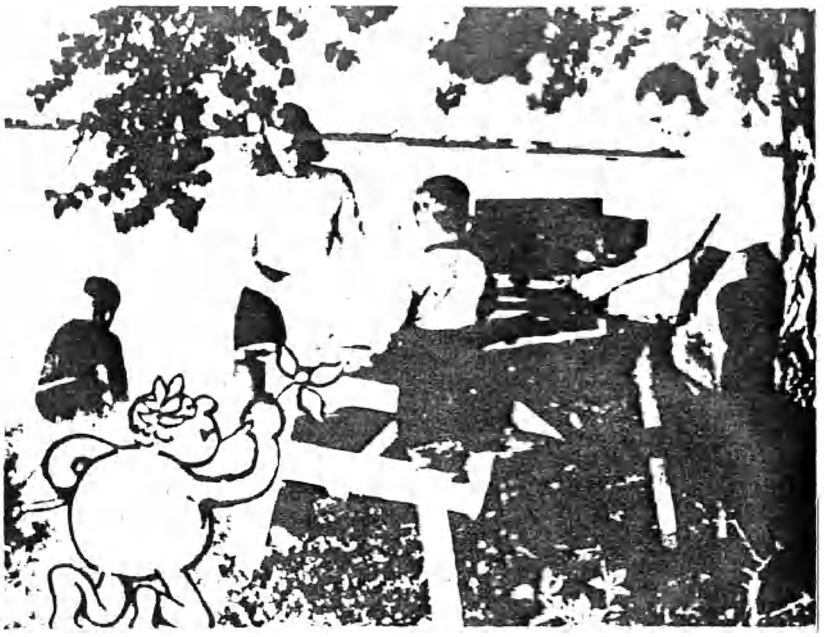












No. 212
Revised

POISON IVY

PURPOSE:

To instruct employees how to identify poison ivy, how they may work around the plant in safety, and the first aid treatment to be followed in case of accidental contact.

For use in poison ivy prevention programs together with Farmers' Bulletin No. 1972, "Poison Ivy, Poison oak and Poison-sumac." Referred to in Mr. Waidlich's letter of April 26, 1946 to all General Plant Managers. See also Dr. Manson's letter of April 9, 1946 to Medical Directors and Advisers.

SYNOPSIS:

The introductory scenes provide an opportunity for the narrator to tell of the menace of poison ivy to all who work or play outdoors. A construction crew foreman warns a new employee of the presence of the poison ivy plant and the risk it involves. He describes the plant and its habits, and explains its similarity to and difference from other well known plants so that it may be readily identified. Closeups of the plant from root to berries supplement the foreman's oral description. The foreman tells how to work safely when in the vicinity of poison ivy. Standard precautions are given and the reasons behind them explained. Methods of treatment are reviewed, with special emphasis on First Aid.

In the concluding frames, the narrator again points out the dangers of poison ivy to every one when gardening, picnicking, golfing or otherwise enjoying the countryside.

TYPE OF FILM	Sound Slide in color
RUNNING TIME	19 minutes Year Made: 1946
PRODUCED BY	Associated Screen News, Ltd., Montreal, Canada
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound Slide, "Poison Ivy"
PRICE	See Price List included in this catalog



No. 212-2

The innocent and attractive appearance of poison ivy belies its harmful effects.



No. 212-3

Poison ivy leaves grow in clusters of three and are irregular in shape.



No. 212-4
Poison ivy vines have grape-like clusters of waxy berries.



No. 212-5
During the year the poison ivy leaf changes in color from green to red.



No. 213
Revised

THE BELL FAMILY BUDGET

PURPOSE:

To present the fundamentals of the Bell System financial story to employee groups -- for their background information and as a basis for discussion.

Note: A leader's guide including a description of the film, suggestions for its use, and supplementary information is available.

SYNOPSIS:

Part I makes clear the interest of each member of the Bell Family in the over-all financial condition of the business.

Our post-war service improvement and expansion program is outlined, and used to emphasize the continuing importance of adequate earnings and additional capital.

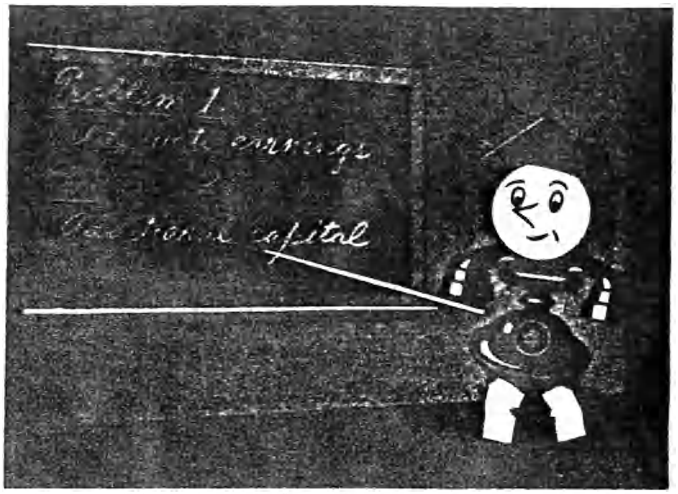
Current revenues and earnings are covered in some detail, and the distribution of costs as between wages, taxes, supplies, and return on capital, is explained in graphic form.

Part II looks in more detail at the exact level of earnings which appear necessary.

Our record between World War I and World War II, in improving the service and giving telephone users more for their money, is used to illustrate the opportunities, and problems, that lie ahead. Our wartime earnings of about 5-1/2% are contrasted with the somewhat higher earnings during the 20's when investors were greatly increasing their investment in the business; they are also contrasted with the higher wartime earnings of other businesses.

It is pointed out that for the job immediately ahead, our earnings should average about 6-1/2% to 7%.

TYPE OF FILM	Sound Slide, 2 parts
RUNNING TIME	17 minutes per part Year Made: 1946
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation)
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), Sound Slide, "The Bell Family Budget"
PRICE	See Price List included in this catalog.



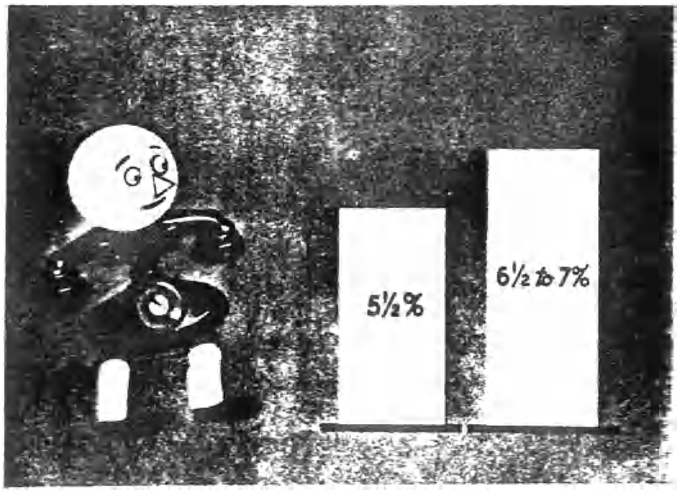
No. 213-2

The post-war service improvement and expansion program emphasizes the importance of adequate earnings and additional capital.



No. 213-3

Graphic illustrations picture the elements of new and better telephone service.



No. 213-4

For the job immediately ahead, our earnings should average about 6 1/2% to 7%.



No. 214
Revised

EMILY TALKS TRAINING

PURPOSE:

To illustrate for Traffic supervisors the principles of carrying on training discussions with operators. These principles include finding underlying causes, planning and adapting the discussion to the individual operator, encouraging participation, friendly and helpful attitude, explaining the reasons for practices and thorough follow-up. Referred to in Mr. Ryan's letter to all General Traffic Managers, June 4, 1946.

A 5-page mimeographed set of "Notes on Use of Traffic Training Film 'Emily Talks Training'" can be secured from the A. T. & T. Co., O. & E. Dept. Traffic Section. These notes include a guide for leaders at supervisors' meetings where the film is planned to be shown.

SYNOPSIS:

Two supervisors, Emily and Marge, drop into a tearoom on their way to work. Emily, the experienced supervisor, tells her training experiences to recently appointed Marge. The story brings out the training principles as applied to the day-to-day job. Scenes in the central office illustrate her efforts to improve operator performance.

Emily tells about the subsequent training of three operators. The first was proud of her manual and mental skill, but careless in her haste to complete connections. The second, though neat and accurate, lacked self-confidence. The third disliked asking for needed help or discussing her difficulties. Emily describes how she uncovered the causes of difficulty, planned and conducted discussions and carried out the follow-up.

Her final counsel to Marge sums up the training principles she used to obtain better operating performance and good working relationships between supervisor and operator.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	16 minutes Year Made: 1946
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Emily Talks Training"
PRICE	See Price List included in this catalog



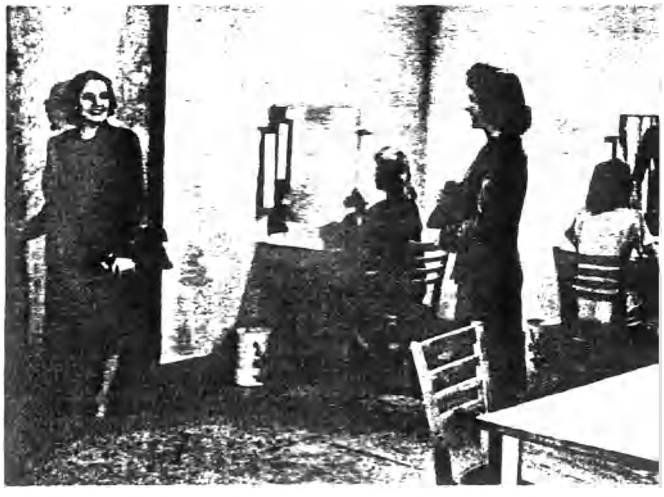
No. 214-2

Emily, service assistant, watches to see how she can help new girls most.



No. 214-3

Emily reassures a timid student operator.



No. 214-4

Emily wishes the new service assistant good luck on her training job.

No. 215
Revised

A BIRD'S-EAR VIEW

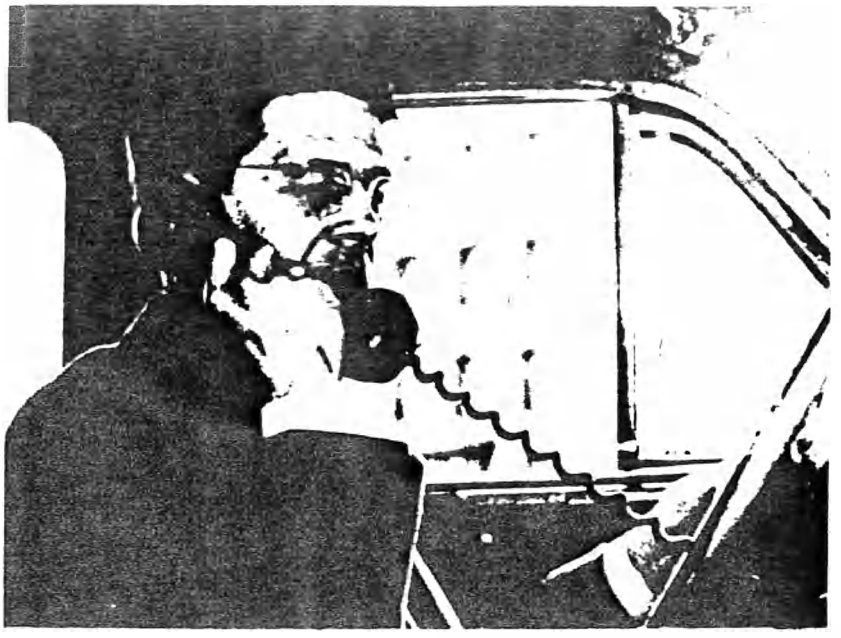
PURPOSE:

To inform telephone users in resort sections about the heavy load on available facilities and suggest that calls be kept as brief as possible and be made in off-peak hours.

SYNOPSIS:

The brief story behind the peak telephone loads in resort sections is told by several birds roosting on the wires. Their casual comment points out that while there are enough facilities to handle ordinary business in these localities there hasn't been time since the war to add enough extra facilities to handle the seasonal rush. When the big seasonal rush starts, telephone usage builds up to a point where the wires become too hot for comfortable roosting -- and for satisfactory service for all who want to use it. The story closes with suggestions for avoiding peak hours and keeping calls as brief as possible.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	3 minutes Year Made: 1946
PRODUCED BY	Pathescope Productions
PRODUCED FOR	The Bell System
ORDER FROM	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A Bird's-Ear View" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "A Bird's-Ear View"
PRICE	See Price List included in this catalog.



No. 216
Revised

TELEPHONE NEWSREEL

PURPOSE:

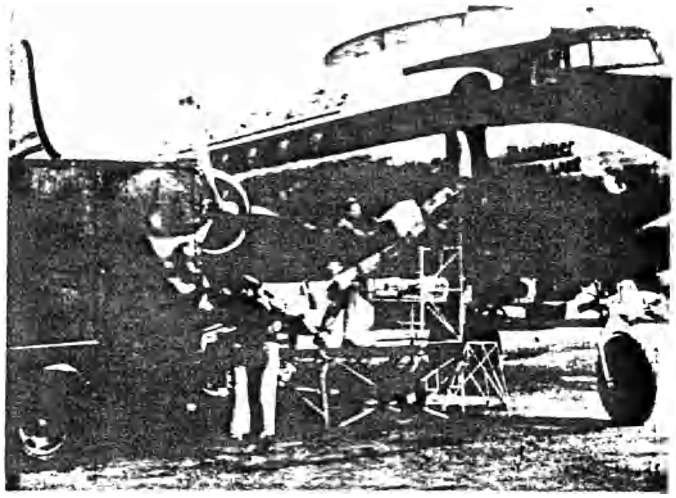
To inform employees and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

In newsreel format, this film briefly describes and pictures the telephone installation for the United Nations at Hunter College, New York; the new lightweight operators' headset, the air delivery of telephone sets resulting in installation in a Long Island residence only 24 hours after leaving the W. E. Co. plant at Hawthorne, Chicago; the new mobile radio-telephone service; Family night with relatives and friends visiting a central office; and the laying of coaxial cable near Charlotte, N. C., Shreveport, La., and Fort Worth, Texas, suggesting its possible use as part of a nationwide television network.

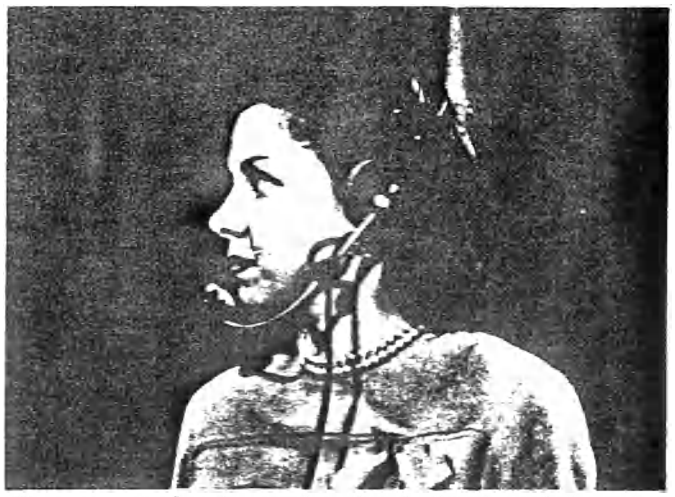
TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1946
PRODUCED BY	Commercial Newsreels & Industrial Films, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Newsreel (Volume 1, Issue I)"
	(Quantity) Film, (Safety or Nitrate), 35mm. "Telephone Newsreel (Volume I, Issue I)"
PRICE	See Price List included in this catalog.

No. 216-2



Western Electric speeds telephone equipment by air service as well as rail express to catch up on held orders.

No. 216-3



The new telephone headset designed by the Bell Telephone Laboratories.

No. 216-4



At a family night guests gather around the switchboard to watch the operators handle the heavy volume of evening calls.

Title: "You Can Take It With You"

Type of Film: Silent slide. 35 m/m

Running Time: 28 minutes. Year Made: 1946

Produced by: W. H. Hoedt Studios, Inc., Philadelphia, Pa.

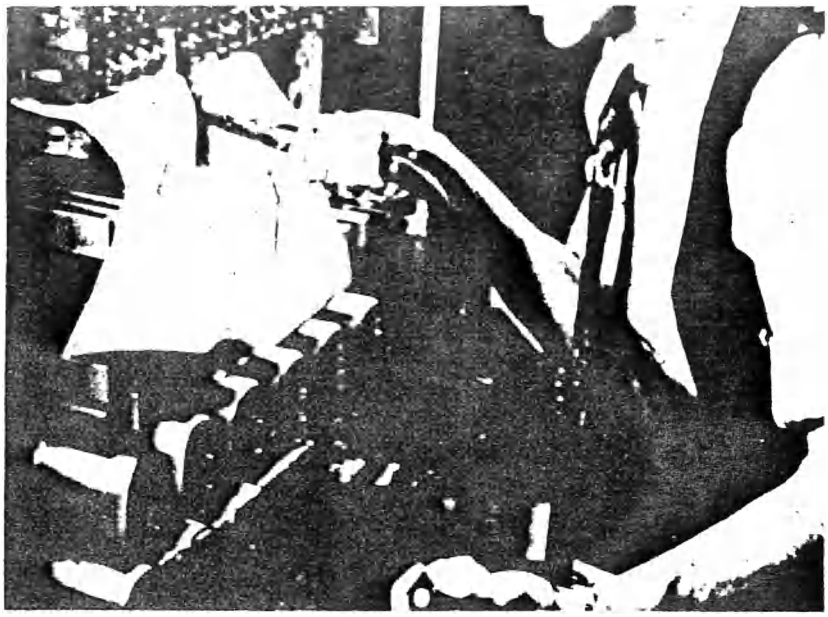
Produced for: The Bell Telephone Company of Pennsylvania

Order from: The Bell Telephone Company of Pennsylvania,
Public Relations Department - 15th Floor,
1835 Arch Street,
Philadelphia 3, Pa.

Price: $3.50 (delivered)

Purpose: This is an illustrated lecture of 58 film slides designed to acquaint the general public with Mobile Radiotelephone Service.

Synopsis: Deals briefly and non-technically with the fundamental principles of the radio art. Traces Bell System experience in the field of radio research and treats in considerable detail with Coastal Harbor Service. Gives comparable detailed treatment to Mobile Radiotelephone Service, including equipment, methods of operation, field of potential use, types of service available and Company policy governing its development and use. Closes with a brief discussion of telephone facility shortages.



No. 218
Revised

CONTACT WELDING

PURPOSE:

To aid in the instruction of central office and P.B.X. maintenance employes in the identification, use, and care of the Contact Welding Tool (#1004A Tool Kit). Reference B.S.P. A 504.101. Also to provide a means for giving supervisors a general appreciation of the equipment and problems involved. Referred to in Mr. Waidlich's letter of September 9, 1946, to General Plant Managers.

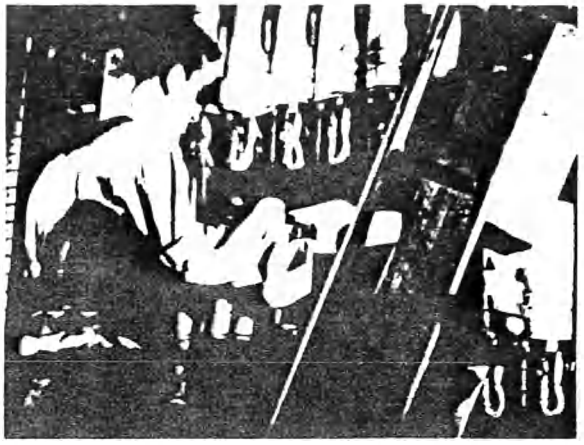
SYNOPSIS:

The film introduces the welding kit as a device which greatly simplifies the problem of contact maintenance in central offices and P.B.X.'s by reducing replacement costs and out-of-service time.

The component parts of the welding kit and its accessories are described. These include the apron, stripping pliers, replacing bar contacts, tweezers, aloxite cloth and orange sticks, and the welding pliers with the electrodes and guides.

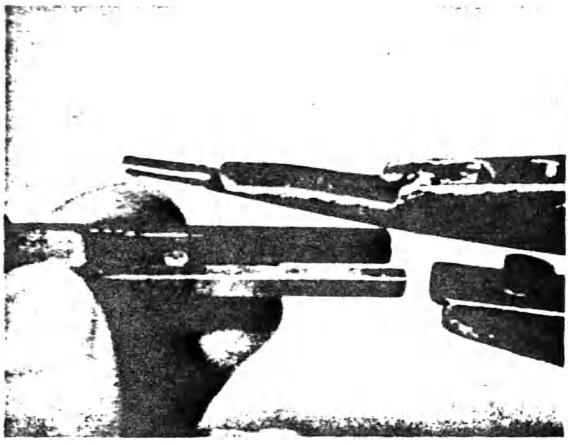
A detailed explanation is made of placing and adjusting the electrodes, with emphasis on the precautions concerning the fixed electrode stud, detent screws, and sealed tension screw. The film continues with a step-by-step description of the operations in using the tool.

TYPE OF FILM	Sound slide in color, 35mm
RUNNING TIME	16 minutes Year Made: 1946
PRODUCED BY	Film: G. W. Colburn, Chicago, Illinois Record: Columbia Recording Corporation New York, New York
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 35mm Sound Slide, "Contact Welding"
PRICE	See Price List included in this catalog.



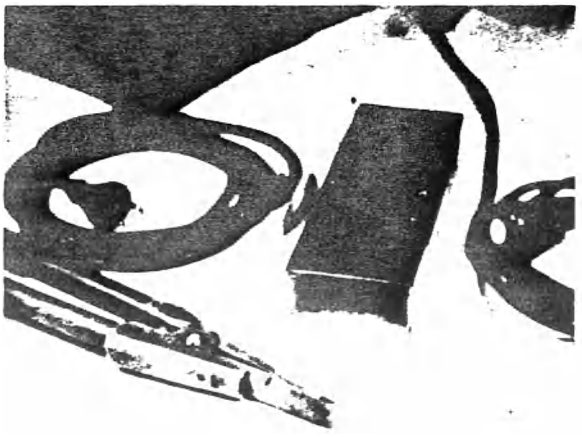
No. 218-2

The welding tool is a simple, quick method of replacing defective contacts.



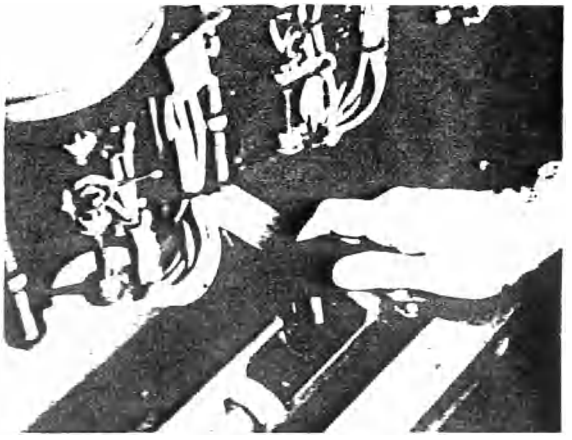
No. 218-3

One of two fixed electrodes is used depending on the type of apparatus involved.



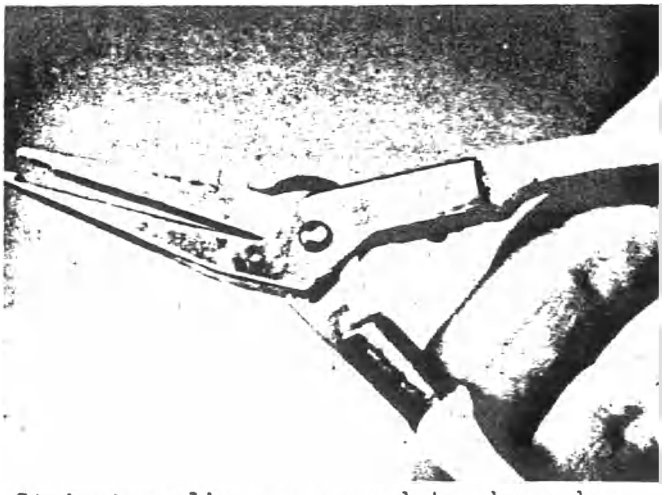
No. 218-4

The complete kit includes power equipment, welding pliers, and materials for replacing defective contacts.



No. 218-5

An insulating guide must be placed in the fixed electrode before connecting the tool to the power source.



No. 218-6

Stripping pliers are used to shear defective contacts from the springs.

Title: "Meet Your Company"

NO LONGER AVAILABLE.
SEE REVISED PAGE NO. 333

Type of Film: Sound slide

Running Time: 18 minutes Year Made: 1946

Produced by: The Calvin Company, Kansas City, Mo.

Produced for: The Bell System

Order from: Western Electric Company Distributing House

Price: ~~$25.65~~ $26.20 f.o.b. point of supply

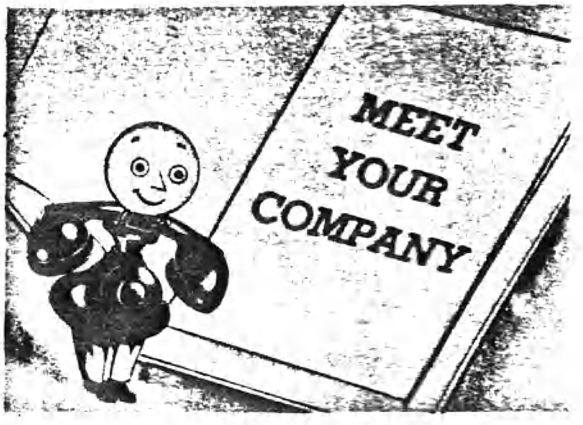
Purpose: To give employees, particularly new employees, a general picture of the organization and functions of a typical operating company and its relation to the Bell System in providing nationwide telephone service. While all operating company departments are included, emphasis is placed on those dealing directly with the public.
Note: A leader's guide including a description of the film, suggestions for its use and supplementary information is available.

Synopsis: The film starts with Mrs. Horton at her telephone. It then shows how first the local company and then the Bell System are organized to furnish her with a unified and dependable service. The organization is presented from the standpoint of its individual people, whose cooperation with their own and other groups makes this service possible. The part that each group plays in providing Mrs. Horton's telephone service is described by a typical employee of each department.

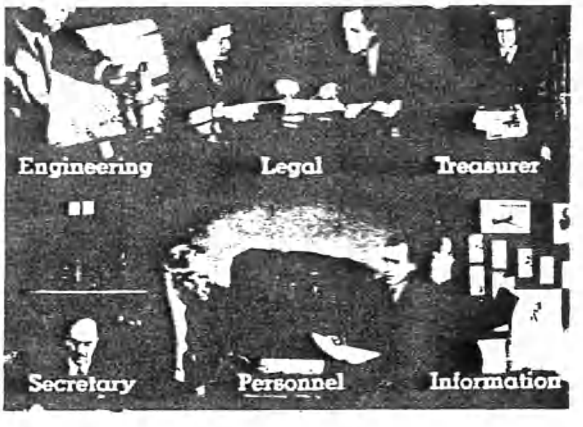
The Service Representative who handled Mrs. Horton's order for service explains Commercial activities. An installer describes his installation of the telephone and then tells of other Plant operations. An operator relates the story of the Traffic Department. An Accounting employee explains her department's functions. This is followed by brief statements of the place of the Engineering, Personnel, Information, Legal and Treasury Departments, and Secretary's office.

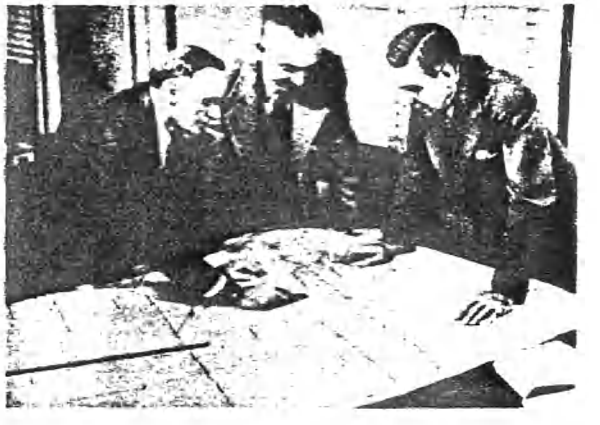
The narrator then tells the part played by AT&T and Long Lines, Western Electric and Bell Laboratories in making possible a unified nationwide service of the same high quality and dependability. The role of the independent telephone companies is briefly explained.

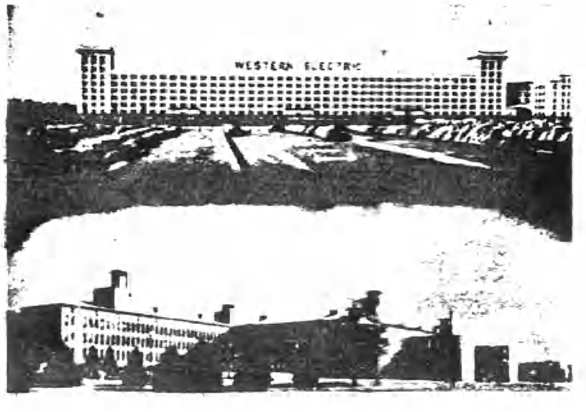
The film ends by highlighting the main features of System organization and briefly summarizing local company departmental functions.

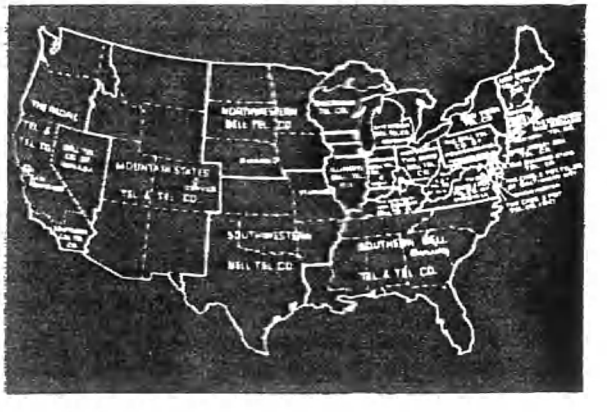

MEET
YOUR
COMPANY


Plant
Traffic
Commercial
ccounting
Engineering
Other Departments


Engineering
Legal
Treasurer
Secretary
Personnel
Information




WESTERN ELECTRIC





No. 220
Revised

TELEPHONE COURTESY

PURPOSE:

To illustrate and underscore the value of good telephone habits for business users.

SYNOPSIS:

Mr. Burton, a typical business man, runs into difficulties one day when he tries to telephone his office. This gets him thinking about the telephone habits of his organization, and he discovers a number of things he thinks should be improved.

He talks things over with telephone company representatives and gets some additional suggestions. Then he calls his people together, and puts on a "telephone show" to point out some obvious poor habits, and to illustrate and underscore the value of good telephone manners.

TYPE OF FILM	Sound motion. 3 reels, 16mm and 35mm
RUNNING TIME	25 minutes Year Made: 1946
PRODUCED BY	Wilding Picture Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Courtesy" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Courtesy"
PRICE	See Price List included in this catalog.



No. 220-2

Stepping into a drugstore to telephone his office, Mr. Burton becomes aware of the poor telephone habits of his PBX operator.



No. 220-3

After taking a close look at his employees' telephone habits, Mr. Burton decides to put on a "telephone show."



No. 220-4

A telephone company representative gives Mr. Burton some suggestions for improving the telephone habits in his office.

No. 221

Title: Key to Our Future

Type of Film: Sound slide

Running Time: 27 minutes **Year Made:** 1946

Produced by: Master Motion Picture Studio, Boston (film)
Kaster Gordon, Boston (record)

Produced for: New England Telephone & Telegraph Company

Order from: Public Relations Department,
New England Telephone & Telegraph Company,
50 Oliver Street, Boston 7, Mass.

Price: No charge

Purpose: To acquaint employees with the financial facts of the New England Company's operations and the requirements for adequate earnings.

Synopsis: The film features a cartoon character "Timmy Telephone" and sets up certain elementary definitions of capital and revenue, explains the investments in telephone Plant in New England, illustrates the types of construction for which new capital will be needed and poses the financial problem.

The film shows the relationship between capital and revenue by explaining how the company spent its revenue in 1945 and how capital is invested in Plant. It then describes where the capital comes from and why tremendous additional amounts of capital will be required within the next ten years. The film concludes with a description of the sale of securities in the past and the possibility of being able to obtain new capital in the large amounts necessary in the future.

No. 222

Title: Tomorrow's Challenge

Type of Film: Sound Slide

Running Time: 30 minutes **Year Made:** 1946

Produced by: Ray-Bell Films, Inc., St. Paul, Minnesota (film)
Radio Station KOIL, Omaha, and Columbia Broadcasting System, Hollywood, Calif., (record)

Produced for: Northwestern Bell Telephone Company

Order from: General Information Department
Attention: O. E. Lowry, Asst. Vice Pres.,
Northwestern Bell Telephone Company,
Omaha 2, Nebraska

Price: $6.00

Purpose: To inform employees about the telephone job ahead and the Northwestern Company and Bell System capital and revenue requirements.

Synopsis: Two narrators and 125 illustrations provide facts and figures about the following: Northwestern Bell, A. T. & T. and Bell System relationships; size and scope of Northwestern Bell Company; shortages and held orders, and what we've done about them; the job ahead - plant and equipment needed to meet demands and improve service; additional capital required for job ahead; how and where capital must be obtained; Northwestern Bell and Bell System earnings, past and present; how expenses increased more than revenues; need for adequate earnings in order to obtain capital required to do the job ahead.

Title: Radio Antennas: Creation and Behavior of Radio Waves TF 1-474

Type of Film: Sound motion - 16 m/m - 1 reel

Running Time: 12 minutes Year Made: 1942

Produced by: United States Signal Corps

Produced for: United States War Department

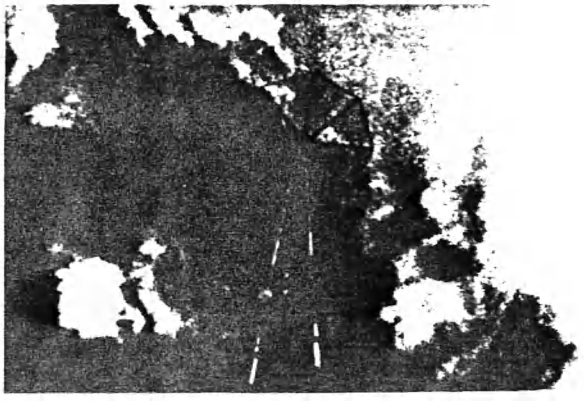
Order from: Castle Films, ~~30 Rockefeller Plaza, New York 20, New York~~ Castle Films 1445 Park Avenue, New York ~~22~~ 29, N. Y.

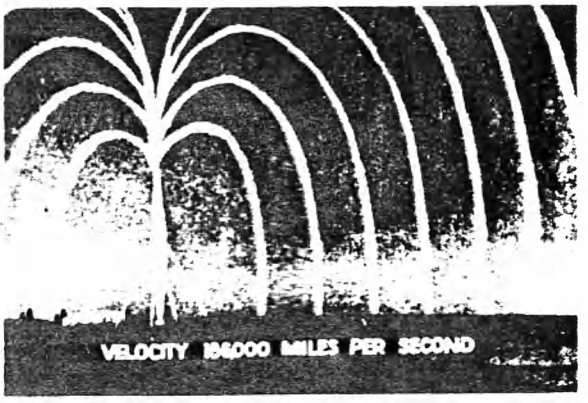
$21.51

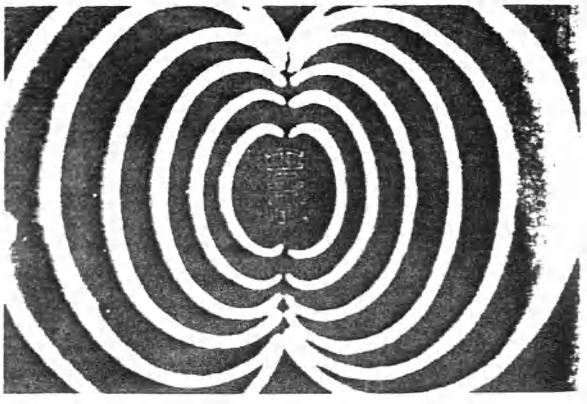
Price: $10.62 f.o.b. New York City

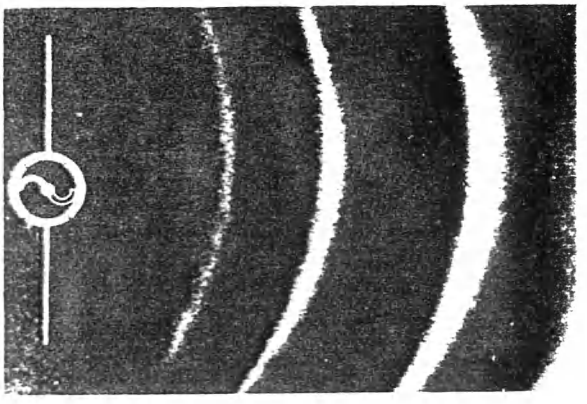
Purpose: To provide information on the basic principles of radio transmission through space. Referred to in Mr. Waidlich's letter to General Plant Managers, dated Dec. 19, 1945.

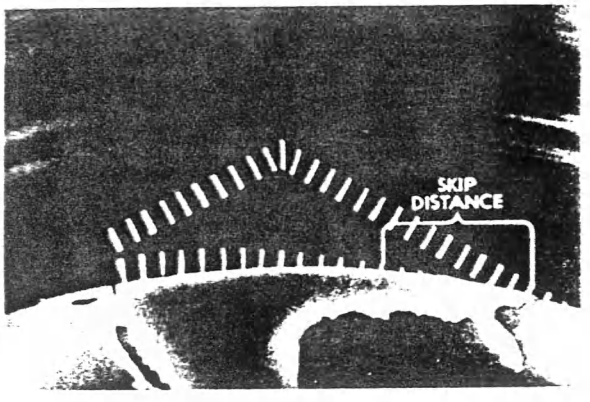
Synopsis: Depicts electric and magnetic fields, generation of radio waves in space, ground wave, reflection and refraction, the ionosphere and causes of fading.

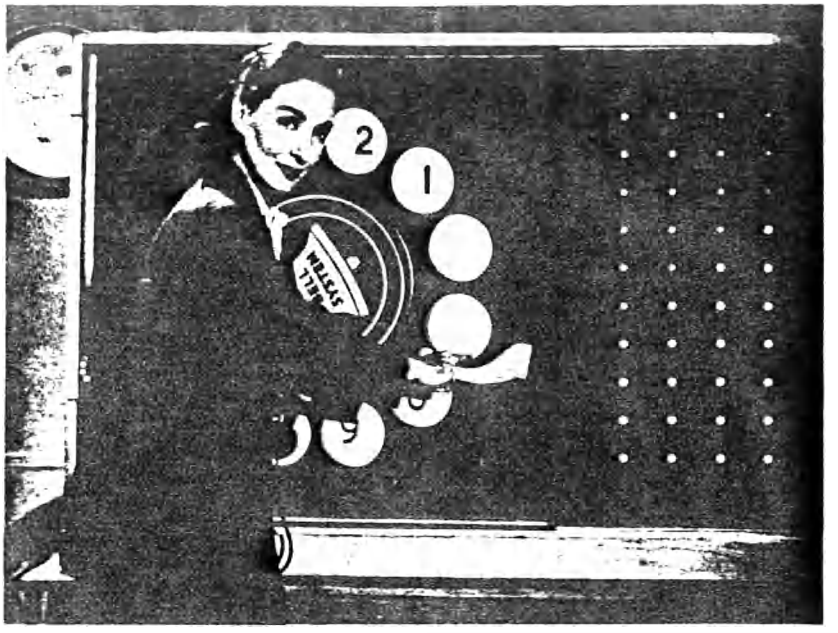



VELOCITY 186000 MILES PER SECOND






SKIP
DISTANCE



No. 224
Revised
See Also No. 324

DIAL COMES TO TOWN

PURPOSE:

To help inform telephone users about dial cutovers, and to illustrate proper dial usage.

SYNOPSIS:

As the picture opens, Gramps has just learned that the telephone company is planning to install dial service in his community. His mental reservations about anything new are not shared by other members of his family, nor by his friends. In fact, all agree that the new dial service will be a distinct advantage to the community.

Later on representatives from the telephone company speak at a meeting in the High School, to give some of the background of the change to dial service, and also to illustrate proper dial usage.

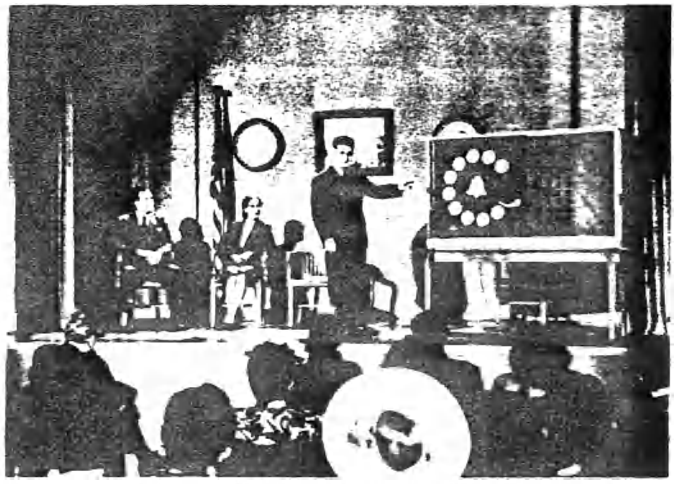
After the cutover, Gramps quickly finds that the new service works to his entire satisfaction.

TYPE OF FILM	Sound Motion, 16mm. and 35mm
RUNNING TIME	20 minutes Year Made: 1946
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Dial Comes to Town" (Quantity) Film, (Safety or Nitrate), 35mm, "Dial Comes To Town"
PRICE	See Price List included in this catalog.



No. 224-2

Family discussed coming meeting planned by the telephone company to explain the new dial system.



No. 224-3

At a meeting of the town folks Mr. Cook, the telephone manager highlights the amount of work and planning that was necessary to bring the dial system to the community.



No. 224-4

Gramp - though doubtful at first about the change to dial, places his first call over the new telephone commenting that he thinks it's "purty good."

Title: The Other Fellow

Type of Film: Sound motion. 16 m/m

Running Time: 9 minutes **Year Made:** 1940

Produced by: The Jam Handy Organization

Produced for: General Motors Sales Corporation

Order from: General Motors Corporation
1775 Broadway
New York 19, New York

Price: Available on loan

Purpose: To educate the public of the need for careful driving.

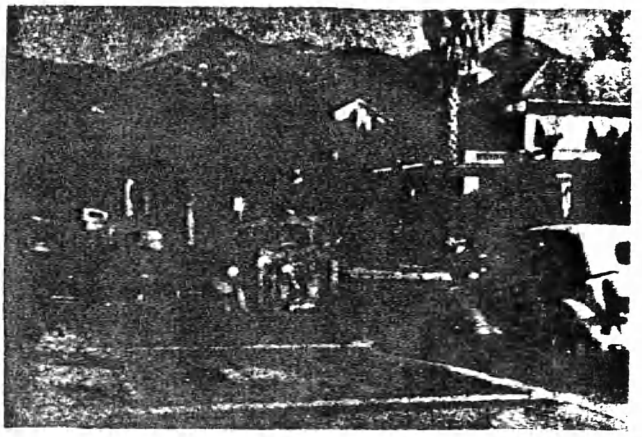
Synopsis: Edgar Kennedy, in his usual humorous manner, takes the parts of several kinds of drivers who soon see themselves as others know them.

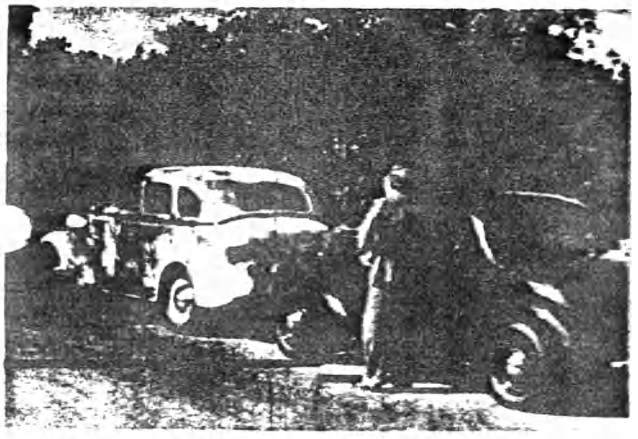
"The Other Fellow" shows Mr. Kennedy driving blithely from one motoring calamity to another, and concludes by emphasizing the need for careful driving on the part of all of us if safe driving conditions are to be achieved.

Consideration for the other fellow and driving as we would like others to drive is the theme throughout.

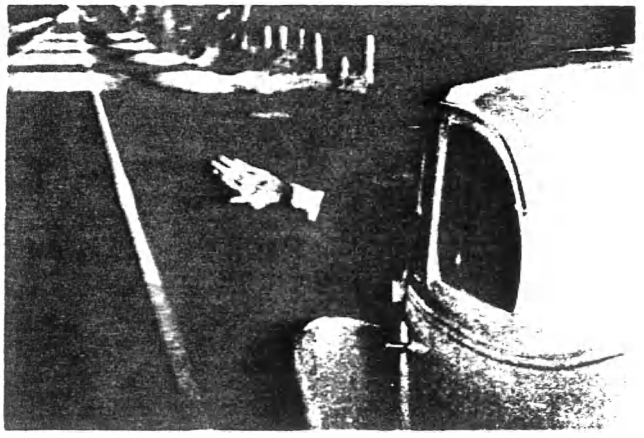
No Longer Available
5/17/56













No. 227
Revised

THE BIG DAY

PURPOSE:

To dramatize the importance of telephone work for new operators, and to crystallize for them as well as for experienced operators the part that teamwork and the spirit of service play in the daily telephone job.

SYNOPSIS:

Helen Craig, just out of High School; Marion Hubbard, a former file clerk; Natalie Ellis, a one-time waitress; and Fran Gibson whose postwar opportunities had not measured up to her expectations - join the ranks of telephone operators.

Under the friendly guidance of their associates, instructors and the Chief Operator, Miss Weeks, they quickly learn to appreciate the importance of their jobs and the challenge of working with the other members of the telephone team. The camera goes behind the scenes to catch glimpses of the good news - bad news - glad news - sad news - that flows endlessly over the wires under the sympathetic and skillful fingers of the Operator.

The picture concludes with a strong statement of the spirit of service that joins the operators -- old and new -- into the organization furnishing the public service that all America expects of it.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	17 minutes Year Made: 1946
PRODUCED BY	Pathescope Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "The Big Day" (Quantity) Film, (Safety or Nitrate), 35mm, "The Big Day"
PRICE	See Price List included in this catalog.



No. 227-2

Good News: - Only this time it's a girl!



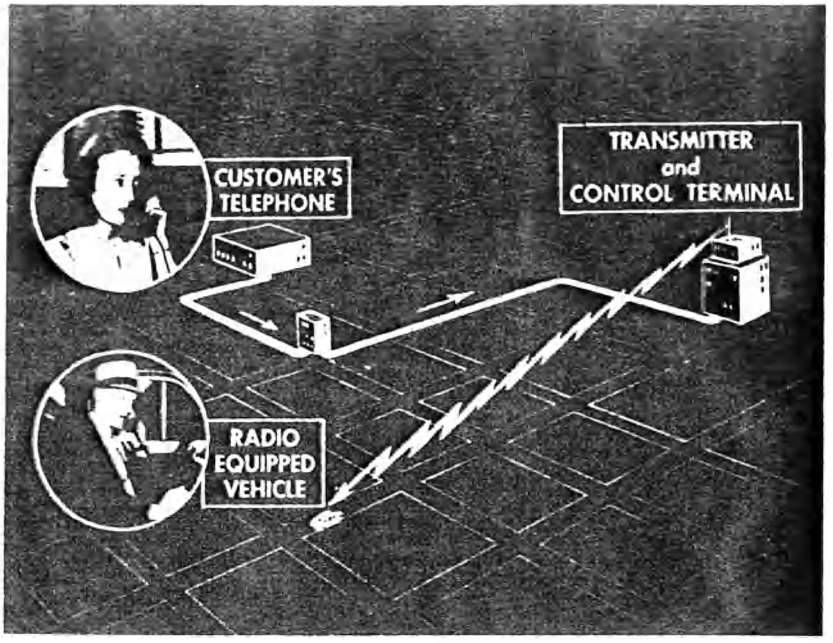
No. 227-3

You had a right to be proud - you were chosen for an important job in the community.



No. 227-4

Bad News: - Dad calls to comfort Billy over the loss of Trigger.



No. 228
Revised

MOBILE RADIOTELEPHONE SERVICE

PURPOSE:

To present to employees in all departments a non-technical explanation of mobile radiotelephone service and its field of customer use. Referred to in Mr. W. H. Harrison's letter to Operating Vice Presidents, September 9, 1946.

SYNOPSIS:

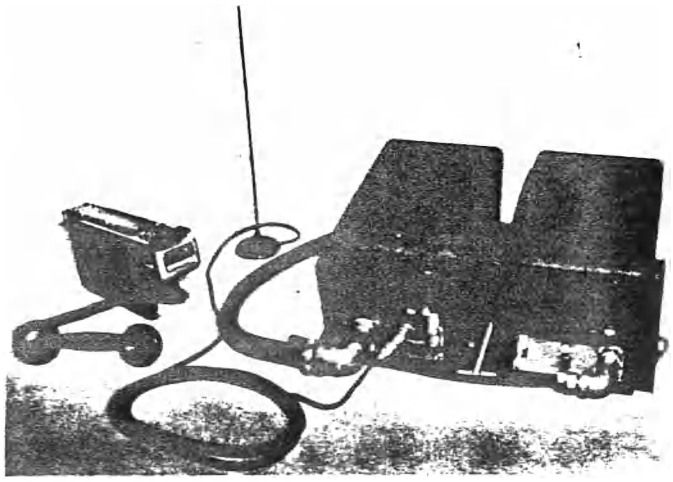
The film introduces the subject with three short sequences showing typical business uses of mobile radiotelephone service. This is followed by a brief statement of the probable scope of its application and its advantages to various kinds of business concerns. The three kinds of service - general two-way, special two-way dispatch and one-way signalling - are then explained. A simple step-by-step explanation is given of the path of an urban call, signalling service and a highway call. The equipment required to furnish the service is shown, including the apparatus for passenger car and truck, antenna installations, land transmitter and control terminal. In conclusion, mobile radiotelephone service is shown to be an integral part of world-wide exchange service, as a logical development from ship-to-shore, coastal harbor and special war communications services.

TYPE OF FILM	Sound slide
RUNNING TIME	12 minutes Year Made: 1946
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Sound slide, "Mobile Radiotelephone Service"
PRICE	See Price List included in this catalog.



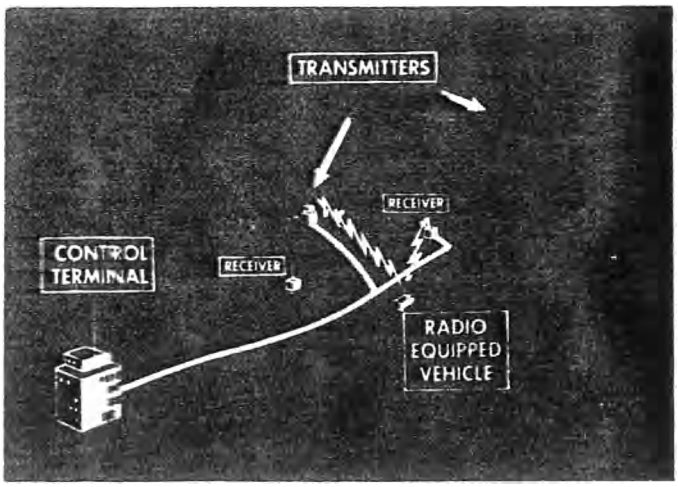
No. 228-2

The secretary contacts one of the company's automobiles to inform the driver to make an additional stop in his route.



No. 228-3

Mobile radiotelephone equipment needed for an automobile.



No. 228-4

Animation scene showing the path of a telephone call to and from a mobile unit.

Title: "Four Steps Forward" MN 1372

Type of Film: Sound motion 16 m/m

Running Time: 28 minutes Year Made: 1944

Produced by: Atlas Educational Film Company

Produced for: U. S. Navy

Order from: Castle Films
~~30 Rockefeller Plaza,~~
~~New York 20, New York~~
Castle Films
1445 Park Avenue,
New York ~~22~~ 29, N. Y.

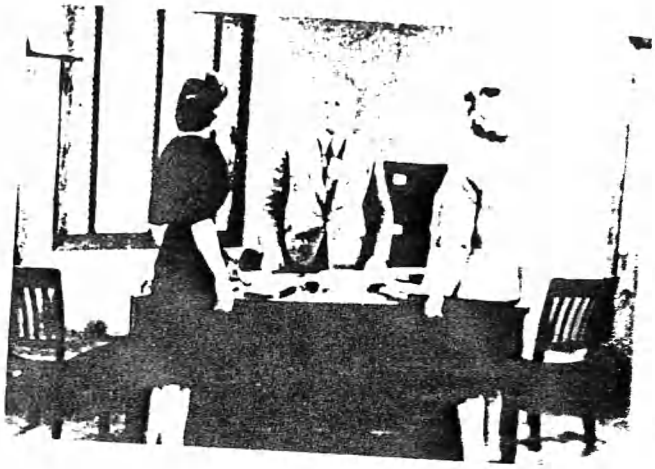
Price: $26.93 f.o.b. New York City

Purpose: An elementary treatment of the four-step teaching method designed to improve training efficiency, employee morale and thereby reduce employee turnover.

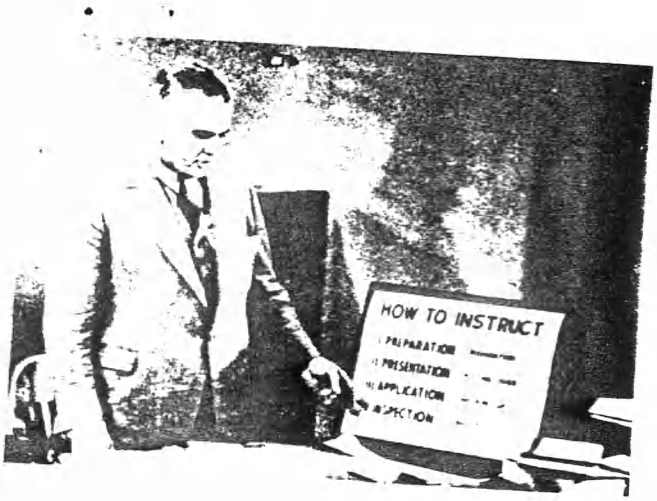
Synopsis: Two female instructors, troubled by their apparent inability to teach effectively, decide to discuss the problem with their supervisor. The supervisor, acting as instructor, demonstrates the importance of the four-step teaching method. Each point is dramatized as it is explained.

No Longer Available
5/1/56

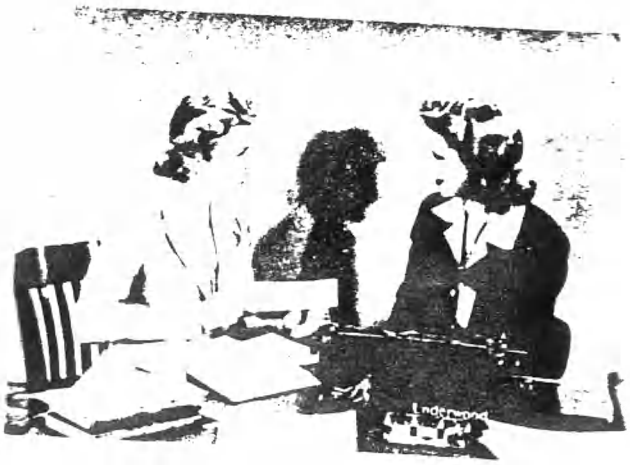







HOW TO INSTRUCT




Underwood

Title: "Film Tactics" MN 3731

Type of Film: Sound motion 16 m/m

Running Time: 22 minutes Year Made: 1945

Produced by: Bureau of Aeronautics, Navy Department

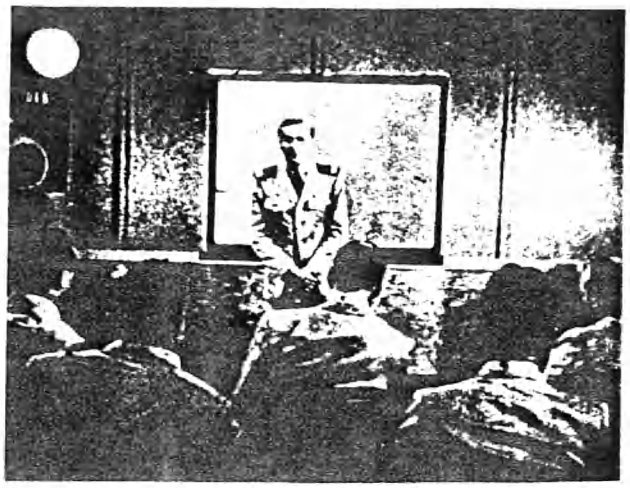
Produced for: United States Navy

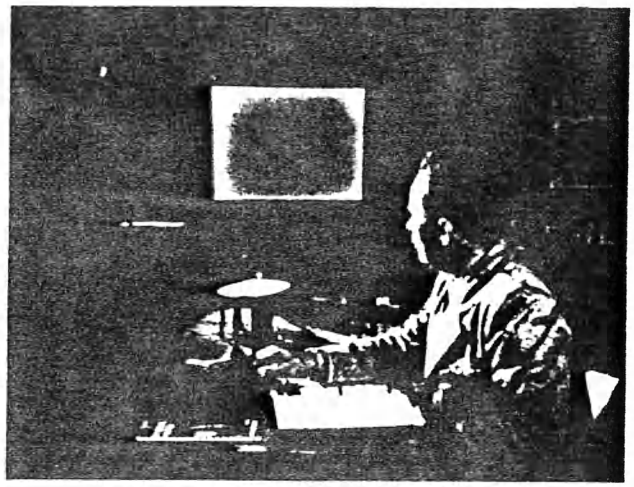
Order from: Castle Films
~~30 Rockefeller Plaza~~
~~New York 20, New York~~
Castle Films
1445 Park Avenue,
New York ~~22~~ 29, N. Y.

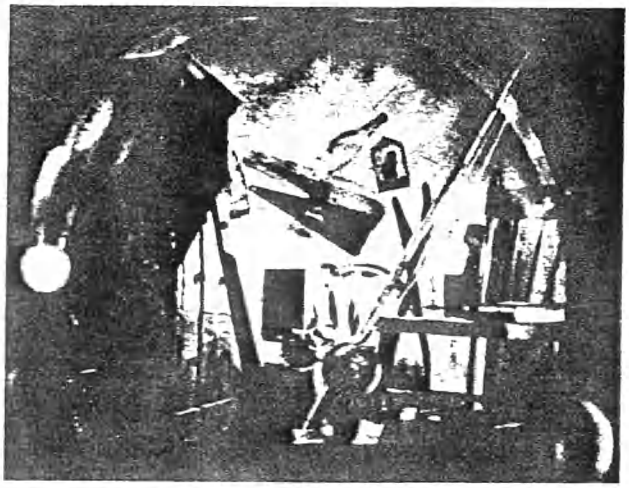
Price: ~~$21.10~~ 28.50 f.o.b. New York City

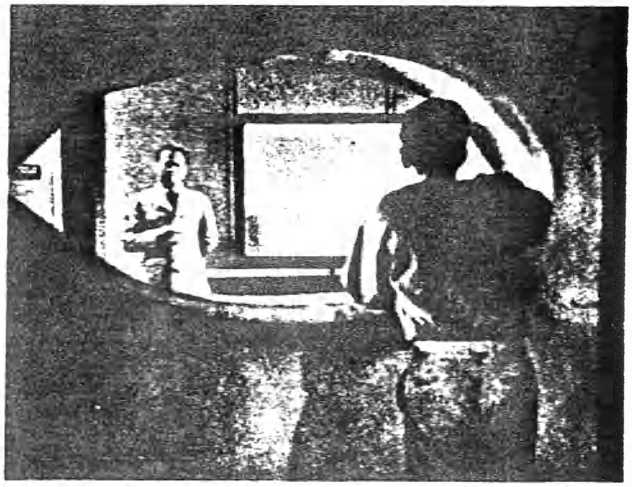
Purpose: To show by means of specific dramatic examples, the correct and incorrect ways of using a training film.

Synopsis: Five Navy instructors use the same training film. One neglects properly to introduce the film and prepare his students; another fails to take care of room conditions; the third overlooks discussion and questions after the film is shown; and the fourth considers a test of his students' knowledge unnecessary. The fifth instructor uses the film properly and the advantages of proper usage as compared with the unfortunate results of improper usage are vividly portrayed when the real test comes - that of executing a countermarch in PT boats.










120
110





No. 231
Revised

PARTY LINES

PURPOSE:

To demonstrate the usefulness of party line service to many telephone users and to illustrate the value of co-operation in getting the most service and the best possible service for all party line users.

SYNOPSIS:

The picture opens with illustrations of the way good neighbors share things - driveways or telephone party lines - with satisfaction and good results for all concerned.

The way that party lines serve many customers is shown by diagram.

The necessity for neighborly cooperation is further shown by dramatizing some of the things that can happen without it.

The use of marionettes throughout the entire production not only serves to make the picture informative but also very appealing and entertaining.

TYPE OF FILM	Sound motion, color, 16mm and 35mm
RUNNING TIME	15 minutes Year Made: 1946
PRODUCED BY	Bil Baird
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Party Lines" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Party Lines"
PRICE	See Price List included in this catalog.



No. 231-2

Party lines like driveways, work best with neighborly cooperation.



No. 231-3

Monopolizing the telephone is a pastime that makes few friends.



No. 231-4

Good party line manners help keep tempers down.



No. 232
Revised

THE ABC'S OF OUR BUSINESS

PURPOSE:

To be used as a basis for employe discussion of the basic principles of business and the way they are applied in the Bell System.
Note: Price includes Leader's Guide consisting of a description of the film, suggestions for its use and supplementary information.

SYNOPSIS:

PART I discusses:

what business is;
how much we as individuals depend on it;
what customers, employes and investors want from business;
what a business surplus is and why it is important;
where business gets the money to expand.

PART II discusses:

the Bell System objectives in meeting the wants of customers, employes and investors;
how these objectives have been accomplished to date;
how they will be accomplished in the future through improved and expanded plant to serve more people better.

TYPE OF FILM	Sound slide, 2 parts
RUNNING TIME	12 minutes per part Year Made: 1946
PRODUCED BY	N. W. Ayer & Son, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Sound slide, "The ABC's of Our Business"
PRICE	See Price List included in this catalog.



No. 233
Revised

BUILDING FOR TODAY AND TOMORROW

PURPOSE:

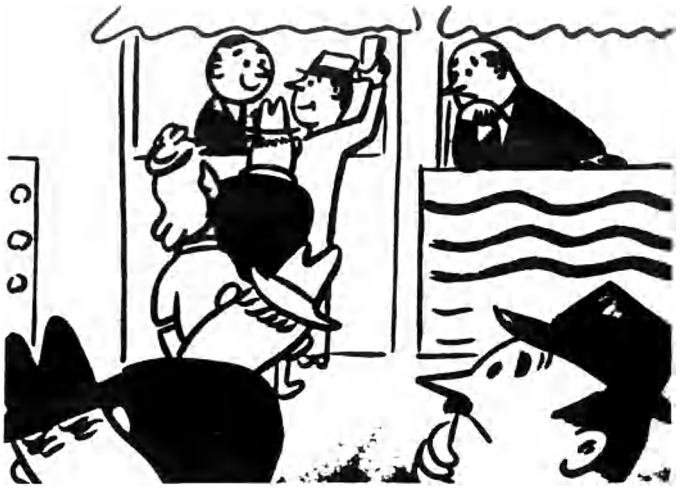
To be used as a basis for employe discussion of the Bell System expansion and financial program.
Note: Price includes Leader' Guide consisting of a descrip tion of the film, suggestions for its use and supplementary information.

SYNOPSIS:

PART I discusses the Bell System expansion program - the reason for it and something of its scope.
It also discusses the amount of money needed to carry out the program as well as where the money must come from.

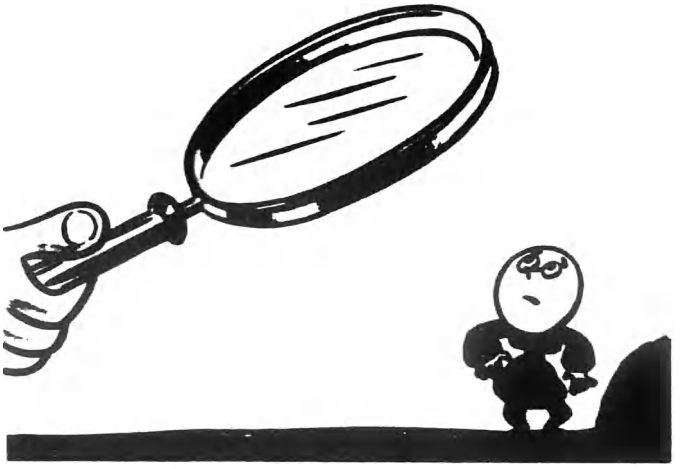
PART II discusses the relation of the System's earnings to the expansion and financial program.
The earnings record of the System and the future earnings outlook are covered in some detail.
Suggestions are also made as to the problems involved in raising earnings when they are lower than the amount deemed necessary to support our future program.

TYPE OF FILM	Sound Slide, 2 parts
RUNNING TIME	10 minutes per part Year Made: 1946
PRODUCED BY	N. W. Ayer & Son, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Sound Slide, "Building for Today and Tomorrow"
PRICE	See Price List included in this catalog.



No. 233-2

We've got to satisfy the requirements of hundreds of thousands of investors and only if our prospects look good to them will they buy.



No. 233-3

Investors look closely at a business before investing their money.



No. 233-4

Adequate earnings are important to all of us - investors, customers and employees alike.



No. 234
Revised

TELEPHONE SCREEN REVIEW (NUMBER 1)

PURPOSE:

To inform employes and the public of new developments in telephony and improvements in communications services.

SYNOPSIS:

In newsreel form, this subject covers:

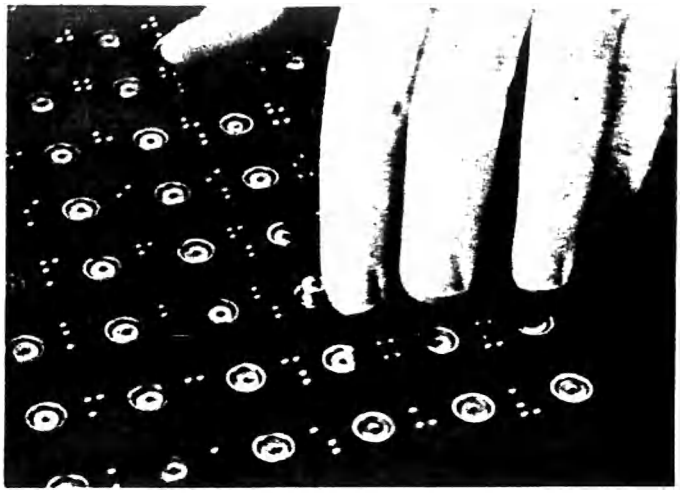
RADIOTELEPHONE EXPERIMENT. The installation of radiotelephone service for rural users near Cheyenne Wells, Colorado.

ACTION ANALYZER. The development and use of the Fastax motion picture camera which takes pictures up to a speed of 4,000 pictures a second.

BRAILLE SWITCHBOARD. The Braille switchboard which enables the blind to operate a private branch exchange.

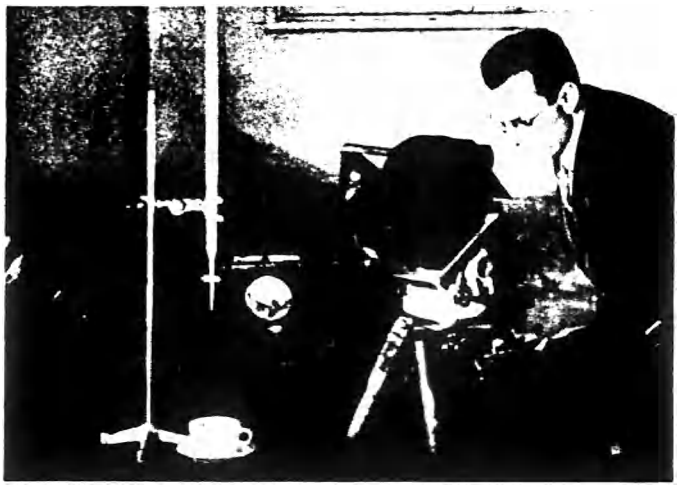
FULL SPEED AHEAD. The expansion of Western Electric's production facilities to levels considerably above wartime peaks, in order to help meet the System's record-breaking peacetime demands for service.

TYPE OF FILM	Sound motion. 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1946
PRODUCED BY	Leslie M. Roush Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 1" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Screen Review No. 1"
PRICE	See Price List included in this catalog.



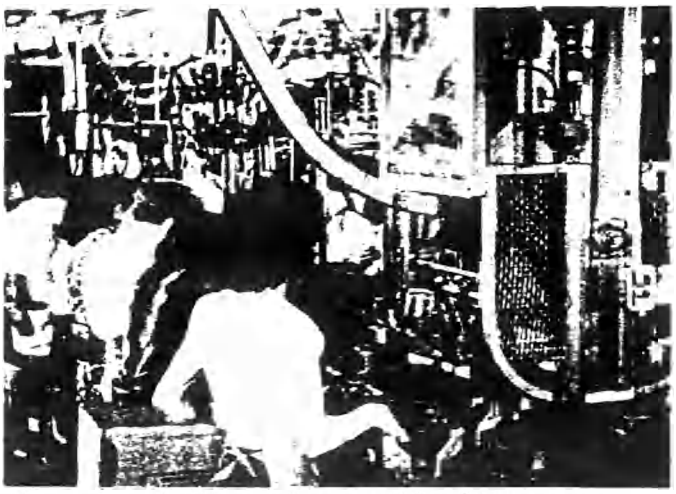
No. 234-2

This attendant feels for the raised plunger and "reads" the braille symbol identifying the trunk line.



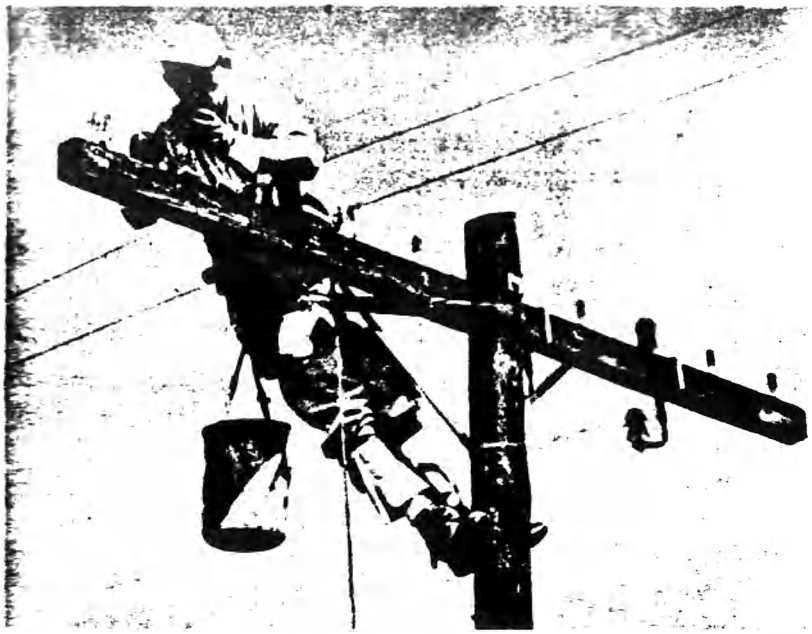
No. 234-3

Photographing a drop of cream falling into a cup of coffee with Western Electric's ultra-high-speed motion picture camera - the Fastax.



No. 234-4

Conveyor belts and assembly lines contribute toward stepped up production of new telephone equipment.



No. 235
Revised

THE TELEPHONE LINEMAN

PURPOSE:

To develop in the new employee an appreciation of the lineman's job and its importance to service, safety, and customer relations. To contribute to job pride and the desire to do a quality job. To provide a general background that will enable the trainee to better associate the steps in his initial training with the over-all job. It is not intended to show the details of line and cable construction work. Referred to in Mr. Waidlich's letter, dated January 15, 1947, to General Plant Managers.

SYNOPSIS:

A Construction Superintendent relates some of his experiences to a young man who is interested in telephone work. As he tells the story of the part that line and cable construction forces play in providing service and creating good customer relations, various scenes of actual construction are portrayed.

Operations include pole hole digging by hand and power, setting poles with the derrick, placing an anchor and guy, erection of the strand and cable (lashing method), mounting a distribution terminal and stepping the pole. A short sequence showing pulling in a cable underground is also included. Open wire work involves pulling in additional circuits on existing crossarms with the associated dead ending and bridling at the cable terminal.

Safety considerations are highlighted as various operations are performed such as placing signs and flags, working on poles, etc.

Maintenance work is covered by pointing out that construction forces not only build this plant but also keep it in good repair. Further emphasis is provided by short sequences showing maintenance operations such as replacing broken crossarms, and poles damaged by vehicular traffic.

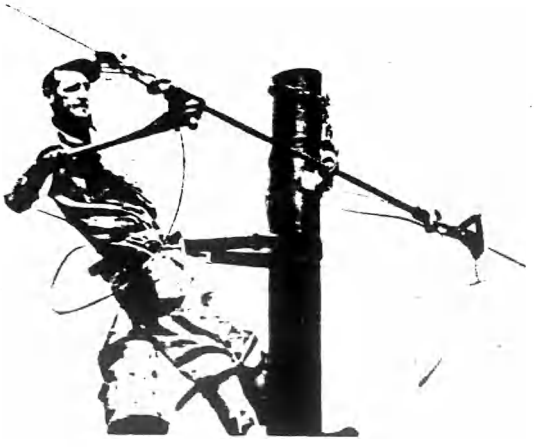
TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	20 minutes Year Made: 1947
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "The Telephone Lineman" (Quantity) Film, (Safety or Nitrate), 35mm, "The Telephone Lineman"
PRICE	See Price List included in this catalog.



No. 235-2
The first job is the digging of pole holes.



No. 235-3
Setting a pole is usually done with the help of a derrick.



No. 235-4
The chain hoist is used to pull up the sections of strand to the proper tension.



No. 235-5
The cable is unreeled from a trailer which is pulled along by the truck.



No. 235-6
The cable is pulled in from manhole to manhole through our underground conduit system.

MR. BELL NO. 236

AT&T
1947

LONGER VERSION OF
FILM #245

29 MINUTES



No. 237
Revised

AN ORCHID FOR PEGGY

PURPOSE:

To dramatize the importance of Revenue Accounting work and of the employe's importance as a member of a team comprising not only Accounting but all telephone people. While aimed primarily at new employes, the film will be useful in forming job attitudes among present Revenue Accounting employes as well as women clerical employes in any department.

SYNOPSIS:

Peggy is leaving her Revenue Accounting job to be married. At the end of her last day, a surprise party is held for her in the rest room. As her associates pin an orchid to her dress, the camera follows her thoughts back five years to her first day on the job. A series of scenes portrays her making friends, her first awkwardness in sorting toll tickets, and then her discouragement with the seeming lack of importance and variety in her job. At the close of one day her supervisor, sensing the difficulty, takes Peggy to a window overlooking the city's oncoming lights. She shows Peggy how cars, telephones - are made possible only by the daily efforts of many people performing many different and not always interesting jobs. As the narration describes how each telephone job plays its essential role in the overall job of providing telephone service, the screen depicts typical telephone people at typical jobs in various phases of the business. The scene passes to Peggy's own Revenue Accounting Center as Peggy now grasps how each job, as she sees an associate perform it and as she herself progresses into it, fits into all the others. She realizes that she belongs to a group of people as important to her Company as her Company is important to modern living. The scene now shifts back to the farewell party, where Peggy senses, in contrast to her perishable orchid, that her thoughts of her friends and jobs which to her had been her Company would last - "Long Into The Future."

TYPE OF FILM	Sound Motion, 16mm and 35mm
RUNNING TIME	16 minutes Year Made: 1947
PRODUCED BY	Pathescope Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "An Orchid For Peggy" (Quantity) Film, (Safety or Nitrate), 35mm, "An Orchid For Peggy"
PRICE	See Price List included in this catalog.



No. 238
Revised

PROGRESS REPORT

PURPOSE:

To show how the men and women in the Bell System are tackling the job of giving more service to more telephones than ever before, and at the same time carrying on the tremendous expansion program necessary to meet demands for still more service.

SYNOPSIS:

"We shall do everything in our power to speed the day when all who want telephone service can get it promptly; can get the kind of service they want, and as much of it as they want."

YOUR TELEPHONE COMPANY

To show how the telephone company is fulfilling this pledge, James Curtis, a writer by profession, tells of the things he has seen in a survey of the current telephone job.

He takes you behind the scenes in central offices, where telephone men and women by ingenious means are harnessing the mazes of intricate equipment to carry more and more telephone calls.

You also see the way the construction and installation job is being tackled and speeded -- so that in spite of shortages and the problems of reconversion, more than 3,000,000 telephones may be added in one year alone.

You see something of the training job that is being done as the organization grows to more than 600,000.

And you see a close-up of Western Electric's manufacturing processes turning out some of the infinite variety of parts that must be combined to make the equipment that provides modern telephone service.

TYPE OF FILM	Sound motion. 16mm and 35mm.
RUNNING TIME	22 minutes. Year Made: 1947
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Progress Report" (Quantity) Film, (Safety or Nitrate), 35mm, "Progress Report"
PRICE	See Price List included in this catalog.



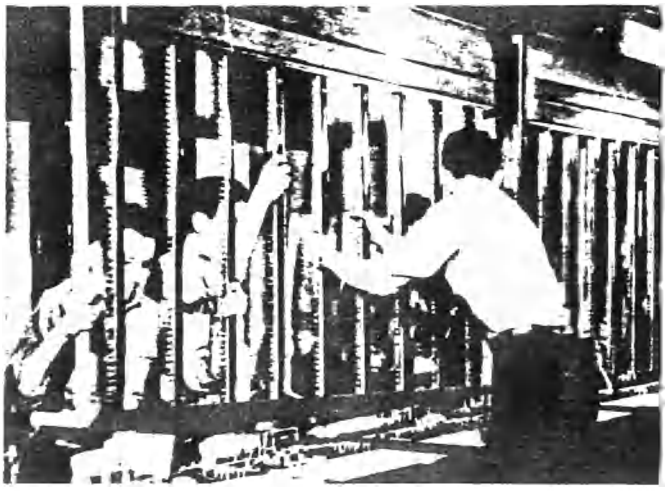
No. 238-2

Mr. Curtis, a writer, tells the Bell System's story of progress.



No. 238-3

Material shortage problems creep into the erection of a new telephone building.



No. 238-4

Western Electric men being trained in the installation of crossbar panels.

SUPERVISORY DEVELOPMENT PROGRAM

Title	Running Time
Freedom of Opportunity	15 minutes
Effective Management	18 minutes
Individual Output	19 minutes
When You've Got a Problem	15 minutes
Getting Ideas Across	14 minutes
The Will to Produce	19 minutes
Understanding People	26 minutes
Individual Adjustment	20 minutes

PURPOSE:

To train supervision in the principles of management and human relations in industry. Referred to in Mr. Waidlich's letter of December 9, 1946 to all General Plant Managers.

SYNOPSIS:

Freedom of Opportunity
Deals with the purposes of business and the nature of competition. Takes the point of view that, in an economic democracy, the consumer's freedom of desire dictates price, rate of production and quality standards. Points out that management needs to control cost. quantity, and quality to win consumer favor and provide jobs.

Effective Management
Shows that all problems affecting control of cost, quality and quantity arise from one of four factors - personnel, method, material or equipment. Presents the principles of organization and management and considers the supervisor as in effect the head of one of a number of small businesses whose combined activities constitute an industrial enterprise.

Individual Output
Points out that the overall accomplishments of any organization can be no better than the collective accomplishments of its individuals. Studies the relationship of the individual to the job by the analogy of the workings of a valve.

When You've Got a Problem
First of two films to train the foreman in the process of problem analysis, making decisions and getting action -- getting all facts, reaching or getting a decision, examining causes of material and human difficulties, taking or obtaining action, and checking results.

Getting Ideas Across
Deals with obtaining decisions or getting action from others - superiors, coordinates and workers. Uses the idea of a four-step stairway to the successful transmission of ideas:

(1) Stating the problem and obstacles;
(2) Offering the solution;
(3) Giving the reasons for the decision;
(4) Stating the anticipated results.

SYNOPSIS (Continued)

The Will to Produce

First of three discussions on human nature and the job. Explores the nature and causes of employee satisfaction and dissatisfaction in relation to the daily job situation. Shows how the supervisor's actions control employee attitudes, leading up to a study of the basic human traits which the supervisor needs to consider. Considers the causes of attitude in sense of security, job satisfaction and recognition.

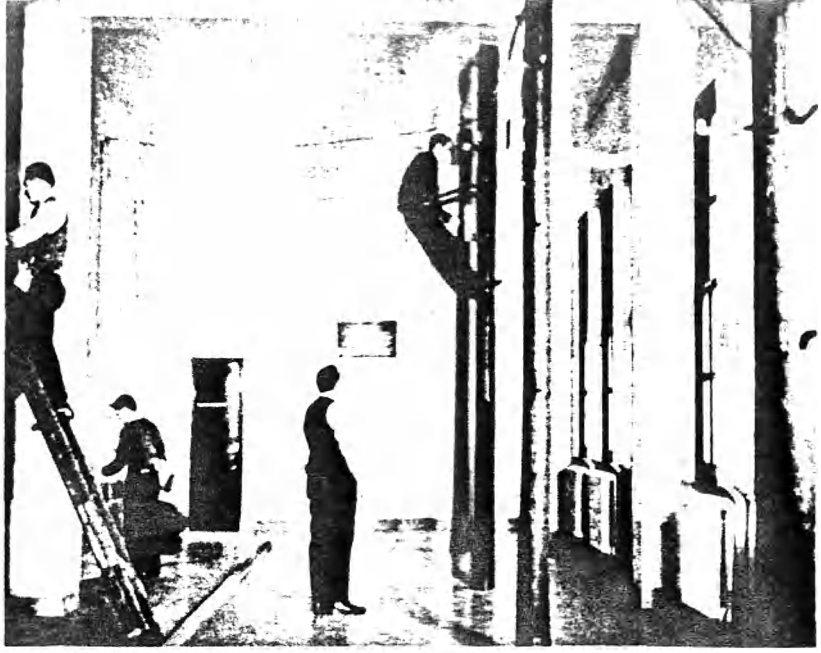
Understanding People

Probes the relationship between employee attitudes and their motivating causes in basic human urges and wants. Studies the human desire for security and job satisfaction and shows the relationship between the individual's feelings and his performance. Takes the point of view that the supervisor can help his people only by understanding the causes and reasons for differences in their behavior.

Individual Adjustment

Shows him the supervisor can remove obstacles to production by using his knowledge of individual wants and feelings. Discusses preventive measures to forestall obstacles. Applies the principles of human behavior to helping adjust the man to the job, the job to the man and the man to himself. Reviews the steps in getting ideas across in their application to the individual's wants, feelings and attitudes.

TYPE OF FILM	Sound Slide
RUNNING TIME	See reverse Year Made: 1946
PRODUCED BY	Cleveland B. Chase Company (Successors to Vocafilm Corporation)
ORDER FROM	Cleveland B. Chase Company 424 Madison Avenue, New York, N. Y. (Through local W. E. Co. Distributing House)
PRICE	$200 for series of 8. This price includes one leader's discussion guide for each film and one general guide on use of slidefilms in training. Replacement of record or filmstrip by set only at $35.00 per set.



No. 240

MOVING RIGHT ALONG

PURPOSE:

To give the men and women in the New York Telephone Company a better understanding of the tremendous job the organization is doing.

SYNOPSIS:

The film covers the whole range of telephone activity from Western Electric production lines to the increased demands for service from customers everywhere.

It refers particularly to the construction expansion, installation, training and service job of the operating departments in the company -- a job which makes possible the furnishing of more service to more telephone users than ever before.

COMMENT:

While this film was produced for use with employees of the New York Company, it has proved of interest to other audiences.

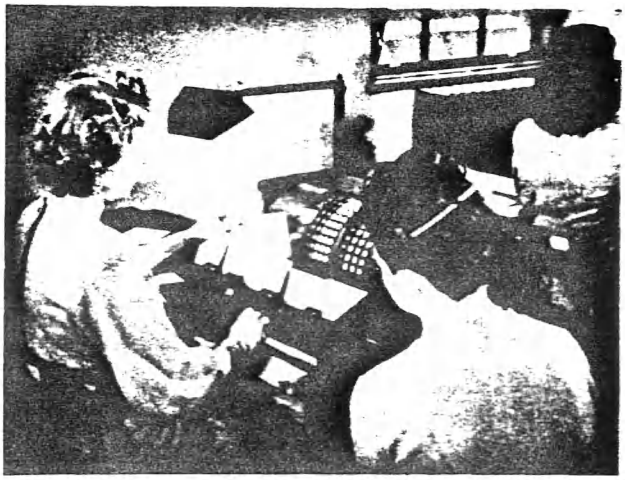
The New York Company is using it in recruiting work and also in general public information.

It can also be used in other companies, before audiences, such as employee groups, with any explanation necessary to relate the New York Company details to the local service situation.

TYPE OF FILM	Sound motion. 2 reels. 16 m/m and 35 m/m.
RUNNING TIME	15 minutes. Year Made: 1947
PRODUCED BY	Leslie Roush Productions, Inc.
PRODUCED FOR	New York Telephone Company
ORDER FROM:	Public Relations Department New York Telephone Company 140 West Street New York 7, New York
PRICE	$22.50



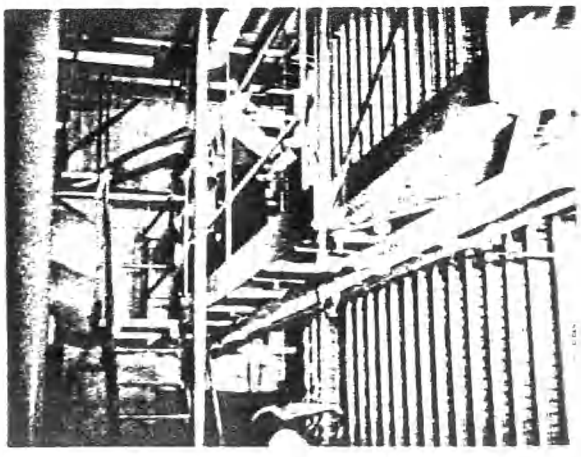
No. 240-2



No. 240-3



No.240-4



No. 240-5



No. 241
Revised

YOUR TELL TALE VOICE

PURPOSE:

To define the meaning of good tone of service and to show the importance of maintaining pleasing, friendly service and an alertness to opportunities to be helpful. To illustrate the favorable effects of good tone on customers and to show how it is reflected in their attitude toward the operator and the Company. To demonstrate how the operator's work is more pleasant and satisfying when it is characterized by good tone of service.

SYNOPSIS:

The film opens with a dramatic sequence showing how people's words and voices can affect, sometimes falsely, our impressions of them. The scenes revolve around the operating experiences of six girls working at various types of switchboards. The work of five of these girls shows what may be accomplished through alert, interested, friendly and resourceful handling of calls. The sixth girl, whose work is mechanically satisfactory, exemplifies none of the foregoing qualities and finds herself unable to please her customers. As a result, her working experiences are less pleasant and satisfactory than those of the other girls. A number of examples of typical calls are used to show the elements of voice, manner, phraseology and alert helpfulness that make up pleasing and friendly service. These are contrasted with examples of toneless service. The effect on both customers and operators is portrayed. Several situations outside the telephone business are introduced to show that the same attitude of friendly helpfulness is common to many human relationships, whether on or away from the job.

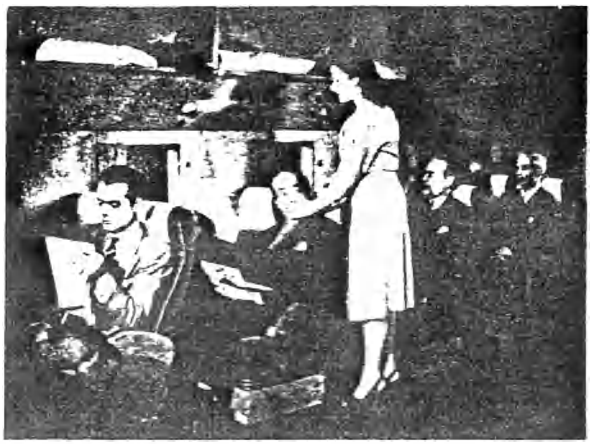
TYPE OF FILM	Sound motion. 16mm and 35mm
RUNNING TIME	20 minutes Year Made: 1947
PRODUCED BY	Wilding Picture Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Your Tell-Tale Voice" (Quantity) Film, (Safety or Nitrate), 35mm, "Your Tell-Tale Voice"
PRICE	See Price List included in this catalog.



No. 241-2
"Every customer forms an opinion of the personality and appearance of the operator."



No. 241-3
"Could it be listed under any other name?"



No. 241-4
"As a stewardess she'd never think of cutting him off by placing her hand over his mouth."

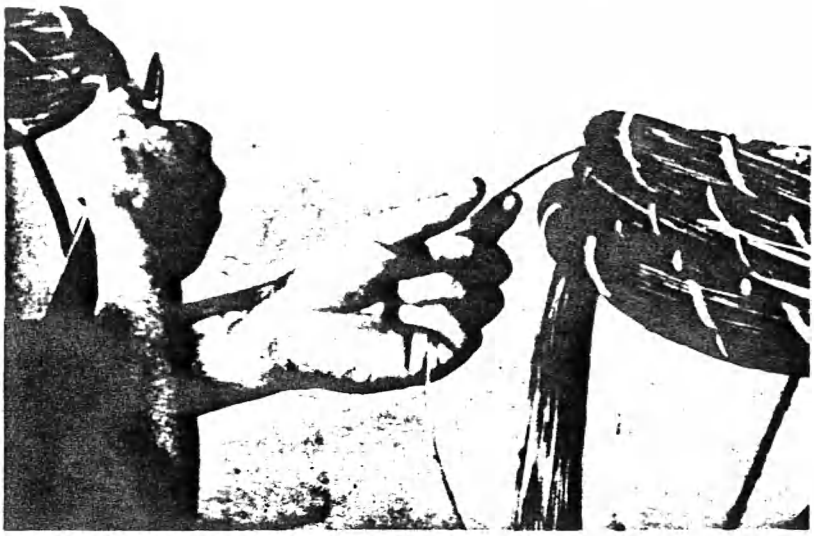


No. 241-5
"The operator discovered new popularity when she carried into her social life these same traits of naturalness, sincerity, and warm friendliness."



No. 241-6
"This tradition of courtesy comes to life every time an operator answers a signal."

No. 242
Revised



TWISTED JOINTS IN CABLES

PURPOSE:

To assist instructors in teaching new cable splicers the correct technique of splicing cable conductors. Also to help in retraining experienced splicers, and as background for splicers' helpers. Referred to in Mr. Waidlich's letter of March 10, 1947 to General Plant Managers.

SYNOPSIS:

The techniques shown are those covered in standard Bell System specifications and practices.

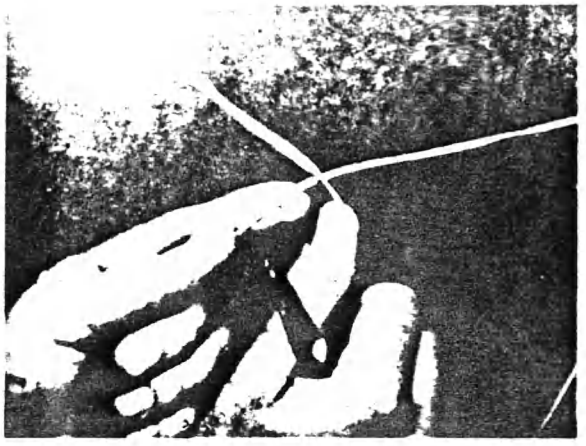
The introduction emphasizes the desirability of using approved methods with an easy rhythm which minimizes fatigue and also the effect of careful attention to details in obtaining a standard high quality joint.

Using close-ups and simulated slow motion as required, the various operations are explained in detail including body position, use of scissors, selection of pairs, cracking and removing insulation, slipping sleeves, twisting, cutting pigtails, and slipping sleeves over the completed joint.

Methods used when the sleeves are slipped by a helper preparatory to the splicing operation are covered in the same detail.

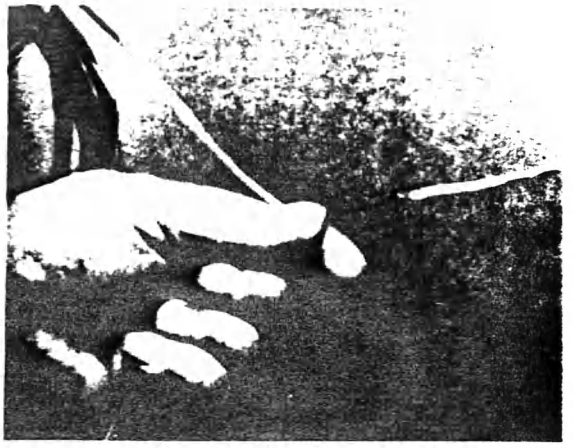
The film concludes by summarizing the particularly important operations to be remembered if the correct technique is to be used in making twisted joints.

TYPE OF FILM	Sound motion, color, 16mm
RUNNING TIME	20 minutes Year Made: 1947
PRODUCED BY	E. T. Kasper
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Twisted Joints In Cables"
PRICE	See Price List included in this catalog.



No. 242-2

To "crack" the insulation, bring the wires together and give them a sharp twist.



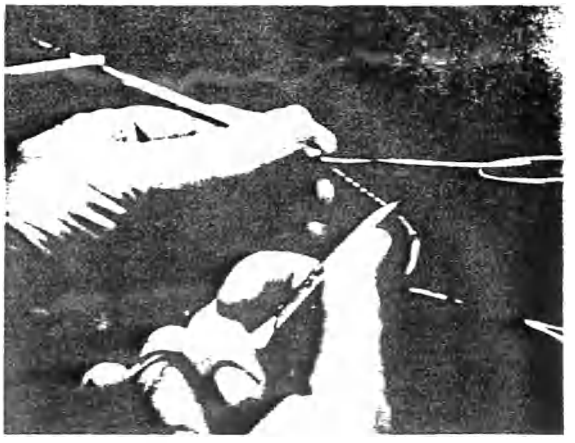
No. 242-3

Insulation can be removed easily by grasping the wires in the palm with all fingers.



No. 242-4

There is a rhythm to splicing that combines finger, hand and wrist movements that avoid fatigue.



No. 242-5

The ends of the pigtail are cut off squarely with the shears.



No. 242-6

Sleeves are slipped along the wire with a rolling motion.

No. 243
Revised



THE STATION INSTALLER

PURPOSE:

To give the new employee an appreciation of the installer's over-all job and its importance to service, safety, and customer relations. To contribute to job pride and a desire to do a quality job.

To provide a general background that will enable the trainee to associate with the over-all job the operations learned during his initial training. It is not intended to show the details of installation work.

Referred to in Mr. Waidlich's letter, dated March 17, 1947, to General Plant Managers.

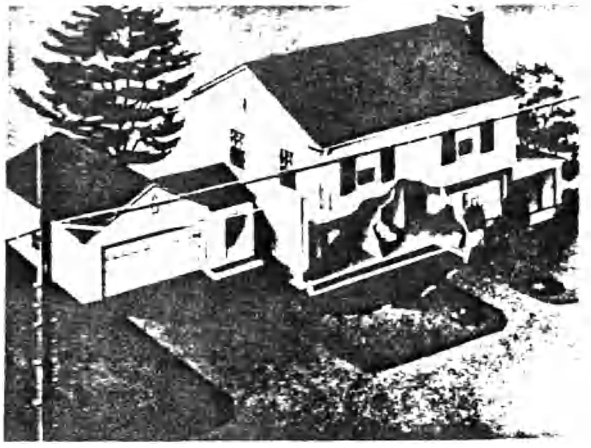
SYNOPSIS:

The film opens with a hospital sequence that dramatizes the part played by the telephone in one small segment of the "world we work in." This emphasis on the importance of the telephone provides the basis for establishing the importance of the installer in the telephone team - for his workmanship is fundamental to the proper and continuous functioning of the station equipment.

Attention is then centered on the typical operations performed on a simple residence installation. Short scenes highlight the sequence of operations from the time the installer receives the service order and checks his supplies at the garage to the completion of the installation.

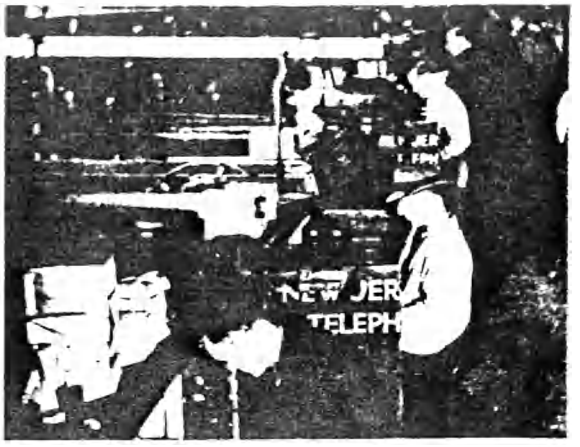
Several other types of work are accorded briefer treatment to indicate the variety of work done by an installer. Throughout the film the many opportunities for contributing to good service, safety, and customer relations are emphasized.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	18 minutes. Year Made: 1947
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "The Station Installer" (Quantity) Film, (Safety or Nitrate), 35mm, "The Station Installer"
PRICE	See Price List included in this catalog.



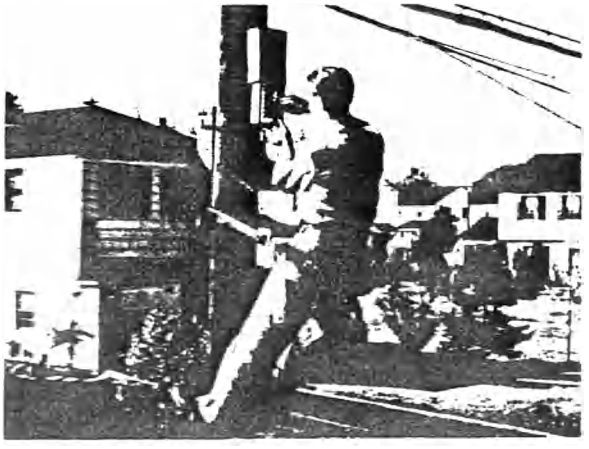
No. 243-2

The installer visualized the route of the wire from pole to house, and to the telephone instrument.



No. 243-3

At the garage, the installer makes sure that he has everything he needs for the day's work.



No. 243-4

Bill connects the drop wire at the terminal.



No. 243-5

The protector is installed in a dry location to avoid trouble.



No. 243-6

Bill's call to okay the order is the signal to other departments to swing into action.

Title: "The Slidefilm in Teaching"

Type of Film: Silent slide.

Number of Frames: 44 - Year Made: 1947

Produced by: Young America Films, Inc.

Produced for: Young America Films, Inc.

Order from: Young America Films, Inc.
18 East 41st Street
New York 17, New York

Price: $1.00

Purpose: For showings to school teachers, giving the teaching technique on how to use a slidefilm.

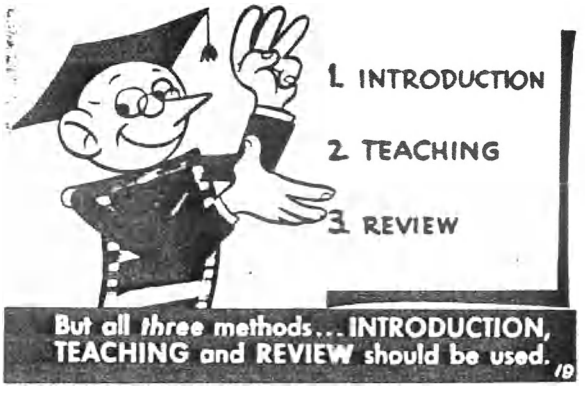
Synopsis: The film shows the various purposes for which slidefilms can be used, how they should be used, and how they should be co-ordinated with other training methods.



244-1



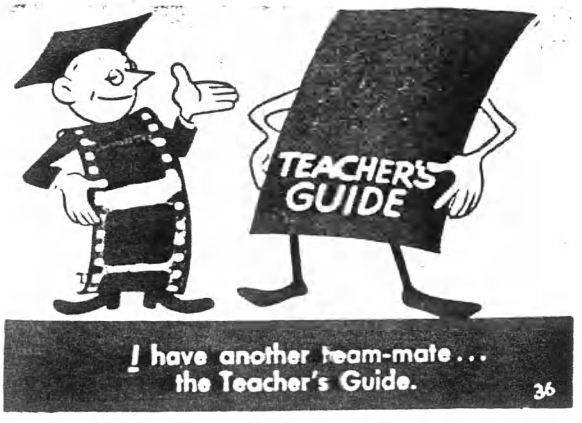
244-2



244-3



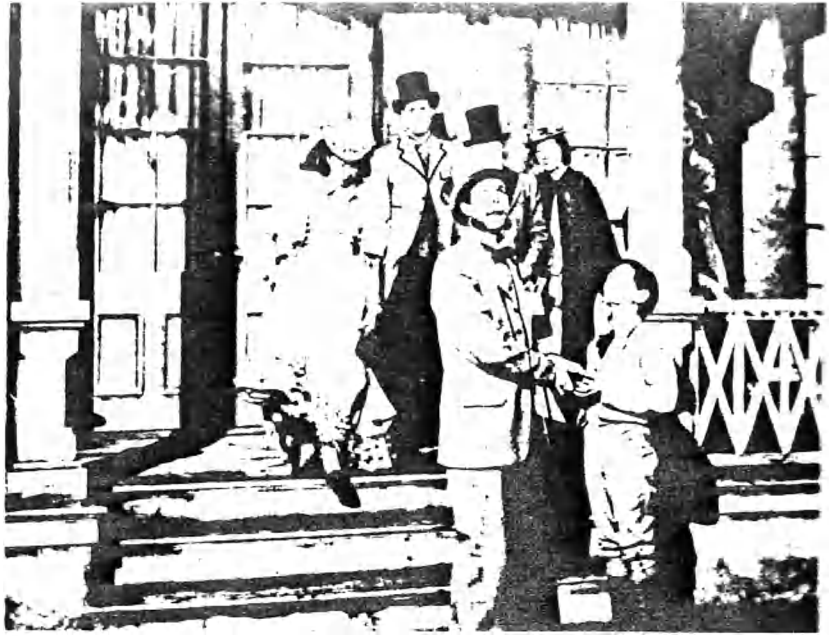
244-4



244-5



244-6



No. 245
Revised
See also No. 236

MR. BELL
(Theatrical Version)

PURPOSE:

To give employes and the public of this and later generations an action portrait of the inventor of the telephone as he looked, as he talked, and as he thought.

SYNOPSIS:

Boston in the 1870's provides the background for this dramatic presentation condensing 75 years of active living into little more than a quarter hour on the screen. Throughout the preparation of the film, the thought was uppermost to show this remarkable man as he was, and in the light of his true significance to the world he lived in. Words and actions lost to the written record were supplied from impressions of those who knew Bell a generation or more ago.

There is a series of scenes showing Bell as a teacher of the deaf, and as instructor to potential teachers of the deaf. In one sequence he explains to his financial backer, Gardiner Hubbard, and his deaf daughter, Mabel, his experiments with the harmonic telegraph, and his theory about the telephone.

The events leading to the invention of the telephone are shown, ending with a dramatic scene where Watson hears Bell's words on the telephone for the first time.

Bell is also shown as he strives to convince skeptical business leaders of the practicability and vast future of his telephone. Still another scene shows him years later, at the age of 74, speaking before a group of young laboratory engineers.

The picture closes with a brief epilogue telling of the results of Bell's dream of a universal system of voice communication, and suggesting its promise for world betterment.

TYPE OF FILM	Sound motion. 2 reels. 16mm and 35mm.
RUNNING TIME	16 minutes Year Made: 1947
PRODUCED BY	RKO-Pathe, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Mr. Bell" (Theatrical or Short Version) (Quantity) Film, (Safety or Nitrate), 35mm, "Mr. Bell" (Theatrical or Short Version)
PRICE	See Price List included in this catalog.



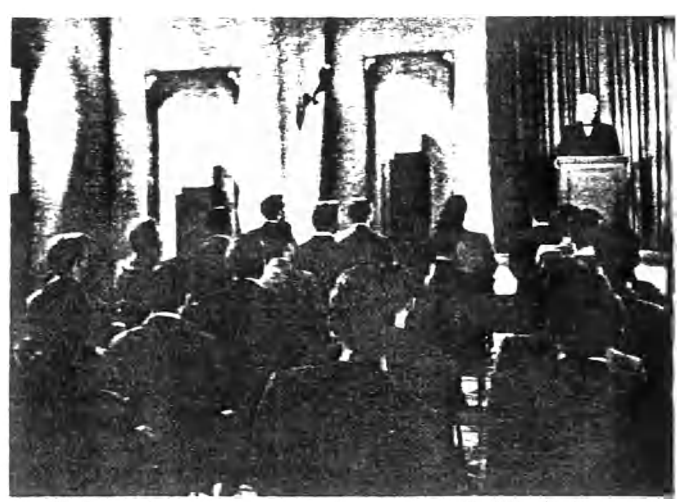
No. 245-2

Bell transmits speech over wire for the first time.



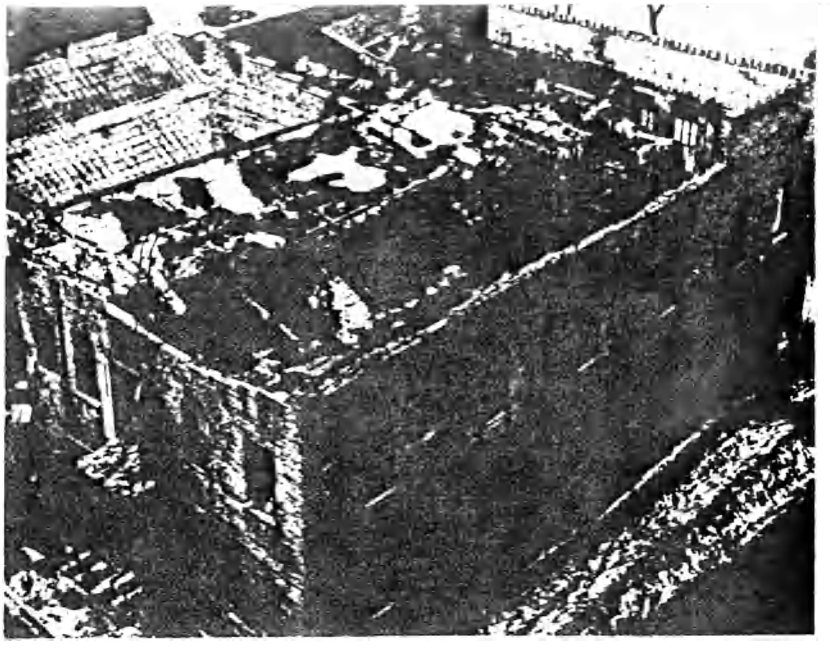
No. 245-3

Bell teaching children to hear by reading lip movements.



No. 245-4

Talking to a group of young Bell Laboratory engineers, Bell turns their thoughts toward the achievements of the future.



No. 246
Revised

TRIAL BY FIRE

PURPOSE:

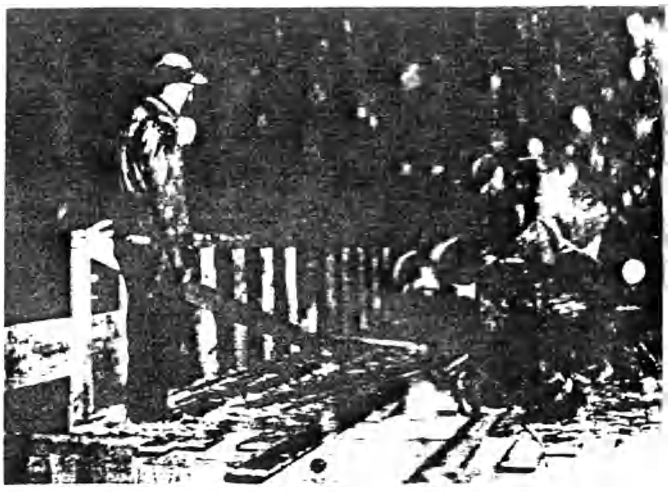
To show how the Bell System and its service of supply - Western Electric - are organized to meet emergencies such as that which followed the fire that destroyed the River Grove, Illinois telephone building and equipment.

SYNOPSIS:

On Saturday, December 14, 1946, at three o'clock in the morning, fire destroyed the telephone company's central office in the Chicago suburb of River Grove. An entire community of fifty thousand people was cut off from telephone communication with the rest of the world. "Trial By Fire" is an eye witness record of the disaster, and how it was responded to by the men and women of the Illinois Bell Telephone Company - the Western Electric Company - and other parts of the nationwide Bell System. Eleven days after the disaster occurred, service was restored to every telephone the River Grove exchange had served before the fire.

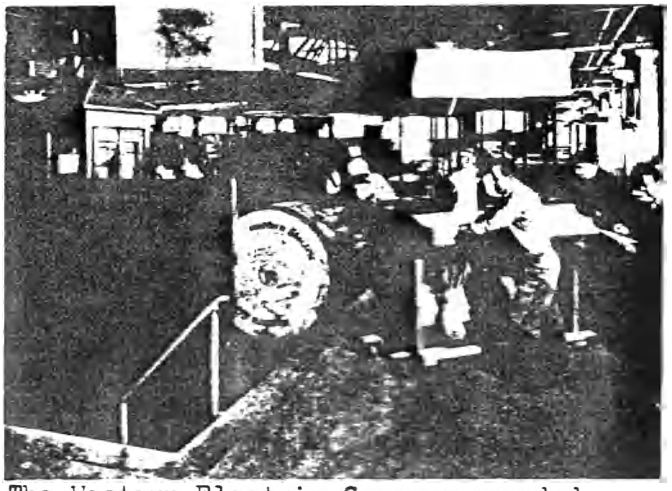
"Trial By Fire" demonstrates that the Bell System is constantly on the alert, ready to rush aid to any stricken community.

TYPE OF FILM	Sound motion. 16mm and 35mm.
RUNNING TIME	12 minutes Year Made: 1947
PRODUCED BY	Wilding Picture Productions, Inc., from 16mm photography made by Illinois Bell.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Trial By Fire." (Quantity) Film, (Safety or Nitrate), 35mm, "Trial By Fire."
PRICE	See Price List included in this catalog.



No. 246-2

Quonset huts had to be built to house the equipment and materials as they arrived.



No. 246-3

The Western Electric Company speeded supplies and equipment to the scene of disaster.



No. 246-4

A temporary switchboard was installed to handle emergency calls.



No. 247
Revised

TELEPHONE SCREEN REVIEW (NUMBER 2)

PURPOSE:

To inform employes and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

Prepared in newsreel form, this subject covers:

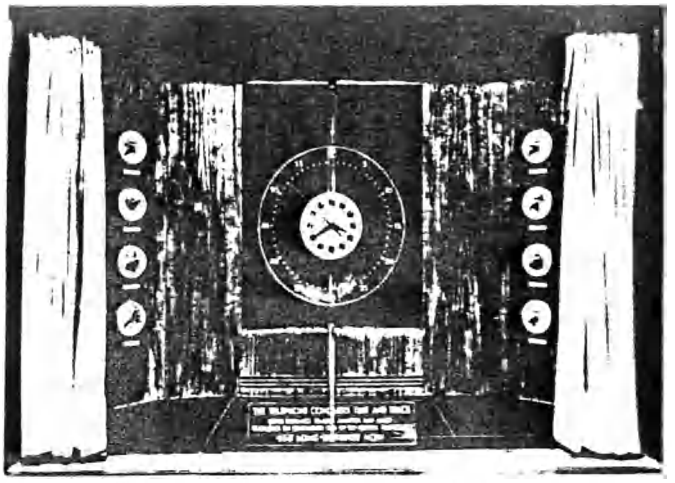
WORLD'S MOST ACCURATE CLOCK. The story of the clock in the window of American Telephone and Telegraph Company headquarters building at 195 Broadway, New York.

BUST OF INVENTOR UNVEILED. A glimpse of the Bell Centennial ceremony at the Bell Telephone Laboratories, Murray Hill, N. J., showing the descendants of Mr. Bell being welcomed by Walter S. Gifford, President of A. T. & T. Co., and Oliver E. Buckley, head of Bell Laboratories.

MORE TELEPHONE SERVICE FOR MORE PEOPLE. Some of the things being done by telephone men and women to meet the demand for increased telephone service.

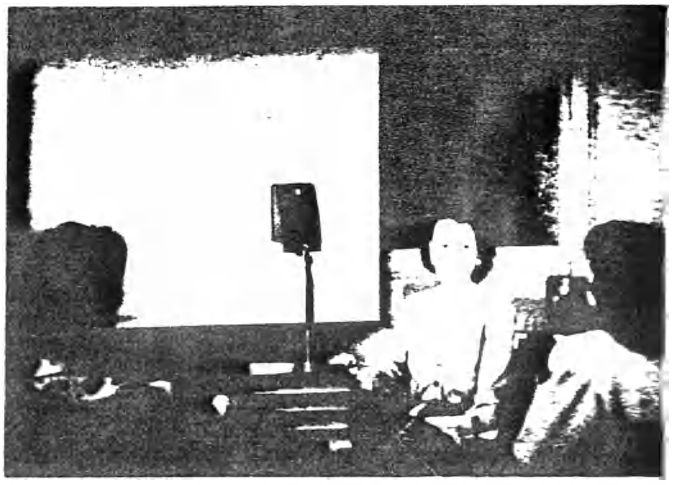
OVERSEAS SERVICE. A present day picture of the overseas switchboard in New York City, and the story of how telephone calls are transmitted to and from all corners of the world.

TYPE OF FILM	Sound motion. 16mm and 35mm
RUNNING TIME	11 minutes. Year Made: 1947
PRODUCED BY	American Telephone & Telegraph Co.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 2" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Screen Review No. 2"
PRICE	See Price List included in this catalog.



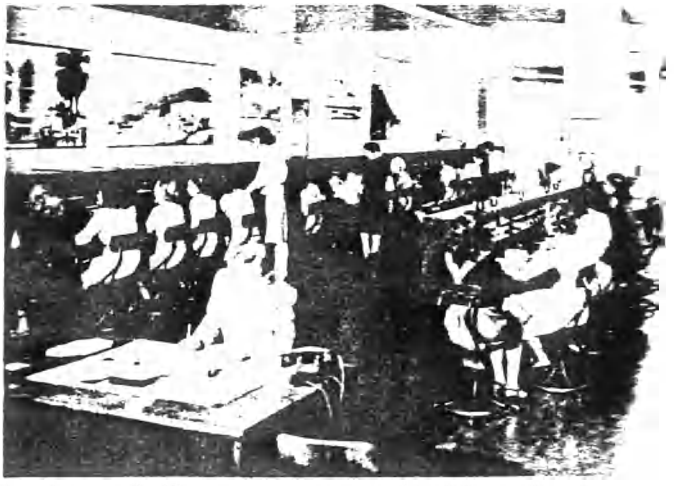
No. 247-2

The world's most accurate public clock at the Bell System's Headquarters building - 195 Broadway, New York.



No. 247-3

To meet the increased demand for telephone service, audio-visual equipment is being used in a speed-up training course for Commercial Representatives.



No. 247-4

A view of the overseas switchboards in the A. T. & T. Long Lines Building..

Title: "Observe for Safety"

Type of Film: Sound slide. 35 m/m.

Running Time: 17 minutes. Year Made: 1947

Produced by: Ted Peat Productions

Produced for: The Bell Telephone Company of Canada

Order from: Customer Relations Manager, Information Department
The Bell Telephone Company of Canada
Beaver Hall Building
Montreal, Canada

Price: $11.10 f.o.b. point of supply

Purpose: A discussion aid in considering unsafe practices found through the use of the Safety Observation Plan.

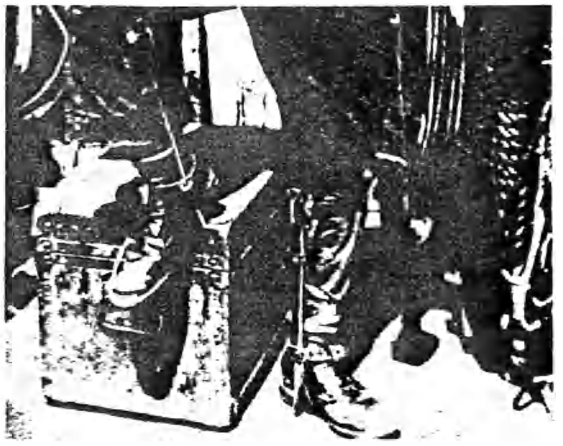
Synopsis: The film consists of photographs portraying unsafe practices observed by supervisors under the operation of the Safety Observation Plan. These are used to convey the story that although the safety record is one of creditable performance, we cannot be content so long as preventable accidents occur.

Accidents are caused - they don't just happen. Therefore, they can be prevented if we "Observe for Safety."

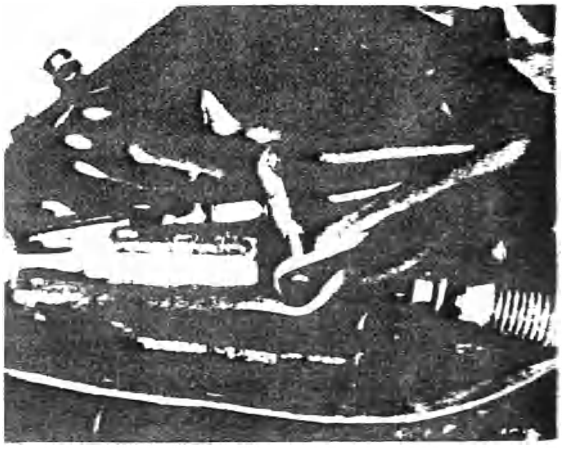
The incidents portrayed include alighting from vehicles, using tools, housekeeping, rubber gloves, use and maintenance of body belts and safety straps, climbers, stepladders and extension ladders, furnaces, precautions regarding hot liquids, backing of vehicles, testing strand, raising platforms, working near foreign wires, supporting weight on terminals, leaving tools so as to create safety hazards, and the use of safety glasses.



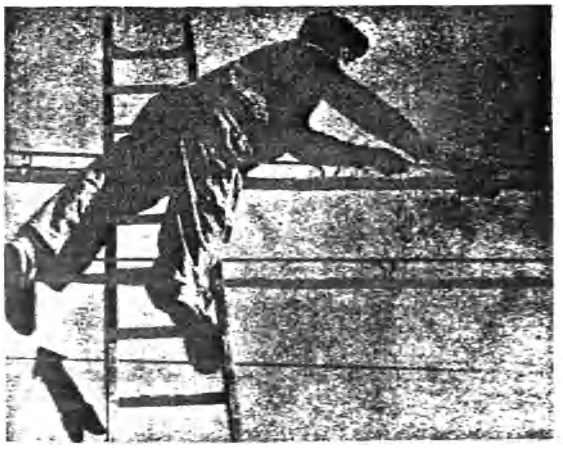
248 - 1



248 - 2



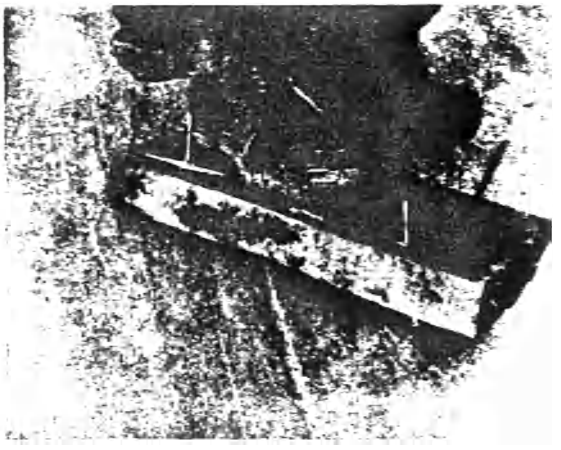
248 - 3



248 - 4



248 - 5



248 - 6

Title: "Winter Toll Patrol"

Type of Film: Sound motion. 16 m/m.

Running Time: 16 minutes. Year Made: 1946

Produced by: Wilding Picture Productions, Inc.

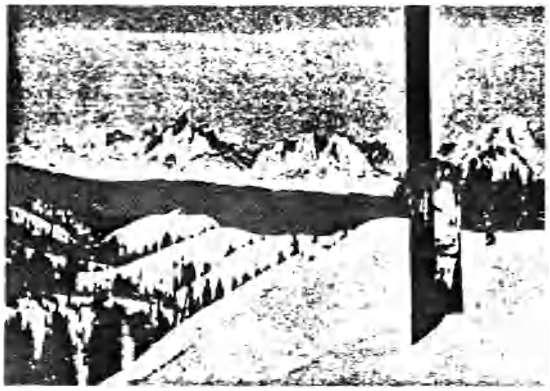
Produced for: The Mountain States Telephone and Telegraph Company

Order from: Wilding Picture Productions, Inc.
1345 Argyle Street
Chicago 40, Illinois

Price: $25.00 f.o.b. Chicago

Purpose: To show the use being made of motor propelled snow vehicles by the Mountain States Tel. & Tel. Company.

Synopsis: John Harrington, the narrator, after a brief introduction to the subject, tells of the use being made of the Snowplane in northwestern Wyoming. It is shown in the beautiful winter scenery of the famous Teton Mountains, which skirt the west rim of "Jackson's Hole," located just south of Yellowstone National Park. Then the narrator describes the use of the Snowmobile in northern Idaho where it is more suitable for winter use because of conditions peculiar to that section of the country. Finally "The Weasel" comes in for its share of the picture and story to show the third type of motor propelled snow vehicle found useful and helpful in maintaining long distance lines in winter in this mountainous territory.



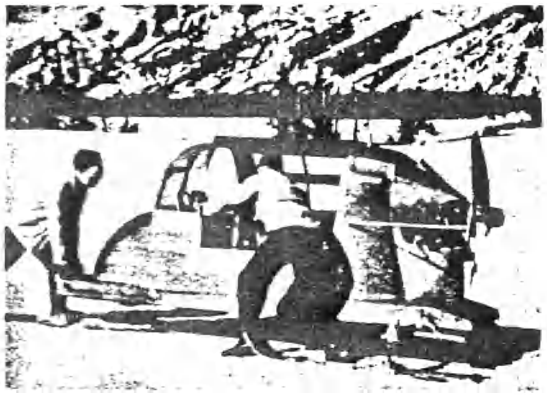
249 - 1



249 - 2



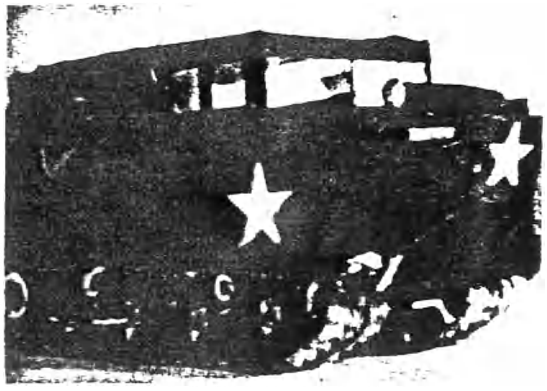
249 - 3



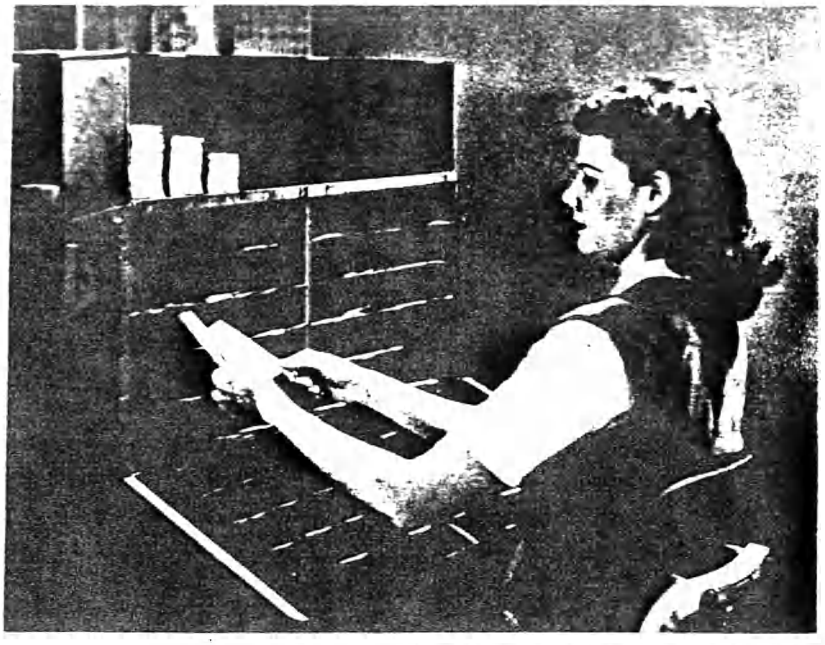
249 - 4



249 - 5



249 - 6



No. 250
Revised

SORTING TOLL TICKETS

PURPOSE:

To demonstrate the technique of sorting toll tickets into racks recommended in Accounting Letter M-71B issued by the A. T. & T. Co., Comptroller's Dept., Methods Div., June 9, 1947. Designed to assist the instructor in teaching the technique to new students and as a refresher for experienced sorters. Also useful for showing new instructors how to demonstrate the sorting technique.

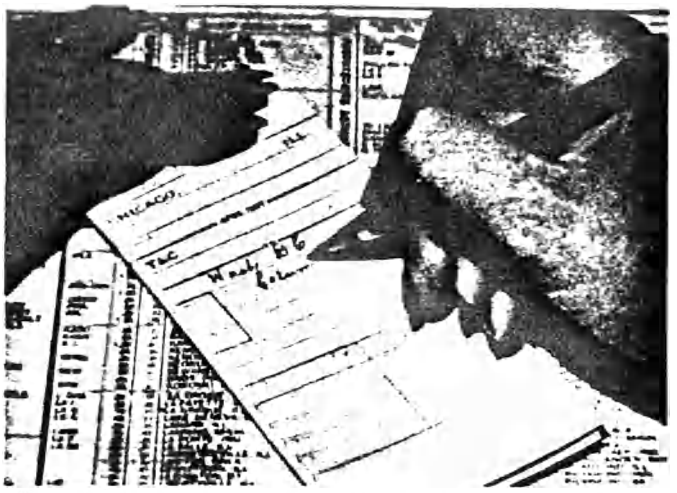
SYNOPSIS:

There are three principal characters in the film - an instructor, a sorting student and an experienced sorter. The instructor first explains the importance of the toll ticket as the film shows how it is prepared by the operator during a call, forwarded to Accounting and used in billing the customer.

The instructor and student are then shown at a sorting rack as the former proceeds to describe and demonstrate in detail each step in the sorting technique. Demonstration of each step is followed by practice by the student. Reasons are given for the method used in performing each step. A detailed review of the technique is presented through a demonstration by the experienced sorter.

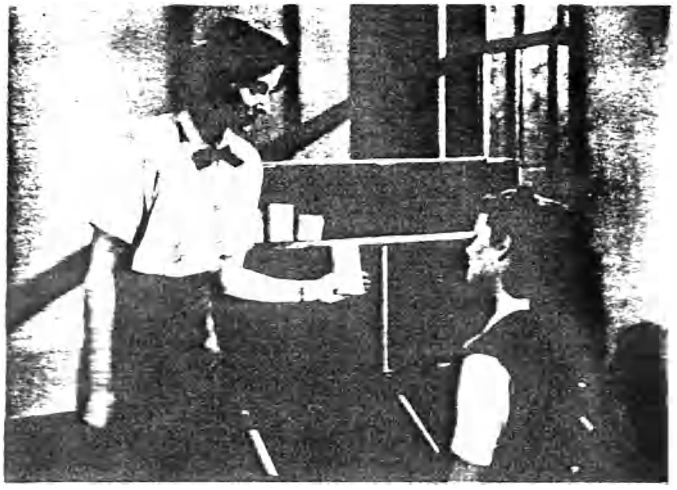
Finally the importance of the sorting job and pride in skillful manual performance are stressed by a series of brief shots of the hands involved in making and recording a call and in processing the ticket and bill.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	16 minutes Year Made: 1947
PRODUCED BY	Pathescope Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Sorting Toll Tickets" (Quantity) Film, (Safety or Nitrate), 35mm, "Sorting Toll Tickets"
PRICE	See Price List included in this catalog.



No. 250-2

The telephone number is written on the toll ticket by the operator when the long distance call is made.

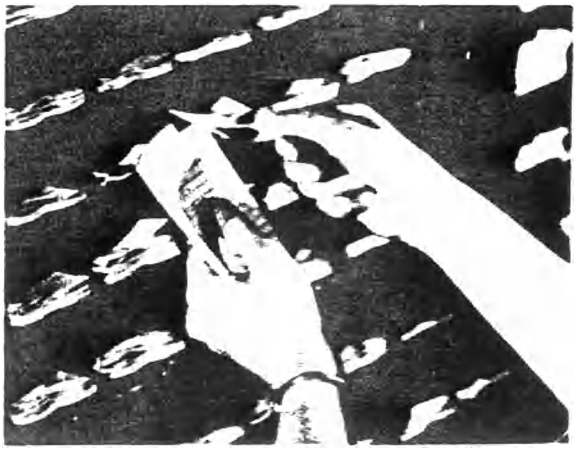


No. 250-3

The instructor shows Alice how to hold a pack of tickets in her hand.



No. 250-4
The instructor asks an experienced sorter to demonstrate sorting to Alice.



No. 250-5
The instructor shows how to slip the ticket into the pocket of the sorting rack.

Title: "Kitchen and Dining Room Safety"

Type of Film: Sound motion. 16 m/m

Running Time: 10 minutes

Produced by: Vision Educational Productions in cooperation with the American Hotel Association and the Greater New York Safety Council.

Produced for: The American Hotel Association.

Order from: Vision Educational Productions
509 Fifth Avenue
New York 17, New York

Price: $42.50

Purpose: To instruct all dining room and kitchen personnel in practices of safety and cleanliness.

Synopsis: The film shows the proper practices to be used by employees in preventing accidents and promoting cleanliness in both the kitchen and dining room. It covers such items as the handling of knives and other sharp utensils, the prevention of burns, practices of cleanliness such as keeping the floors continually cleaned and clear of spilled articles of food, the proper method for lifting and storing heavy food objects, the carrying and balancing of serving trays and the inspection of personnel for personal cleanliness.

Although this film was produced several years ago the lessons that are taught are still applicable today.



251-1



251-2



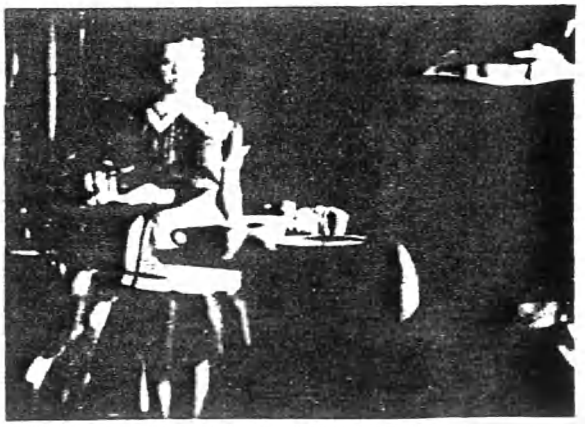
251-3



251-4



251-5



251-6

Title: "The Cathode-Ray Tube: How It Works"
MN-2104a

Type of Film: Sound motion. 16 m/m.

Running Time: 15 minutes. Year Made: 1943

Produced by: Jam Handy Organization, Inc.

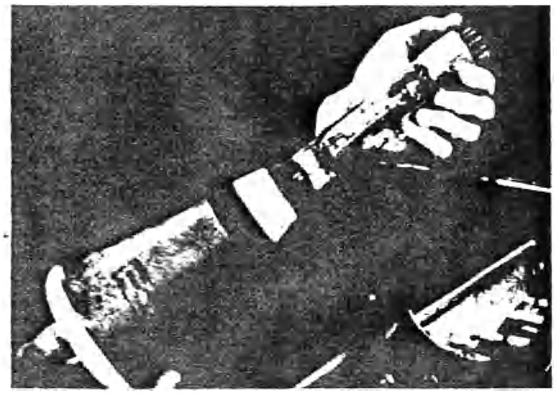
Produced for: United States Navy

Order from: ~~Castle Films 30 Rockefeller Plaza New York 20, New York~~ Castle Films 1445 Park Avenue, New York ~~28~~ 29, N. Y.

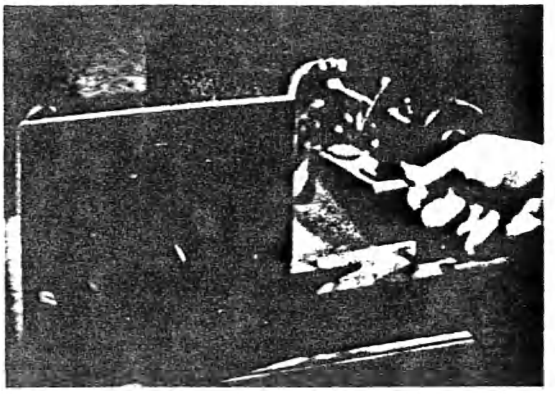
Price: ~~$20.68~~ $19.19 f.o.b.

Purpose: To provide a basic understanding of the operation of the cathode-ray tube.

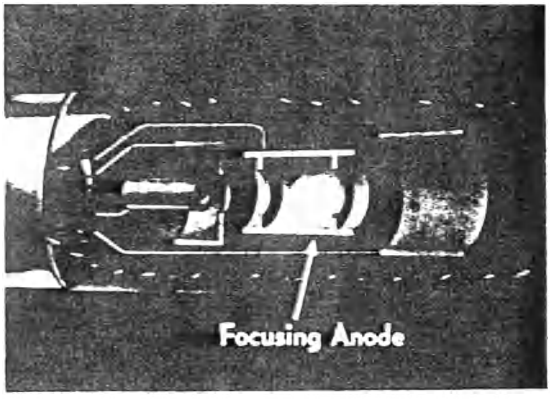
Synopsis: Demonstrates the construction and function of each part of the cathode-ray tube and how it produces visual images on a screen.



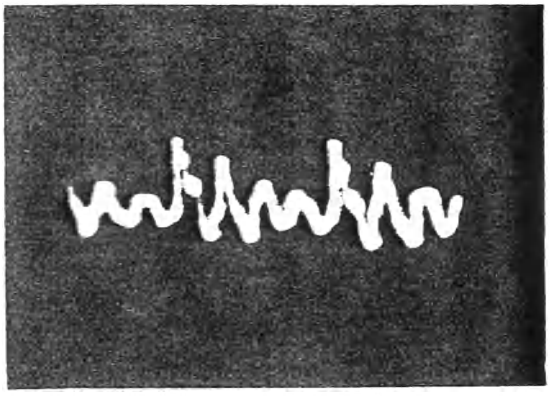
252 - 1



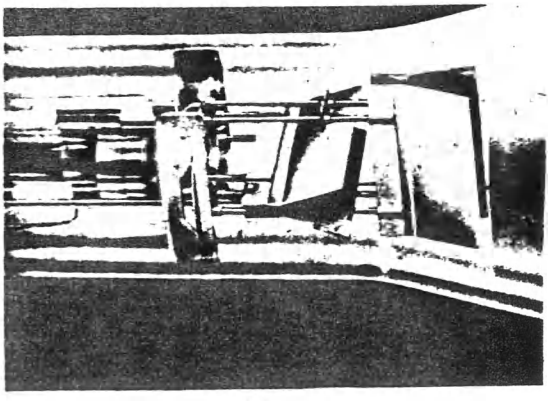
252 - 2



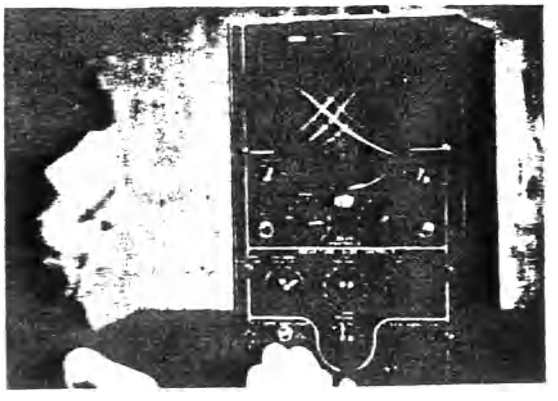
252 - 3



252 - 4



252 - 5



252 - 6

Title: "Radio Technician Training - Oscillators"
MN-1540i

Type of Film: Sound motion. 16 m/m.

Running Time: 13 minutes. Year Made: 1944

Produced by: Loucks and Norling Studios

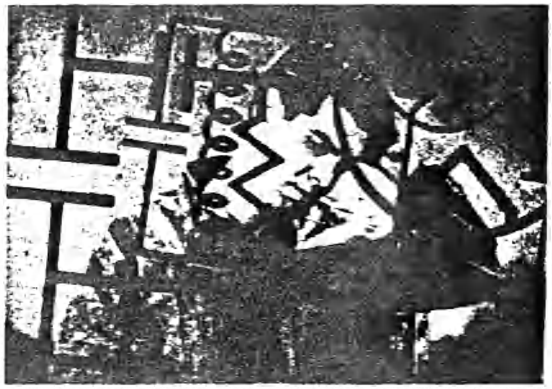
Produced for: United States Navy

Order from: ~~Castle Films~~ Castle Films
~~30 Rockefeller Plaza~~ 1445 Park Avenue,
~~New York 20, New York~~ New York ~~22~~ 29, N. Y.

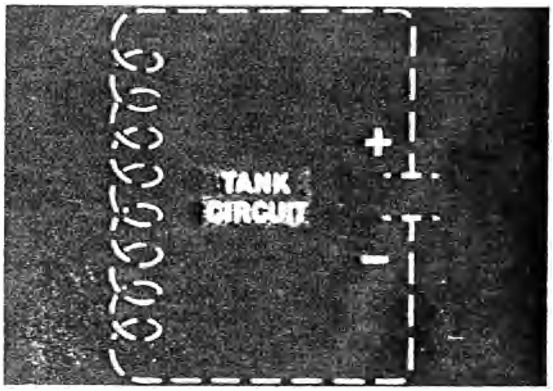
Price: ~~$17.67~~ $25.12 f.o.b.

Purpose: To provide a basic understanding of the vacuum tube oscillator.

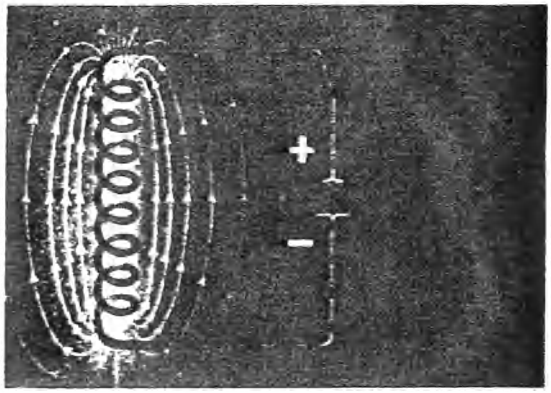
Synopsis: Explains the basic principles of oscillation and how these principles are applied to the radio circuit.



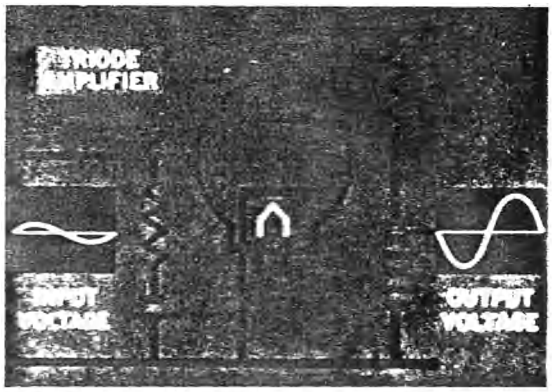
253 - 1



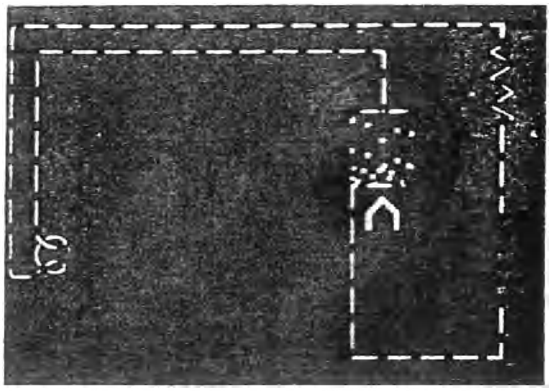
253 - 2



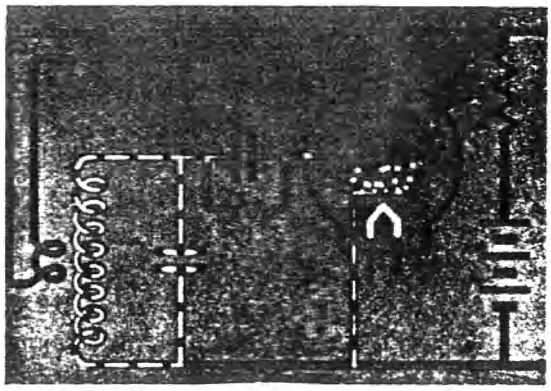
253 - 3



253 - 4



253 - 5



253 - 6

Title: "Radio Technician Training - Capacitance"
MN-1540a

Type of Film: Sound motion. 16 m/m.

Running Time: 31 minutes. Year Made: 1943

Produced by: Burton Holmes Films, Inc.

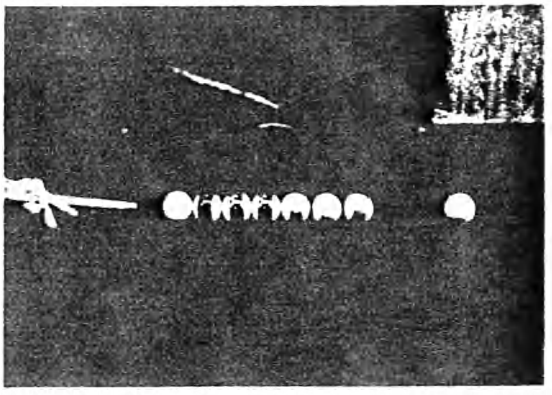
Produced for: United States Navy

Order from: Castle Films
~~30 Rockefeller Plaza~~
~~New York 20, New York~~
Castle Films
1445 Park Avenue,
New York ~~20~~ 29, N. Y.

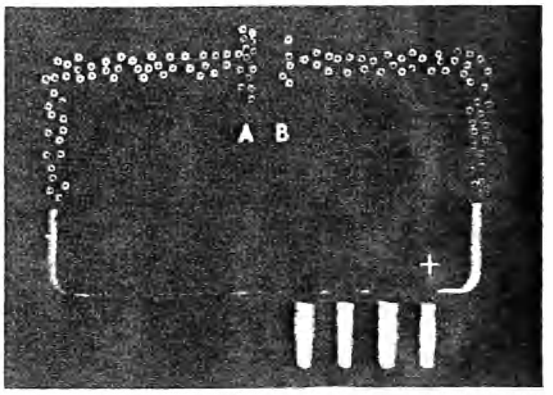
Price: ~~$37.20~~ 53.61 f.o.b.

Purpose: To provide a basic knowledge of the action of the condensor. Should be used with "Inductance" - MN1540b and "RCL - Resistance Capacitance" - MN1540c.

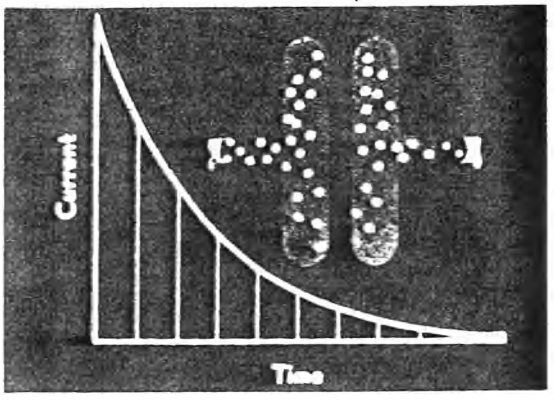
Synopsis: Explains the action of the condensor in the DC and AC circuit and the factors that determine its ability to store a charge. Demonstrates the effect of resistance and capacitance on the time constant of a circuit.



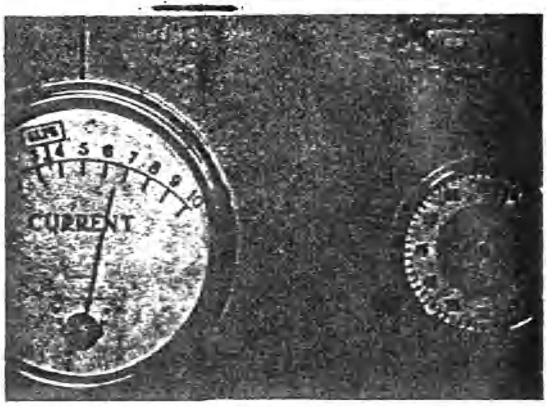
254 - 1



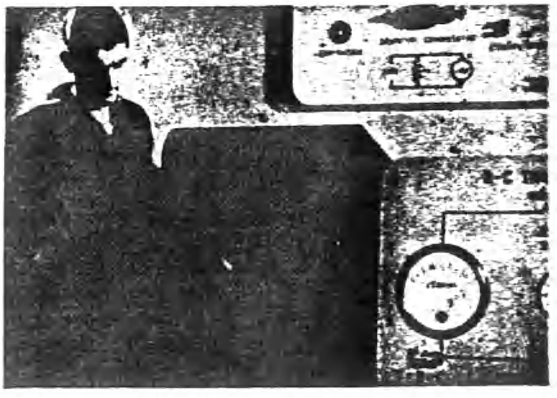
254 - 2



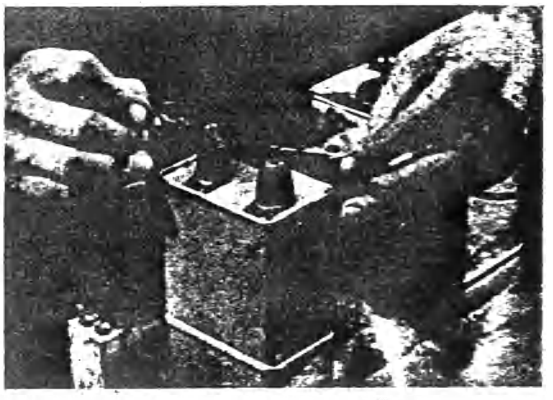
254 - 3



254 - 4



254 - 5



254 - 6

Title: "It's Wanton Murder"

Type of Film: Sound motion. 16 m/m.

Running Time: 14 minutes. Year Made: 1946

Produced by: William J. Ganz

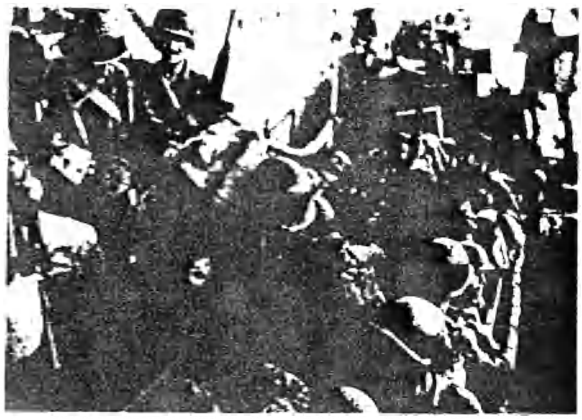
Produced for: American Transit Association

Order from: Director of Public Relations
American Transit Association
292 Madison Avenue
New York 17, New York

Price: $50.00 per print f.o.b.

Purpose: To promote safety on the highways.

Synopsis: Lowell Thomas, as commentator, reads a letter from the wife of a returned G.I. She calls attention to the dangerous career that her husband led in the Army, how he escaped harm and returned home only to be killed by a careless motorist during his first few days back at work. By its portrayal of the tragedy that came into the lives of this typical family, the film effectively promotes a determination on the part of pedestrians and motorists alike to use a little more care, consideration, and common sense.



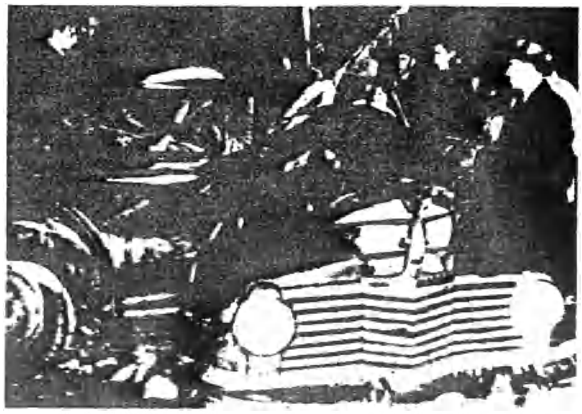
255 - 1



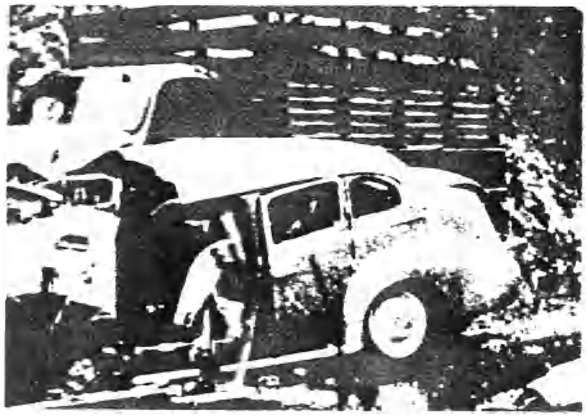
255 - 2



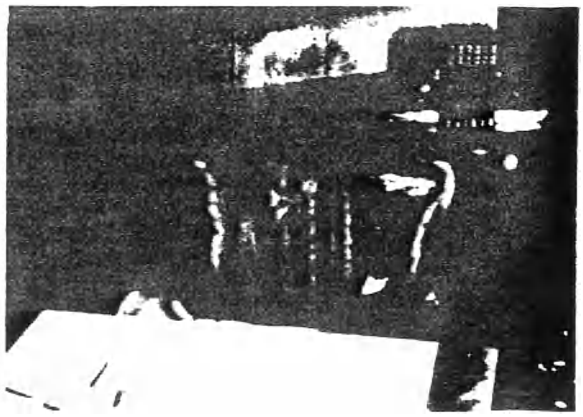
255 - 3



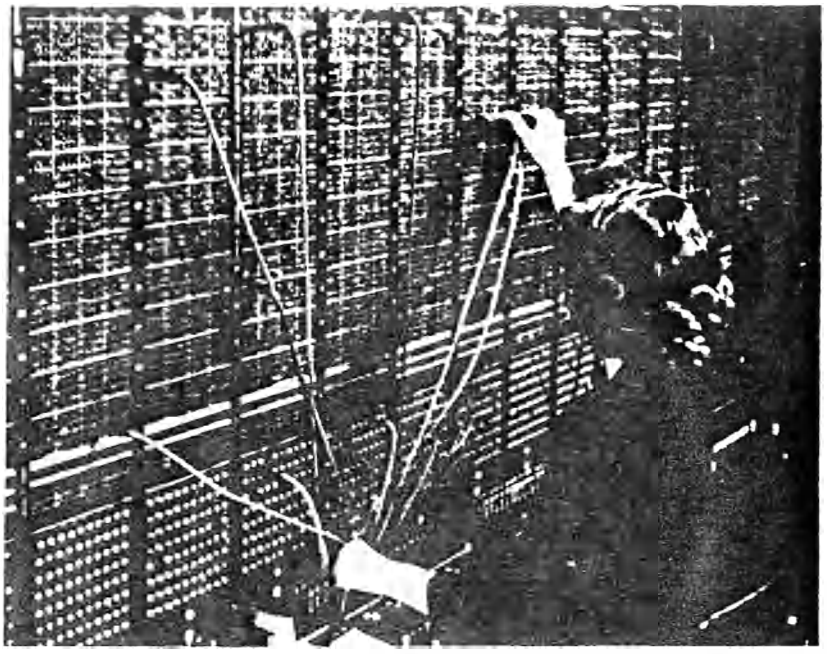
255 - 4



255 - 5



255 - 6



No. 256
Revised

OPERATING TECHNIQUE—CORDS AND KEYS

PURPOSE:

To present to new and experienced operators a demonstration of expert operating technique, together with the explanations for the techniques shown.

To encourage wider application of good techinque; to inspire a desire to perform the work in a skillful manner, and to develop pride in accomplishment in the work.

To present to instructors and service assistants a guide for use in demonstrating proper techniques to students or to operators in need of supplementary training on technique.

SYNOPSIS:

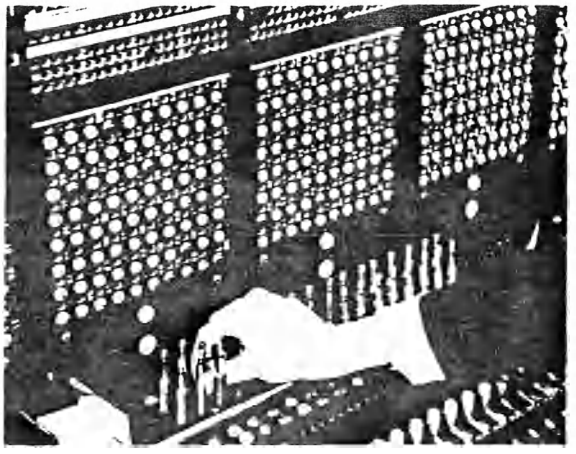
The film presents a detailed demonstration of the following items of technique:

Back cord pick-up and answering
Front cord pick-up and testing
Disconnecting
Passing and accepting cords
Changing cords
Ringing technique and other key operations

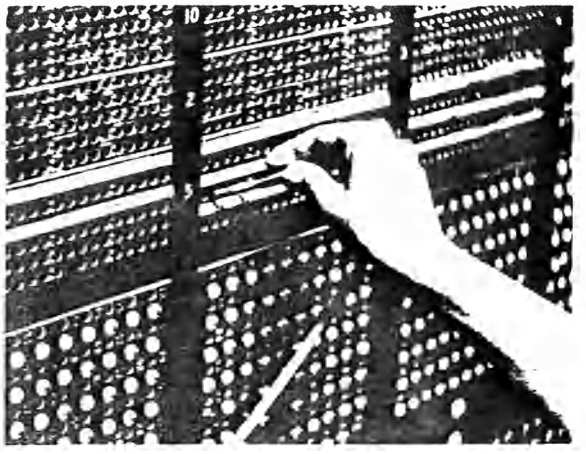
The reasons why each of the demonstrated techniques enables the operator to perform the work easily and effectively are brought out in the narration.

At several points in the film, as well as at the end, the techniques presented up to that point are reviewed by means of a series of simulated calls.

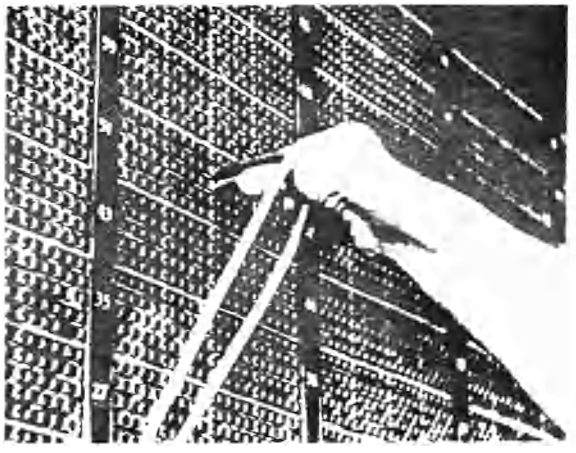
TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	20 minutes Year Made: 1947
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Operating Technique - Cords and Keys"
PRICE	See Price List included in this catalog.



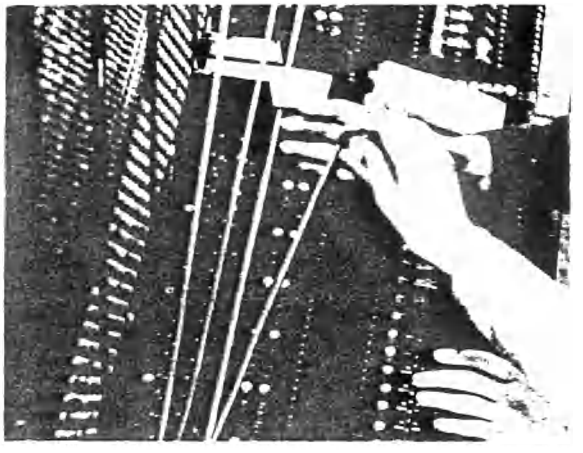
No. 256-2
Picking up a back cord.



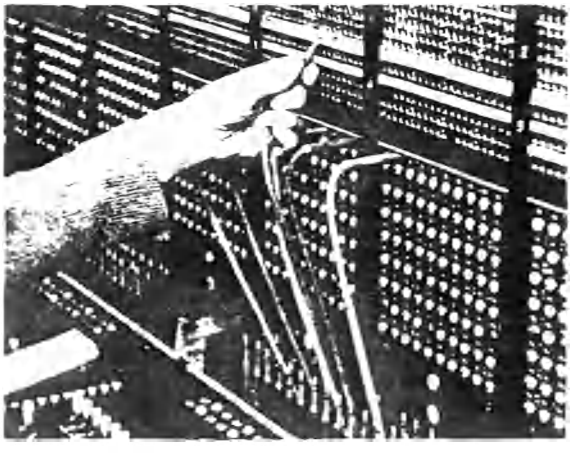
No. 256-3
Testing a trunk.



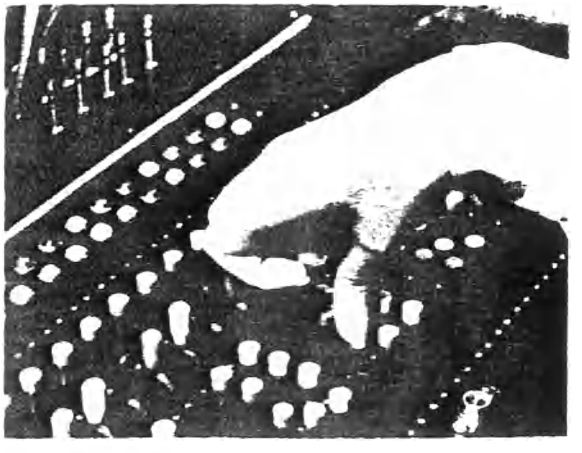
No. 256-4
Disconnecting carefully.



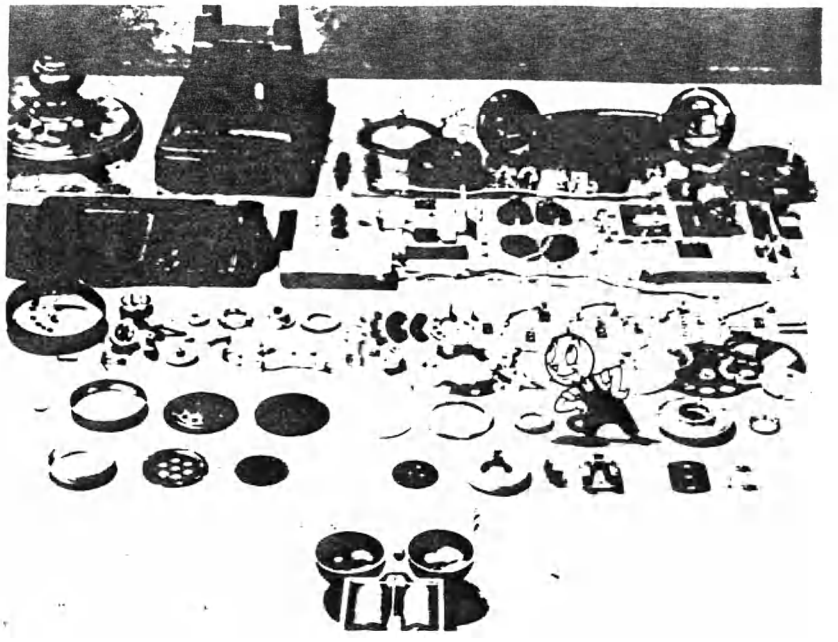
No. 256-5
Passing and accepting a cord.



No. 256-6
Changing cords.



No. 256-7
Operating a plunger type key.



No. 257
Revised

JUST IMAGINE

PURPOSE:

To show the wide variety of raw materials needed to make the 433 separate parts of the modern hand telephone and to suggest the complexity of the instrument itself.

SYNOPSIS:

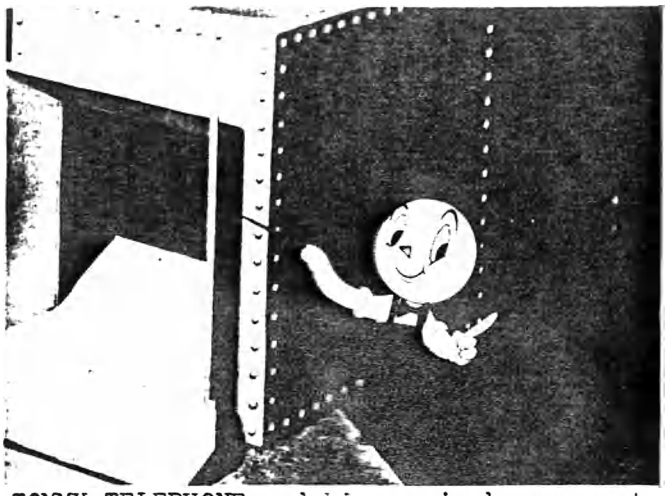
TOMMY TELEPHONE materializes out of a Telephone Company advertisement and suggests to a problem-beset telephone man that the job of getting raw materials and making and assembling the parts of a telephone is easy.

With the help of motion picture magic, TOMMY produces a hopper out of thin air and tosses into it slips of paper marked with the names of the raw materials.

Then to a special musical score he proceeds to grind out all of the 433 parts and organize them with military precision into a modern hand set telephone.

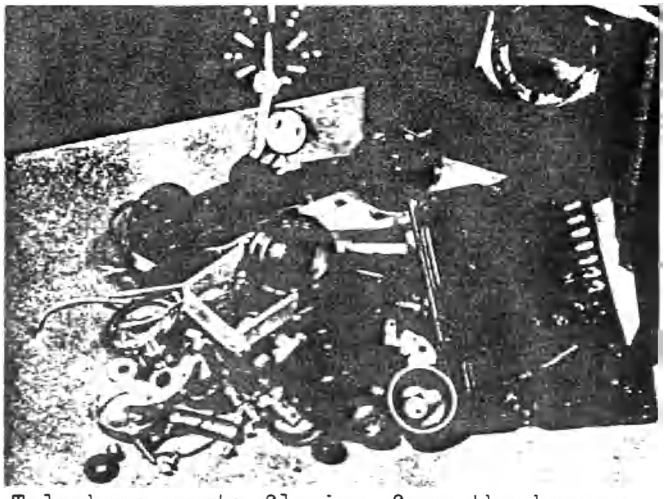
In spite of the deceptively easy way in which TOMMY appears to do the job, he admits at the end that it's easy only in the movies.

TYPE OF FILM	Sound motion, using cartoon and stop-motion photography, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1947
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Just Imagine" (Quantity) Film, (Safety or Nitrate), 35mm, "Just Imagine"
PRICE	See Price List included in this catalog.



No. 257-2

TOMMY TELEPHONE and his magic hopper out of which will soon flow the parts of the telephone.



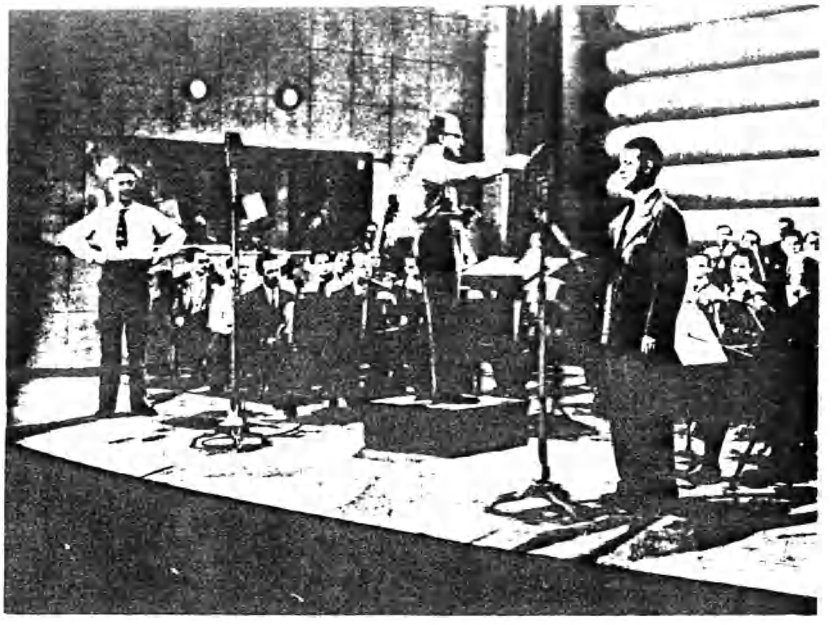
No. 257-3

Telephone parts flowing from the hopper ready to spread out and assemble into units to the tune of martial music.



No. 257-4

TOMMY TELEPHONE bows and smiles in satisfaction after he has assembled the 433 parts into a complete hand set.



No. 258
Revised

REHEARSAL

PURPOSE:

To show the way a Telephone Hour program is produced, from Rehearsal to broadcast.

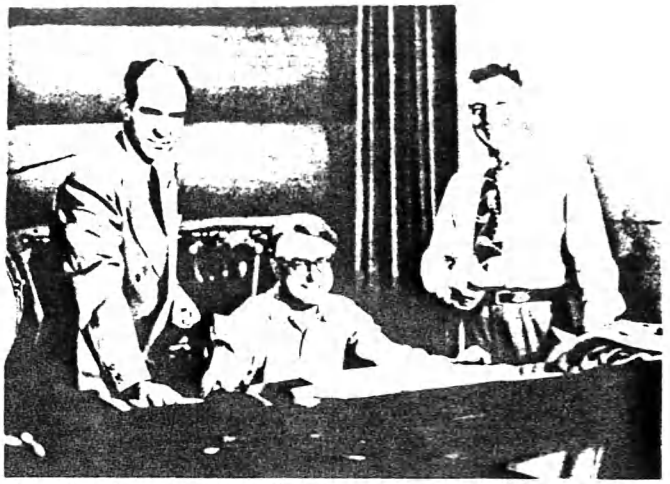
SYNOPSIS:

"Rehearsal" is an interesting sound motion picture portrayal of preparation for a Telephone Hour radio broadcast. Although informal, there is seriousness which results in the skilled performance of the "Great Artists Series" that this program features. The attention to detail, timing and the perfecting of the musical numbers are an impression of smooth flowing production. Here we see several outstanding persons in the musical world, Donald Voorhees, Ezio Pinza and Blanche Thebom in their "backstage" personalities. Under the watchful eye of Wallace Magill, the program manager, the program is paced and polished. The result of this parade of stars through the film is a fascinating story and music lovers everywhere will welcome this chance to visit the folks that send the Telephone Hour to their homes every Monday evening.

The musical numbers featured in the picture are:

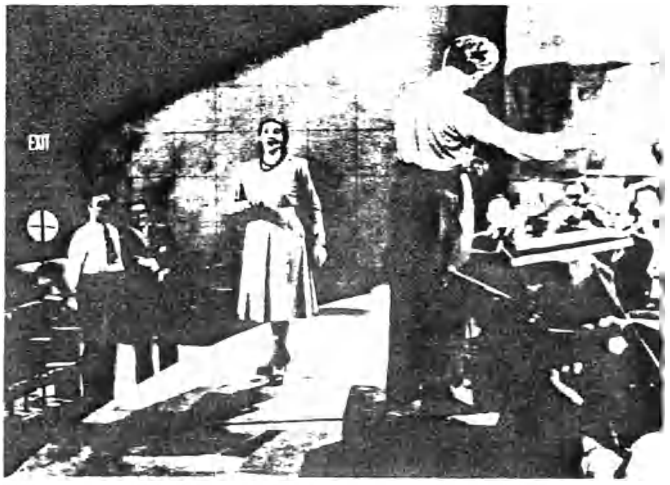
Overture to THE BARTERED BRIDE The Orchestra	Smetana
L'ULTIMA CANZONE	Tosti
Ezio Pinza with Donald Voorhees at the piano	
OH, LOVE HELP ME IN MY WEAKNESS	
from "Samson and Delilah"	Saint Saens
Blanche Thebom and The Orchestra	
LA CI DAREM LA MANO	
("Then with Thy Hand in Mine")	
from "Don Giovanni"	Mozart
Ezio Pinza, Blanche Thebom and The Orchestra	
LE COR ("The Song of the Hunter's Horn")	Flegier
Ezio Pinza and The Orchestra	

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	25 minutes Year Made: 1947
PRODUCED BY	Leslie M. Roush Productions
PRODUCED FOR	American Telephone and Telegraph Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Rehearsal" (Quantity) Film, (Safety or Nitrate), 35mm, "Rehearsal"
PRICE	See Price List included in this catalog.



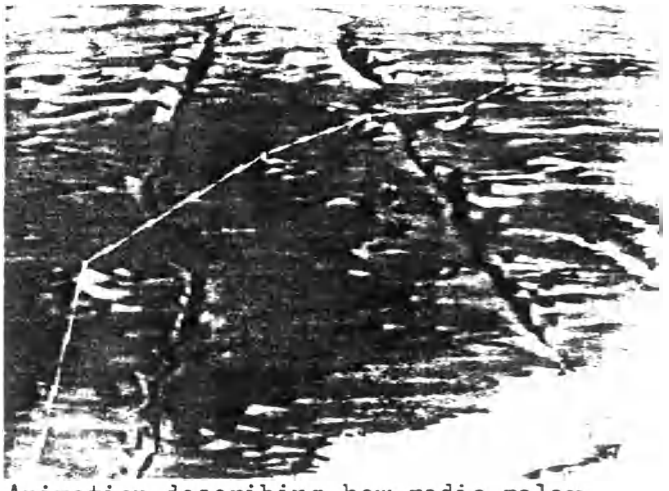
No. 258-2

Donald Voorhees at the piano accompanying Ezio Pinza in rehearsal of solo. Wallace Magill, program manager, checks the timing.



No. 258-3

Blanche Thebom rehearses aria while Donald Voorhees directs orchestra in accompaniment. Ezio Pinza and Tom Shirley watch from sidelines.



No. 258-4

Animation describing how radio relay operates shown during Tom Shirley's story of the latest development in communications.



No. 259
Revised

A MIRACLE FOR MRS. SMITH

PURPOSE:

To show in terms of the average user of telephone service, the part that Western Electric plays in the team that makes modern telephone service possible.

SYNOPSIS:

Mrs. Smith - the American housewife - takes her telephone service pretty much for granted - and this is as it should be. But a look behind the scenes of Bell telephone service shows that her routine call to her butcher is actually something of a miracle.

This film pictures the vast communications network which Mrs. Smith commands whenever she lifts her telephone receiver, and demonstrates the close working relationship between Bell Telephone Laboratories, Western Electric Company and the operating companies, which makes this service possible.

It takes its audience into the laboratory to show the research that lies behind each piece of equipment that contributes to telephone service. In visiting Western Electric's plants the camera shows how precision manufacture is an essential of telephone communications and reveals how the latest manufacturing techniques turned out a greater volume of equipment in 1946 - including 4,000,000 telephones - than in any single year since the telephone's invention.

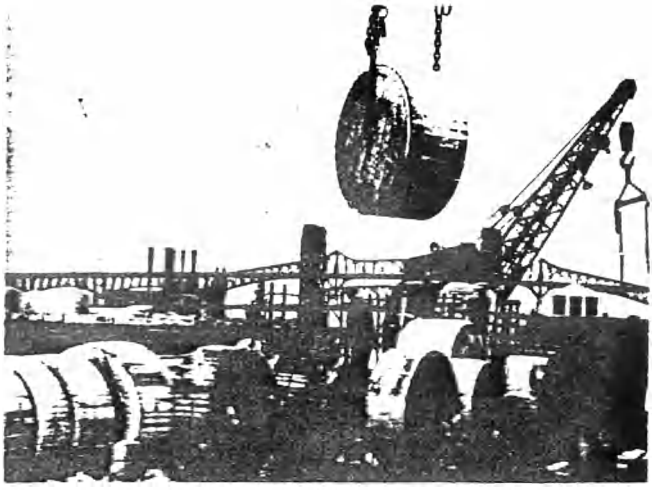
The film also points up how Western Electric maintains the supply lines for the Bell System through its purchasing operations and its nationwide chain of distributing houses. In graphic form the picture illustrates Western Electric's four main functions - manufacturing, purchasing, distribution and installation - and shows how each of these contribute to the efficiency and economy of Bell System telephone service.

TYPE OF FILM	Sound motion. 2 reels. 16mm and 35mm.
RUNNING TIME	23 minutes. Year Made: 1947
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	Western Electric Co., Inc.
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "A Miracle for Mrs. Smith" (Quantity) Film, (Safety or Nitrate), 35mm, "A Miracle for Mrs. Smith"
PRICE	See Price List included in this catalog.



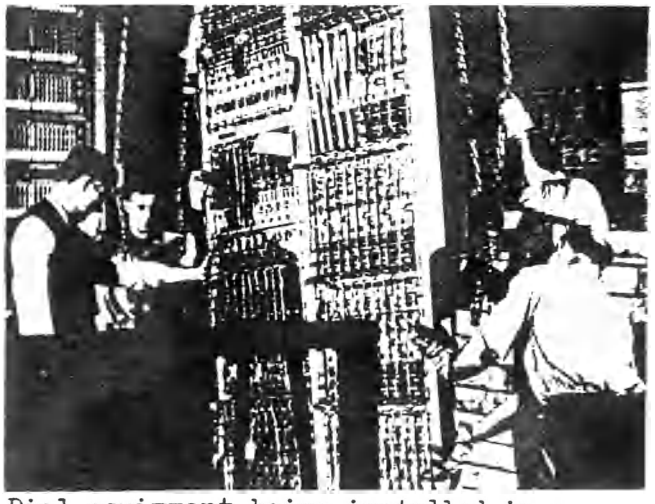
No. 259-2

Mrs. Smith calls her complicated telephone equipment into service in a call to her butcher.



No. 259-3

Scene showing activity at one of the Western Electric Company's supply depots.



No. 259-4

Dial equipment being installed in a Central Office.

Title: "X Marks The Spot"

Type of Film: Sound Motion, 16 m/m

Running Time: 20 minutes **Year Made:** 1944

Produced by: Jam Handy Organization, Inc.

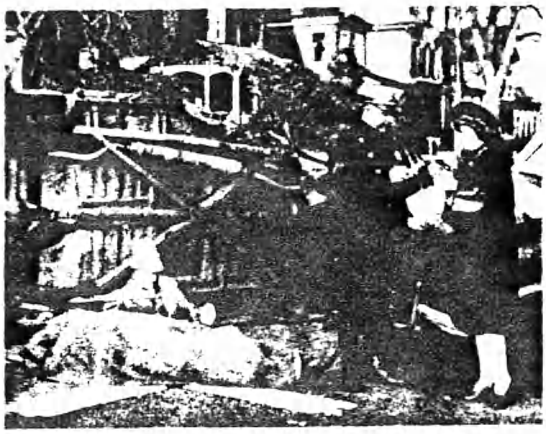
Produced for: New Jersey Department of Motor Vehicles

Order from: Safety Education Division
New Jersey Department of Motor Vehicles
State House,
Trenton 7, New Jersey

Price: $100 per print

Purpose: To motivate the public to correct the casual, everyday acts of carelessness that are the cause of most traffic accidents.

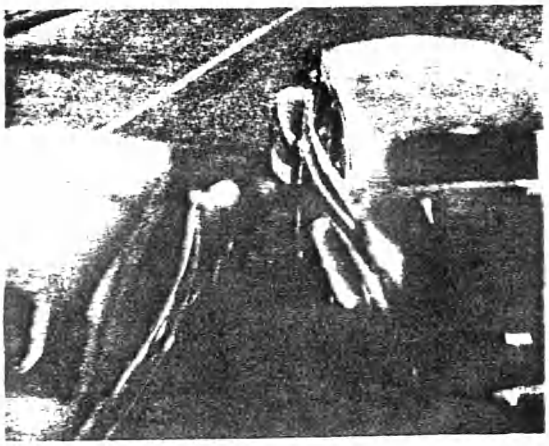
Synopsis: "X Marks the Spot," judged by the National Safety Council to be the best motion picture on traffic safety for 1944, is a factual film with a blend of entertainment. The story relates the experience of a whimsical, although typical driver and pedestrian. His carelessness results in the inevitable accident but instead of climbing from the wreckage unscathed, his phantom steps from his prostrate form and proceeds to alibi his actions. Action, suspense, and unusual treatment throughout combine to emphasize the importance of care on the highway in a manner that cannot easily be forgotten.



1



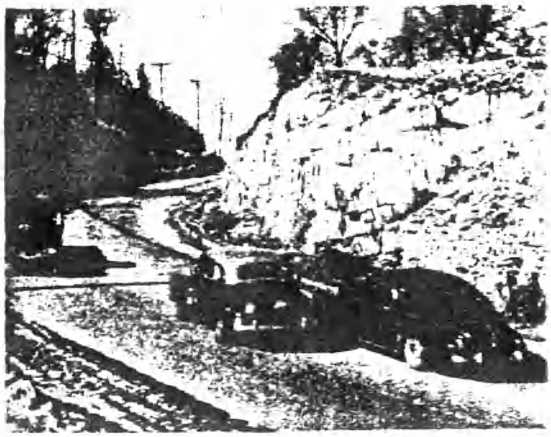
2



3



4



5



6

Title: "Screw Drivers and Screw Jays"

Type of Film: Sound motion. 16 m/m.

Running Time: 15 minutes. Year Made: 1946

Produced by: Rolland Reed Productions
Beverly Hills, California

Produced for: Shell Oil Company, Inc.

Order from: Local Division Office
Shell Oil Company, Inc.

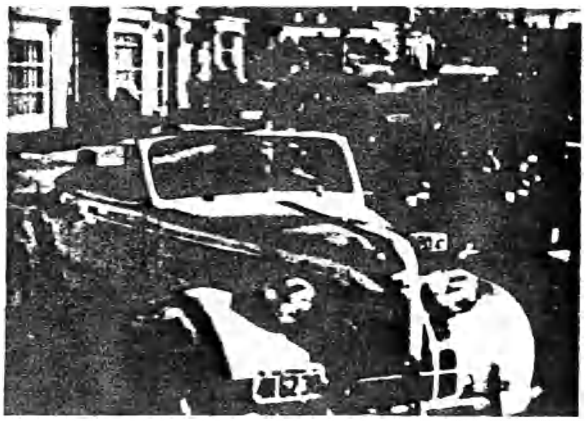
Price: $20.64

Purpose: To promote safety on the part of motor vehicle operators and pedestrians.

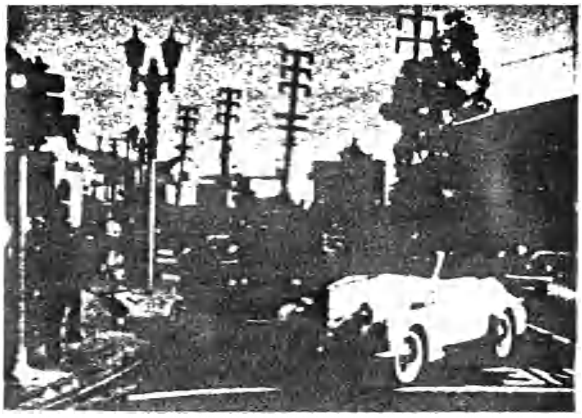
Synopsis: Lew Lahr, movie comedian, and Don Wilson, radio announcer, use humor and ridicule to characterize the "screwy" driver and the thoughtless jaywalker to promote consideration and teach the safety lesson.



261-1



261-2



261-3



261-4



261-5



261-6

Title: "Radio Technician Training - Inductance (Part I & II)"
MN-1540b

Type of Film: Sound motion. 16 m/m.

Running Time: 35 minutes. Year Made: 1944

Produced by: Burton Holmes Films, Inc.

Produced for: United States Navy

Order from: Castle Films
~~30 Rockefeller Plaza~~ Castle Films
~~New York 20, New York~~ 1445 Park Avenue,
New York ~~22~~ 29, N. Y.

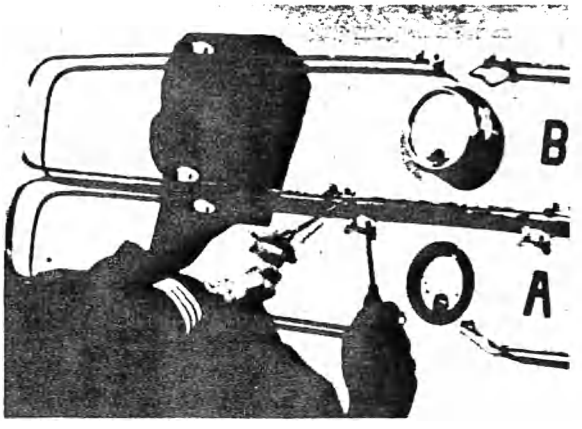
6/.18

Price: ~~$42.54~~ f.o.b.

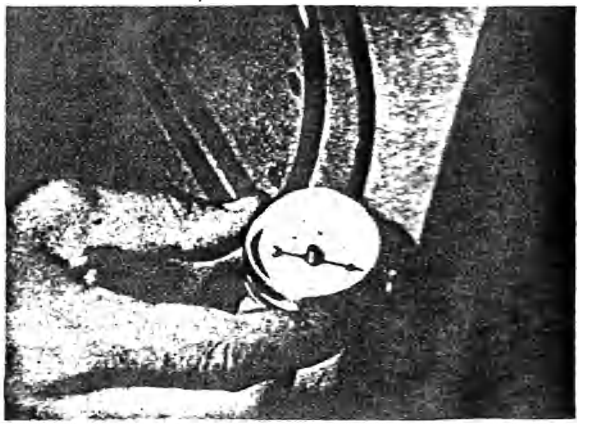
Purpose: To provide a basic knowledge of the theory and effect of inductance. Should be used with "Capacitance" MN-1540a and "RCL-Resistance Capacitance" MN-1540c.

Synopsis: A demonstration board on which are mounted parallel conductors connected as primary and secondary circuits together with meters is used to show the effect of inductance. A compass effectively shows that a magnetic field exists around a conductor carrying current. Mutual and self inductance are defined and explained. The effects of coiling the conductor and introducing a soft iron core are demonstrated. PART I concludes with a display of various types of inductance, an explanation of the factors affecting inductance, and a demonstration that defines the "henry" unit of inductance.

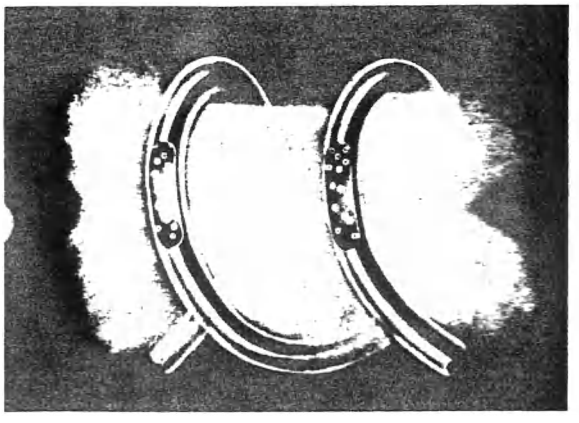
PART II shows by means of animated diagrams the rise and fall of current in a coil. The significance of time constant $T = L/R$ is explained and an oscilloscope is used to show the current rise in a circuit as values of L and R change. The effects of L in the AC and DC circuit are compared.



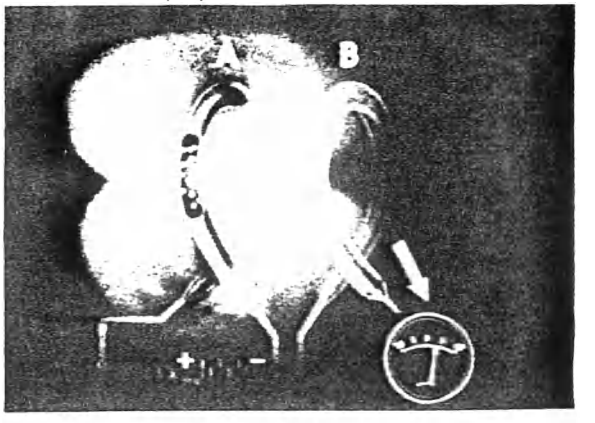
262-1



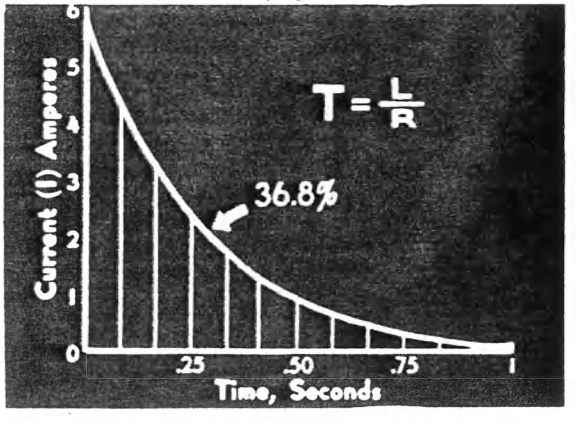
262-2



262-3



262-4



262-5



262-6

Title: "Radio Technician Training - RCL Resistance Capacitance (Part I & II)"
MN-1540c

Type of Film: Sound motion. 16 m/m.

Running Time: 34 minutes. Year Made: 1944

Produced by: Burton Holmes Films, Inc.

Produced for: United States Navy

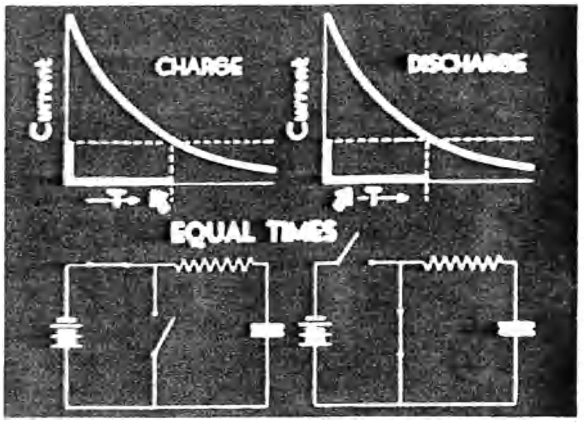
Order from: ~~Castle Films~~ ~~30 Rockefeller Plaza~~ ~~New York 20, New York~~ Castle Films 1445 Park Avenue New York 29, N.Y.

Price: ~~$41.85~~ 59.23 f.o.b.

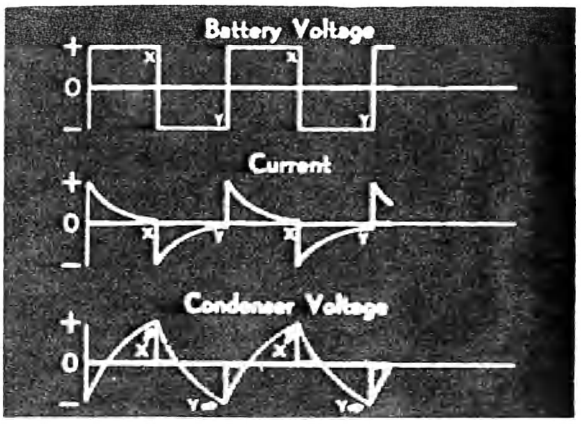
Purpose: To provide a basic understanding of the resonant circuit and its application in filters and tuned circuits. Should be used with "Capacitance" - MN-1540a and "Inductance" - MN-1540b.

Synopsis: Explains the phase relationship of voltage and current in a series circuit when resistance is combined with capacitance or inductance. By means of an oscilloscope, phase relationships are actually demonstrated in circuits having R, C, and L. Animated graph shows 90° phase shift resulting from change in reactance. PART I concludes with explanation of resonant circuit where reactance due to C and L balance and only R remains.

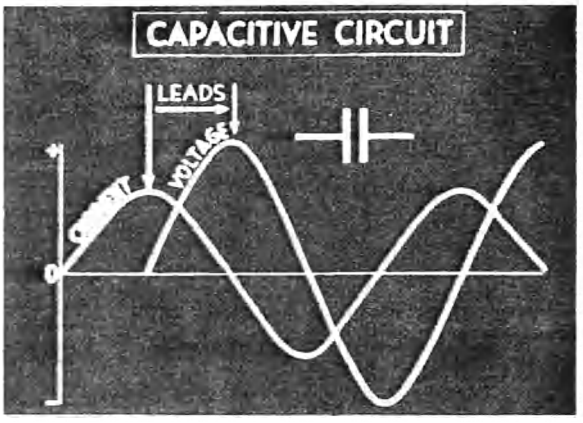
PART II shows the error of adding voltage components arithmetically and explains how to add instantaneous values of two sine waves to obtain values as indicated by peak voltmeter. The geometric method of addition is also explained. By plotting values of capacitance and inductance, the point of balance or resonance is clearly indicated. The film concludes with a demonstration of the effect of bridging a series and parallel resonant combination across a circuit, and the application of this principle in filters and tuned circuits.



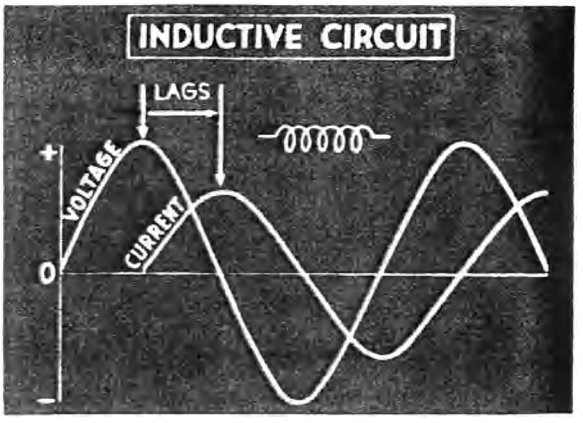
263-1



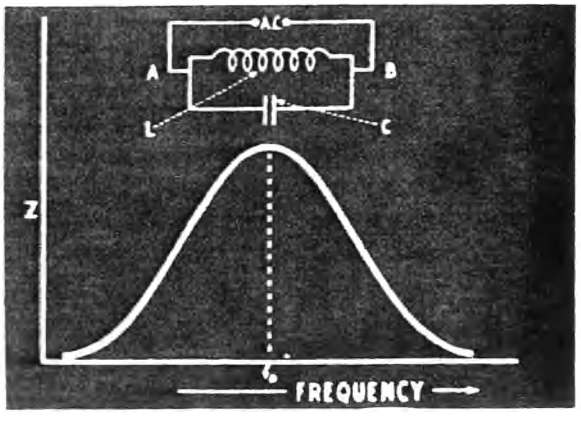
263-2



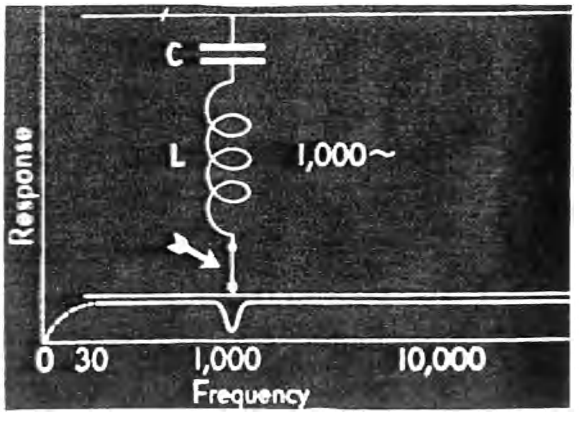
263-3



263-4



263-5



263-6

Title: "Elementary Electricity - Amperes, Volts and Ohms"
MN-1540u

Type of Film: Sound motion. 16 m/m.

Running Time: 8 minutes. Year Made: 1944

Produced by: Burton Holmes Films, Inc.

Produced for: United States Navy

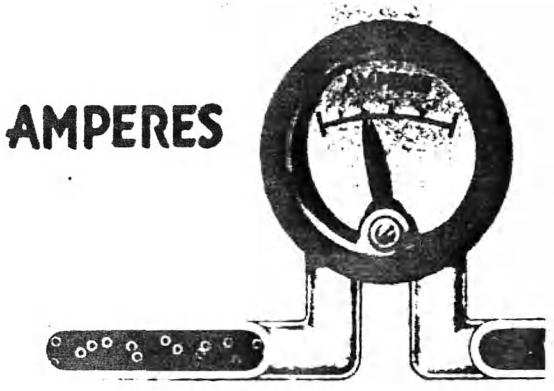
Order from: ~~Castle Films~~ Castle Films
~~30 Rockefeller Plaza~~ 1445 Park Avenue
~~New York 20, New York~~ New York 29, N.Y.

$15.53

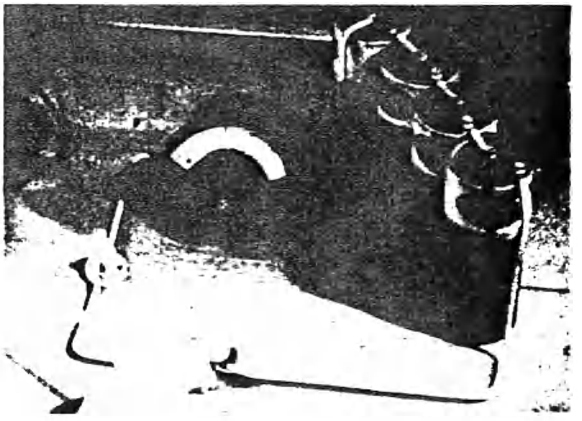
Price: ~~$11.39~~ f.o.b.

Purpose: To provide a basic understanding of amperes, volts, and ohms and their relation to each other in the electrical circuit.

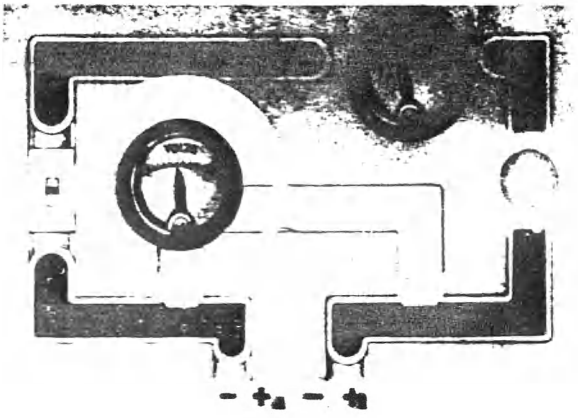
Synopsis: Develops a conception of the ampere, volt, and ohm by means of electron flow and water analogy. Shows proper connection of ammeter and voltmeter in a circuit and what happens when an ammeter is connected in parallel. Ohm's law is explained and a simple diagram is presented for remembering the formula.



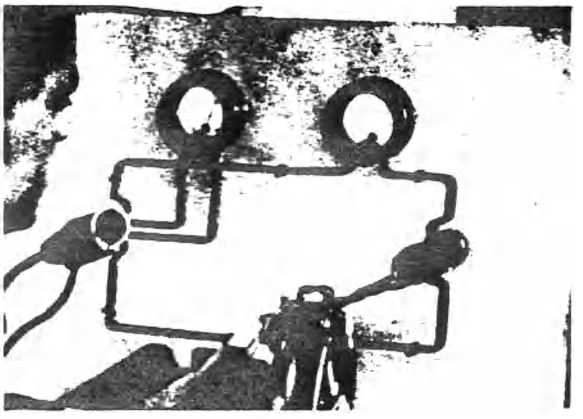
264-1



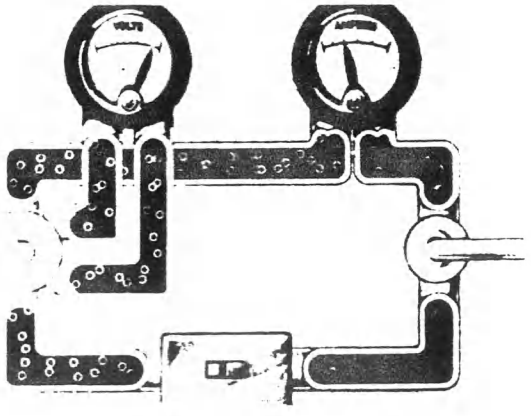
264-2



264-3



264-4



264-5



264-6

Title: "Our Dollar Dilemma"
(Kansas-Oklahoma-Arkansas-Missouri-Texas)

Type of Film: Sound slide.

Running Time: 14 minutes. Year Made: 1947

Produced by: The Fletcher Smith Studios
New York City

Produced for: Southwestern Bell Telephone Company

Order from: Information Department
Southwestern Bell Telephone Company
1010 Pine Street
St. Louis 1, Missouri.

Price: No charge.

Purpose: To give employees the facts behind the requirements for adequate earnings in Southwestern Bell.

Synopsis: The film is presented in five versions; one for each state area in Southwestern Bell.

The film features a cartoon character "Benny Bell" which carries the story of the past performance of earnings, the problems of increased demand for service, increased revenues offset by increased expenses; and the necessity for adjusting rates to enable the company to operate successfully, to meet the increased demand for service and to improve steadily the quality of telephone service.

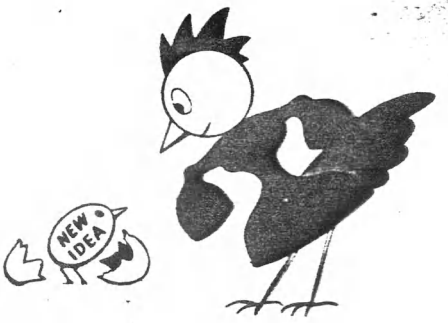
(Similar films have been made by various other associate companies, not all of which are included in this catalog. Information concerning them can be secured from A. T. & T. Motion Picture Division.)


"TWENTY YEARS! IT'S TIME TO GET UP!"
TELEPHONE RATES

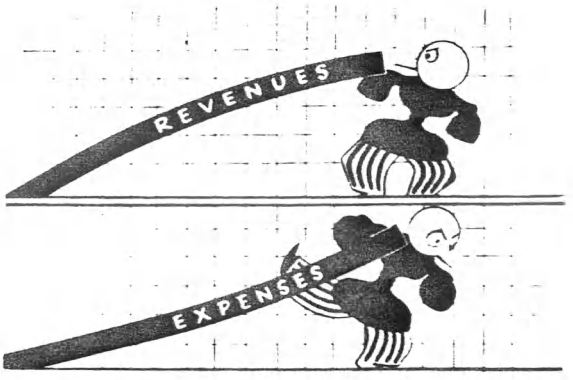
1


6 MINUTES
3 MINUTES

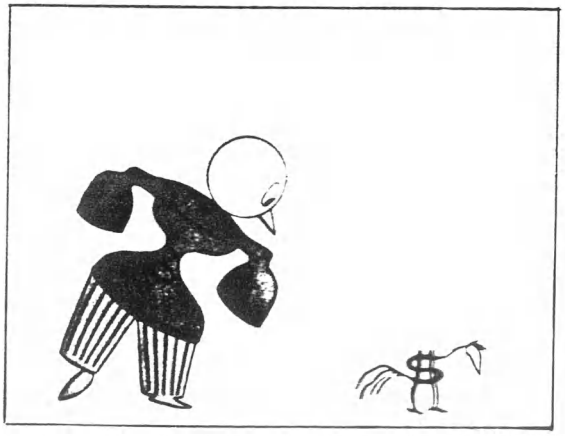
2


NEW IDEA

3


REVENUES
EXPENSES

4



5


EARNINGS
1947

6

TELEPHONE TIPS

PURPOSE:

Designed to demonstrate proper telephone usage by Private Branch Exchange attendants and extension station users.

SYNOPSIS:

A series of seven illustrative telephone conversations have been recorded on three 12-inch records which can be played on any ordinary phonograph. An unsatisfactory contact is enacted first, followed immediately by a reenactment featuring better telephone usage. Two of the seven cases involve only PBX attendants, three involve both attendants and extension users, and two involve only extension users. Individual cases are so arranged on the records as to permit playing only those which are of particular interest to a given audience or, if desired, to play any one again without playing the whole record.

(A Leader's Guide has been prepared containing a transcript of the conversations, as well as suggestions for stimulating discussion. Sample copy may be obtained from Mr. H. S. De Long, Lecture and Film Supervisor, Public Relations Department, Bell Telephone Co. of Pa.)

TYPE OF FILM	3 12-inch, two-sided recordings
RUNNING TIME	16 minutes* Year Made: 1947
PRODUCED BY	Columbia Records, Incorporated
PRODUCED FOR	Bell Telephone Co. of Pa.
ORDER FROM	Columbia Records, Incorporated 799 Seventh Avenue New York 19, N. Y.
PRICE	$6.60 per set of 3 records, or less, depending on quantity ordered.

*Records only, not including introduction or discussion.

Title: "Sound Recording and Reproduction"

Type of Film: Sound Motion. 1 reel 16 m/m

Running Time: 10 minutes Year Made: 1943

Produced by: Encyclopaedia Britannica Films

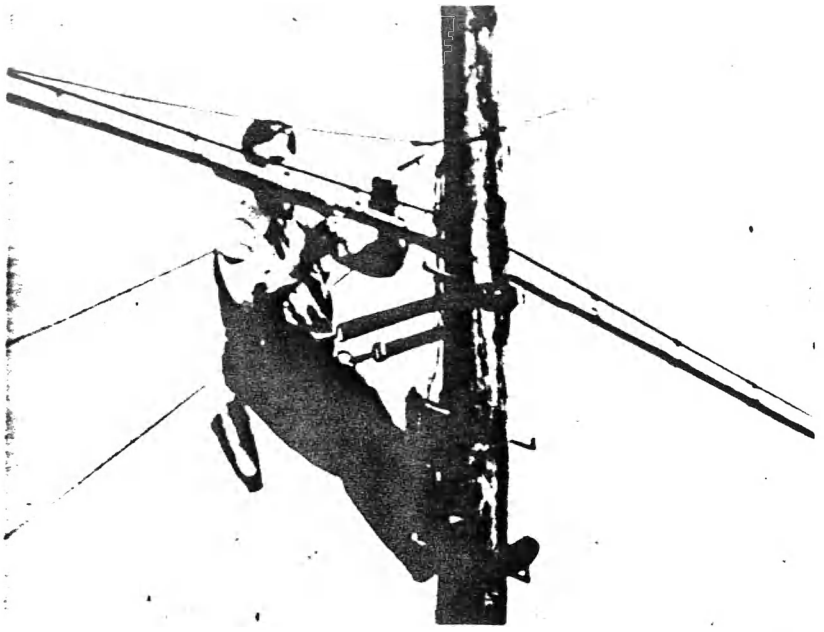
Produced for: Educational purposes

Order From: Encyclopaedia Britannica Films
20 North Wacker Drive
Chicago 6, Illinois

Price: ~~$5~~ $50 per reel, sale price
$2.50 per reel, for one, two or three days, rental price

Purpose: General background information for training motion picture projectionists.

Synopsis: Fundamentals of photo-electric sound recording and reproduction on films; microphone principles; the light valve and its operation. Chiefly animated drawings.



No. 268
Revised

T-Zone Inspection

PURPOSE:

For supervisory and non-supervisory forces involved in outside construction, station installation and repair and plant engineering to:

1. Stimulate acceptance of the T-Zone Inspection program.
2. Provide the specific information necessary to place such a program in operation.

Referred to in Mr. Waidlich's letter of November 12, 1947 to General Plant Managers.

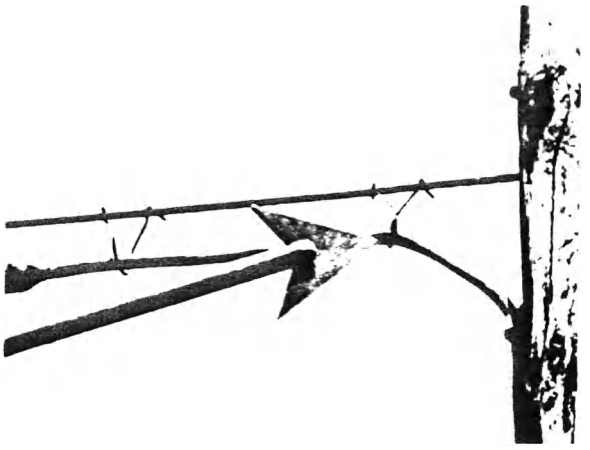
SYNOPSIS:

The film establishes, first, the importance of preventing cable trouble due to the number of circuits that could be put out of service by one sheath failure. T-Zone Inspection is suggested as a practical means of preventing most of the troubles in the critical area four feet each side of the pole where more than half of all cable troubles occur. Prevention of trouble in block cables is also suggested by similar inspection. It is pointed out that these inspections require a minimum of time and effort since they are made in conjunction with other assignments.

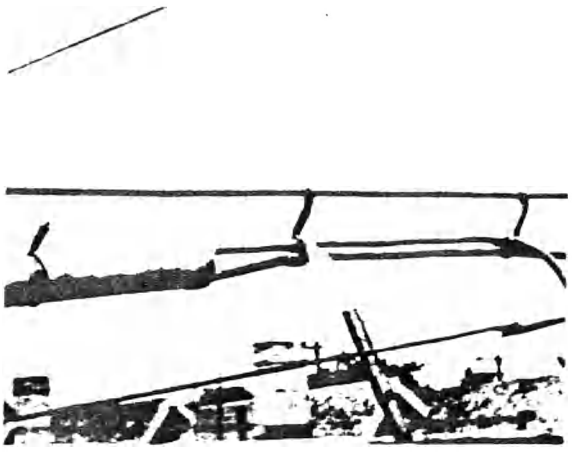
This is followed by a portrayal of actual conditions that frequently are the source of trouble in aerial and block cables. Employees are shown making T-Zone Inspections.

The film concludes with the reminder that T-Zone Inspection can help materially in preventing service failures before they occur and is, therefore, an important means of providing dependable telephone service.

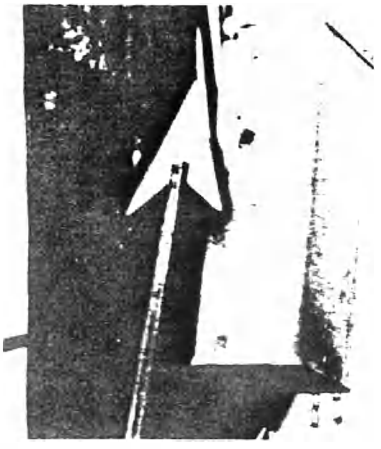
TYPE OF FILM	Sound motion. Color. 16 m/m
RUNNING TIME	18 minutes Year Made: 1947
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____ Film(s) 16 m/m "T-Zone Inspection"
PRICE	See Price List included in this catalog



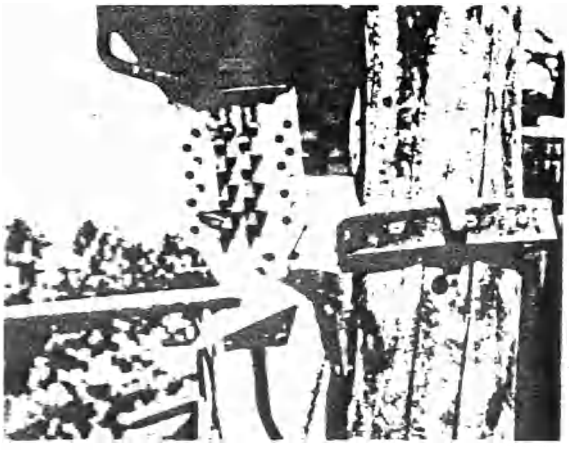
No. 268-2
Slipping of the cable has placed a strain at the cable clamp and first ring.



No. 268-3
Cable slippage is indicated by position of wire ties. One has corroded through.



No. 268-4
Bullets are another source of trouble. This one broke the terminal strip.



No. 268-5
It is a simple operation to tighten this loose terminal and it may prevent a cracked terminal tail.



No. 268-6
Most block cable troubles occur in the portion of cable visible from the terminal.

Title: "The Duties of a Secretary"

Type of Film: Sound Motion 16 m/m and 35 m/m - 3 reels

Running time: 30 minutes Year Made: 1947

Produced by: National Educational Films, Inc.

Produced for: Underwood Corporation

Order from: National Educational Films, Inc.,
165 West 46th Street
New York 19, N. Y.

Price: $52.50 for 16 m/m

Purpose: To show the proper handling of secretarial duties.

Synopsis: A secretarial school graduate secures a job in a small real estate office. First she is shown the general office routine by her predecessor. That night she falls asleep with mixed dread and anticipation. Her dread turns into a dream of the next day - her first day on her own in the office. Through this medium, the film depicts the consequences of inefficiency, culminating in the loss of a real estate deal through her inept disclosure of a business secret. This is followed by the real first day at the office in which the effectiveness of efficient and resourceful handling of secretarial work is portrayed.



1



2



3



4



5



6



KNOW YOUR LIBRARY

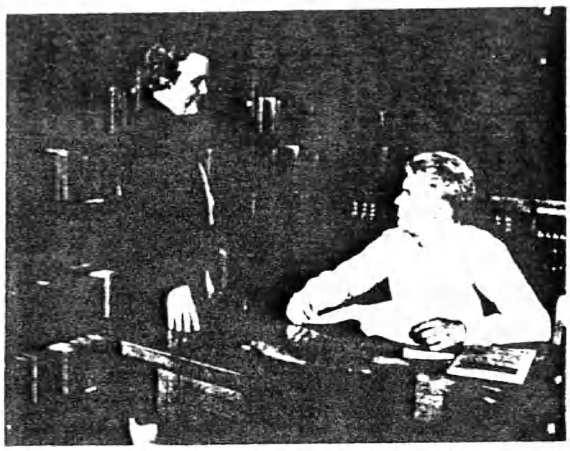
PURPOSE:

To motivate and aid in making appropriate use of library facilities, particularly in connection with Self-Development Program "A Design for Living."

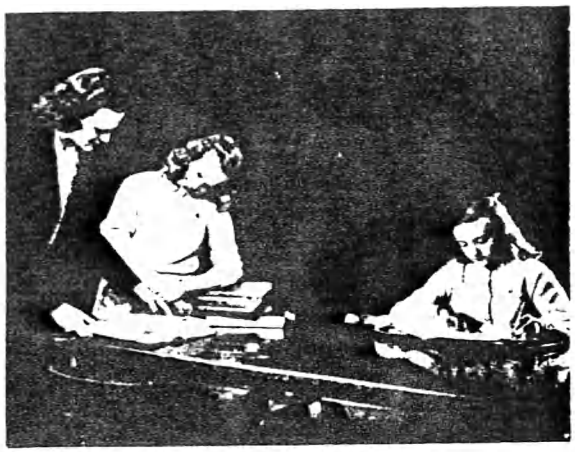
SYNOPSIS:

Betty, like so many other high school students, was at a loss trying to find her way in a library. To her, it was just a room full of books and when she tried to find some material for her assignment in civics, it was like looking for a needle in a haystack. KNOW YOUR LIBRARY was produced in collaboration with Miss Alice Lohrer, Assistant Professor of Library Science, University of Illinois, to aid students like Betty to whom a library was a bewildering or even fearsome place. Like her, they will learn something of the overall organization of a typical high school library, how to use the card catalog, the principles of the Dewey Decimal System, arrangements of the books on the shelves, and how to use such supplementary materials as the encyclopedia, the Reader's Guide, and the vertical file.

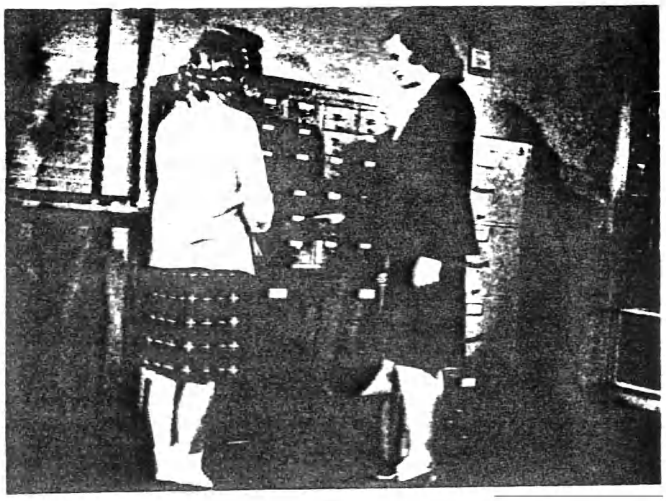
TYPE OF FILM	Sound motion, 16mm One reel
RUNNING TIME	10 minutes Year Made: 1946
PRODUCED BY	CORONET Instructional Films
PRODUCED FOR	CORONET Instructional Films
ORDER FROM	Coronet Instructional Films Coronet Building Chicago 1, Illinois
PRICE	$40 in black and white $80 in color (Subject to change)



No. 270-2



No. 270-3



No. 270-4



No. 270-5



No. 271
Revised

WE DISCOVER THE DICTIONARY

PURPOSE:

To illustrate the principal functions dictionaries may perform. These principles should prove useful in connection with Self-Development Program "Design for Living."

SYNOPSIS:

Teaching of dictionary skills is an important unit often neglected because of the lack of proper materials for effective group instruction. This film, based on a careful study of dictionary problems by Viola Theman, Ph.D., School of Education, Northwestern University, is an answer to this problem.

Important points regarding dictionary usage are developed in an interesting and natural way by means of a simple story concerning three students who are assigned the task of writing a letter to a police sergeant thanking him for assisting the class in their safety week program. By the time the letter is finished, they learn a great deal about dictionaries, including the use of the guide words, finding the spelling of words, definitions, reading diacritical marks, and that there are many kinds of dictionaries.

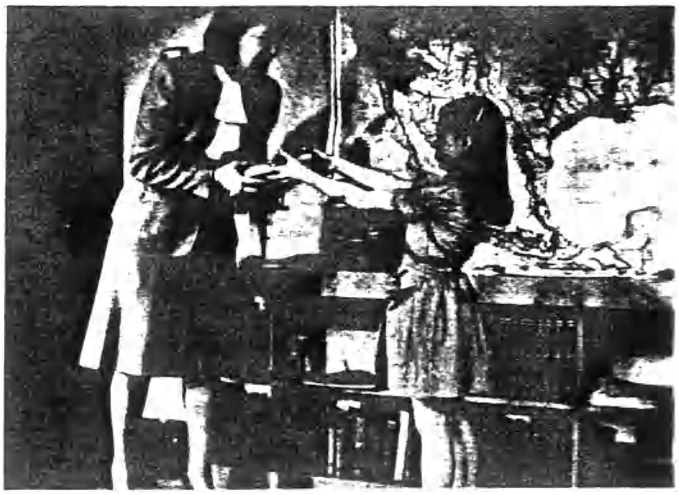
TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	10 minutes Year Made: 1946
PRODUCED BY	Coronet Instructional Films
PRODUCED FOR	Coronet Instructional Films
ORDER FROM	Coronet Instructional Films Coronet Building Chicago 1, Illinois
PRICE	$45 in black and white $90 in color



No. 271-2



No. 271-3



No. 271-4

Title: "Something You Didn't Eat"

Type of Film: 16 m/m color

Running time: 10 minutes Year Made: 1945

Produced by: Walt Disney

Produced for: U. S. Dept. of Agriculture-Nutrition Division

Order from: U. S. Dept. of Agriculture,
Office of Information,
Motion Picture Service,
Washington 25, D. C.

Price: [illegible] *On lease basis $40 including reel and can

Purpose: To provide a better understanding of the practical needs of the body for the right kind of food.

Synopsis: Illustrates in cartoon form the need for including food from seven basic food groups in our daily diet, particularly, citrus fruit as a source of Vitamin C and some grains as a source of Vitamin B_1; also illustrates how an inadequate diet may affect our appearance, i.e., poor complexion and poor posture.
This film carries a nutrition message to both men and women.

(Note) *Prints remain property of Walt Disney Productions and to be returned on or before Dec. 1, 1952 unless informed otherwise.



No. 273
Revised

THE STORY OF MENSTRUATION

PURPOSE:

The film is built around the reasoning that accurate knowledge helps to create a normal and healthy attitude toward menstruation. Referred to in Health Education letter dated November 26, 1947.

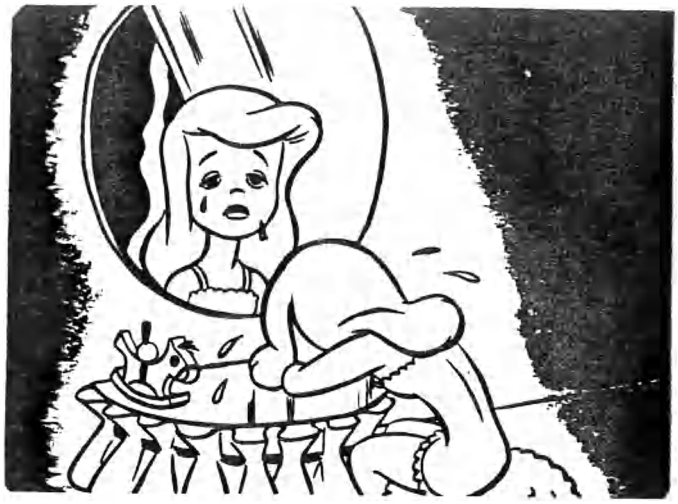
SYNOPSIS:

"The Story of Menstruation" shows that the pituitary gland at the base of the brain plays an important part in controlling two functions of the body - growth and menstruation. The menstrual process is explained simply with a series of animated diagrams proving it to be "just one routine step in a normal and natural cycle which is going on continuously within the body."

With beauty and color, typical of Disney productions, animated cartoon figures answer personal questions on menstruation in relation to grooming, exercise, rest, diet, etc.

In conclusion, the film imparts an attitude of respect for the dignity of menstruation as an essential part of the whole life process. The narration, done by a woman, closes with: "All life is built on cycles. And the menstrual cycle is one normal and natural part of Nature's eternal plan for passing on the gift of life."

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	10 minutes Year Made: 1946
PRODUCED BY	Walt Disney Productions
PRODUCED FOR	International Cellucotton Products Co.
ORDER FROM	Educational Department International Cellucotton Products, Co. 919 N. Michigan Ave., Chicago, Illinois
PRICE	Lease grants use for a period of 5 years for an advance payment of $60.



No.273-2

Don't dramatize yourself.



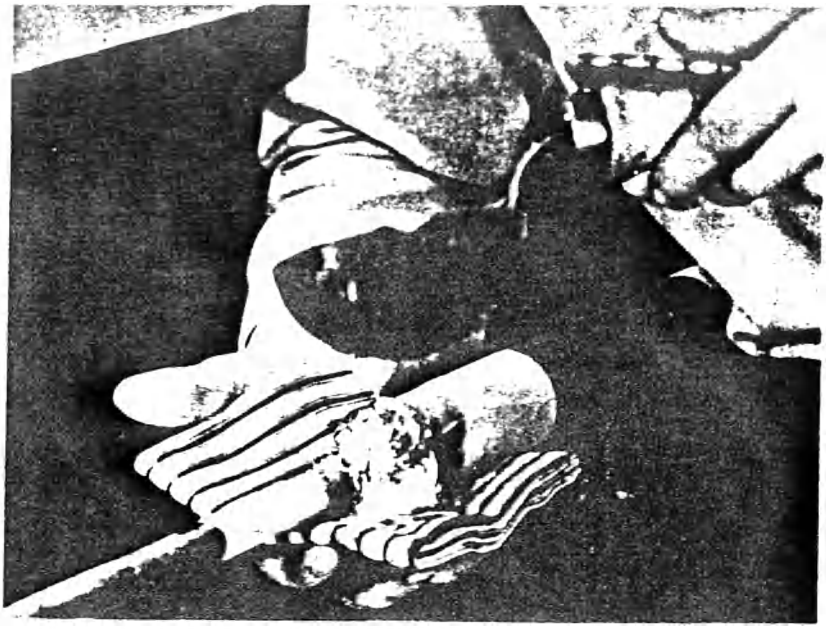
No.273-3

Warm baths are good for you.



No.273-4

Exercise in moderation.



No. 274
Revised

"CABLE SPLICING" and "JOINT WIPING"

(Series of six film strips with question and answer sheets)

PURPOSE:

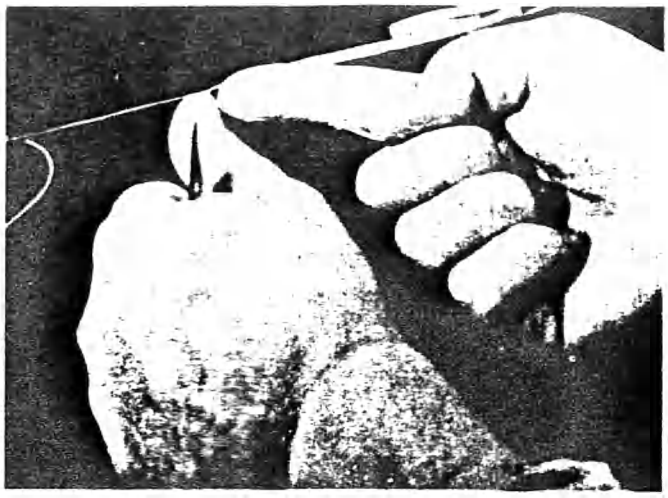
An aid for instruction in cable splicing training courses. Referred to in Mr. Waidlich's letters of December 9 and 12, 1947 to General Plant Managers.

SYNOPSIS:

Originally prepared and photographed by the Illinois Bell Telephone Company, this series of slide films portrays the key ideas and techniques of splicing and wiping operations. It gives the class an opportunity for detailed discussion of important points that are normally performed in a position or at a speed that makes proper emphasis difficult during a demonstration. The sections on Cable Splicing can be used to supplement the System training film "Twisted Joints in Cables." The film is prepared in six individual sections as follows:

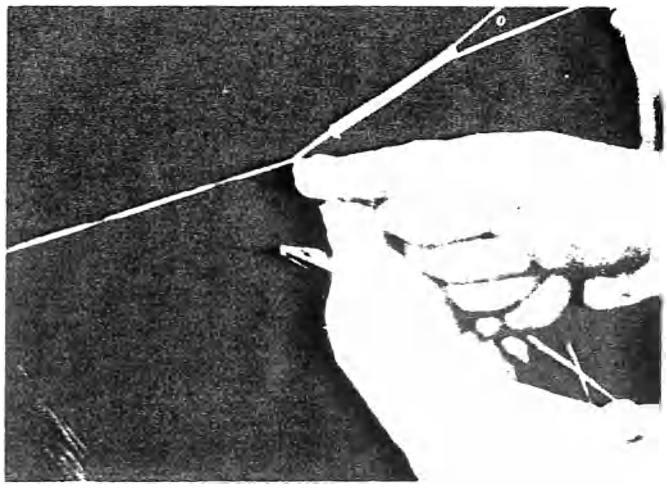
1.	Cable Splicing	
	Part I - Placing Cotton Sleeves	(7 frames)
	Part II - Straight Splicing	(18 frames)
2.	Cable Splicing	
	Part III - Placing Sleeves for Bridge Splice	(4 frames)
	Part IV - Bridge Splicing	(16 frames)
	Part V - Bridging in Pairs	(7 frames)
3.	Joint Wiping	
	Part I - Small Straight Joint - Left hand	(18 frames)
	Part II - Small Straight Joint - Right hand	(17 frames)
4.	Joint Wiping	
	Part III - Small Branch Joint	(23 frames)
	Part IV - Small 3-Way Joint	(22 frames)
5.	Joint Wiping	
	Part V - Large Straight Joint - Left side	(22 frames)
	Part VI - Large Straight Joint - Right side	(22 frames)
6.	Joint Wiping	
	Part VII - Large Branch Joint - Left side	(34 frames)
	Part VIII- Large Branch Joint - Right side	(31 frames)

TYPE OF FILM	Silent film strip in color, 35mm
RUNNING TIME	266 frames Year Made: 1947
PRODUCED BY	G. W. Colburn, Inc.
PRODUCED FOR	The Bell System
ORDER FROM	G. W. Colburn, Inc. 164 North Wacker Drive Chicago, Illinois
PRICE	$45.22 per set of six film strips, f.o.b. point of supply.



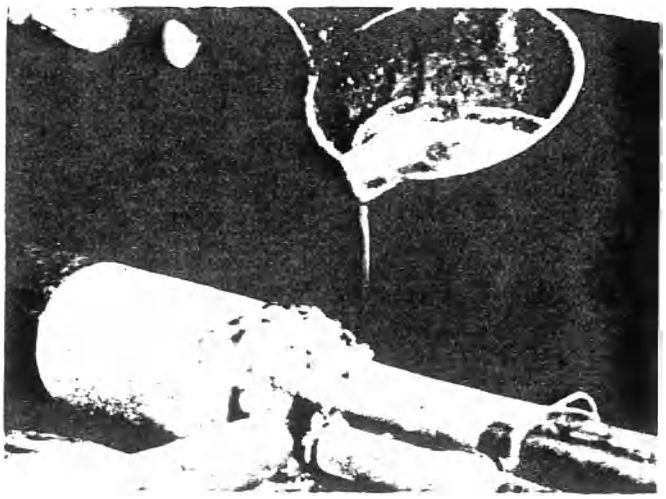
No. 274-2

The wires to be spliced are locked together with the finger and thumbnail touching.



No. 274-3

In bridge splicing, the wires are kept together with the thumb and three fingers.



No. 274-4

Preheating prevents solder from freezing in the crotch of the joint.



BY JUPITER

PURPOSE :

To stimulate the use of courtesy in dealing with other people, and to show that courtesy is contagious.

SYNOPSIS:

After living through a difficult day, on which he gets into trouble with everyone, and nothing goes right, Poindexter is given a chance to live the day over again, provided he will try being courteous to others. Jupiter's intervention proves successful, and the day relived shows Poindexter that courtesy is contagious.

TYPE OF FILM	Sound motion. 16 m/m
RUNNING TIME	30 minutes. Year made: 1947
PRODUCED BY	Wilding Picture Productions, Incorporated
PRODUCED FOR	Marshall Field & Company
ORDER FROM	Wilding Picture Productions, Incorporated 1345 Argyle Street Chicago 40, Illinois
PRICE	$100 per print (to Bell System Companies)



Jupiter viewing Poindexter's problems is about to grant him a chance to relive the day properly.



Poindexter starting his day wrong at the newstand.



Courtesy is the keynote of the relived day.



No. 276
Revised

IT'S UP TO YOU

PURPOSE:

To help supervisory people understand the importance of good human relations in dealing with their employees. Referred to in Mr. Waidlich's letter of November 28, 1947 to General Plant Managers.

SYNOPSIS:

A supervisor in a department store is staying overtime to clear up a mass of work occasioned by difficulties with employees during the day. Through such devices as other supervisors stopping to chat with him on their way home, a series of incidents is depicted showing how thoughtless handling can cause employee dissatisfaction. These incidents finally make the supervisor realize how his own unsatisfactory treatment of his people has created needless personnel difficulties, made his own job harder and impaired his efficiency and success in his job.

TYPE OF FILM	Sound motion - 16 m/m
RUNNING TIME	22 minutes Year Made: 1947
PRODUCED BY	Caravel Films, Inc.
PRODUCED FOR	The Associated Merchandising Corp.
ORDER FROM	Caravel Films, Inc. 730 Fifth Avenue New York 19, New York
PRICE	$100.00 (including Conference Leader's Guide)



No. 276-2
The supervisor, pondering his difficulties, recalls the case of the employee whom he had reprimanded in public.



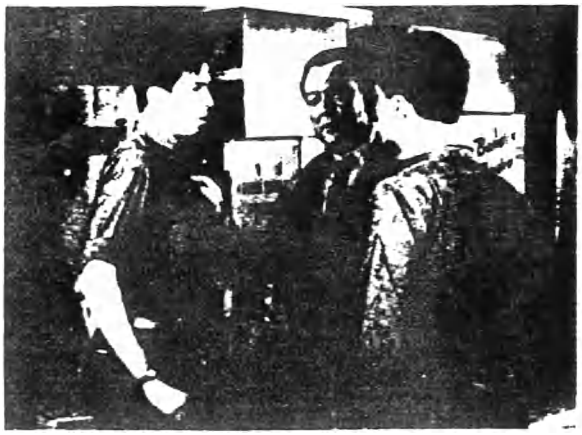
No. 276-3
The department head, who has been embarrassed by an error, talks it over with the office supervisor.



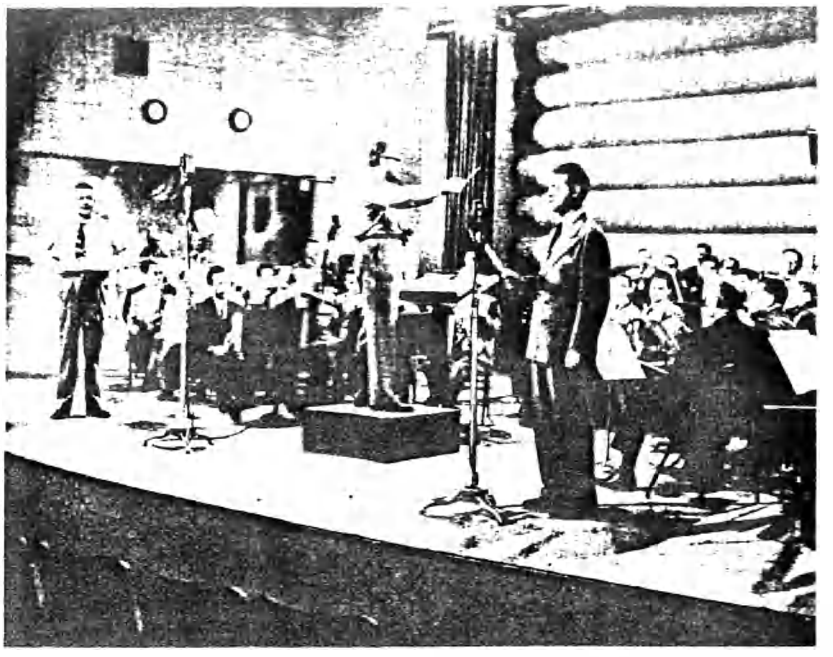
No. 276-4
The office supervisor talks over the error in a human way with the employee at fault.



No. 276-5
A waitress quits because of what she considers unfair treatment by her supervisor in making vacation arrangements.



No. 276-6
The stockroom foreman settles a quarrel between two employees about job assignments.



No. 277
Revised
See also No. 258

REHEARSAL (THEATRICAL VERSION)

PURPOSE:

To show the way a Telephone Hour Program is produced, from Rehearsal to broadcast.

SYNOPSIS:

"Rehearsal" is an interesting sound motion picture portrayal of preparation for a Telephone Hour radio broadcast. Although informal, there is seriousness which results in the skilled performance of the "Great Artists Series" that this program features. The attention to detail, timing and the perfecting of the musical numbers are an impression of smooth flowing production. Here we see several outstanding persons in the musical world, Donald Voorhees, Ezio Pinza and Blanche Thebom in their "backstage" personalities. Under the watchful eye of Wallace Magill, the program manager, the program is paced and polished. The result of this parade of stars through the film is a fascinating story and music lovers everywhere will welcome this chance to visit the folks that send the Telephone Hour to their homes every Monday evening.

The musical numbers featured in the picture are:

Overture to THE BARTERED BRIDE The Orchestra — Smetana

OH, LOVE HELP ME IN MY WEAKNESS
from "Samson and Delilah" — Saint Saens
Blanche Thebom and The Orchestra

LA CI DAREM LA MANO
("Then with Thy Hand in Mine") from "Don Giovanni" — Mozart
Ezio Pinza, Blanche Thebom and The Orchestra

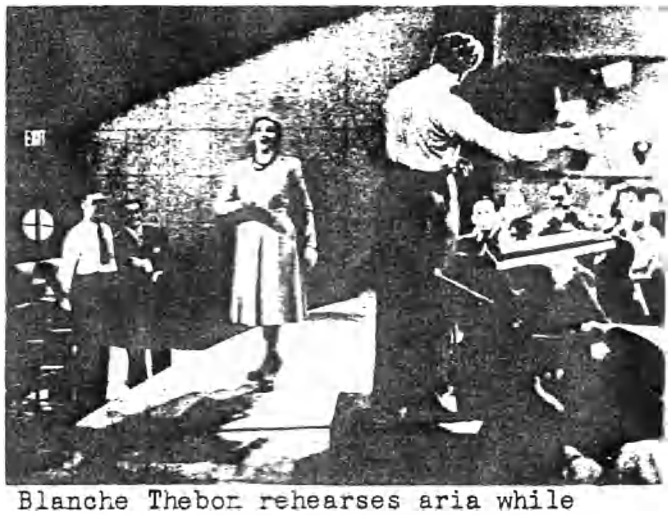
LE COR ("The Song of the Hunter's Horn") — Flegier
Ezio Pinza and The Orchestra

TYPE OF FILM	Sound motion, 35mm
RUNNING TIME	17 minutes Year Made: 1947
PRODUCED BY	Leslie M. Roush Productions
PRODUCED FOR	American Telephone and Telegraph Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, (Safety or Nitrate), 35mm, "Rehearsal" (Theatrical or Short Version)
PRICE	See Price List included in this catalog.



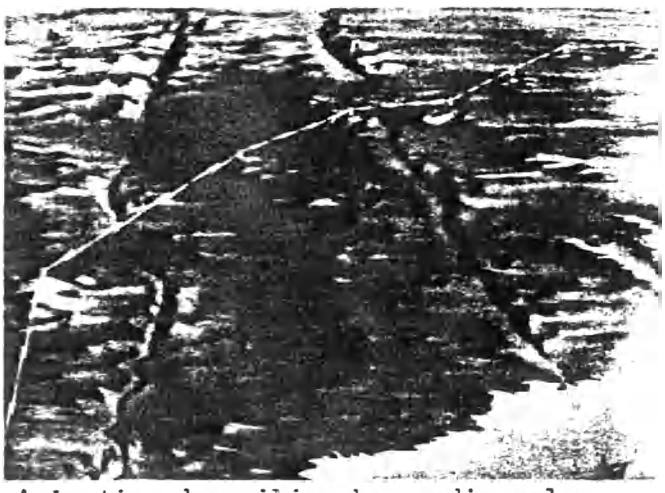
No. 277-2

Donald Voorhees at the piano accompanying Ezio Pinza in rehearsal of solo. Wallace Magill, program manager, checks the timing.



No. 277-3

Blanche Thebom rehearses aria while Donald Voorhees directs orchestra in accompaniment. Ezio Pinza and Tom Shirley watch from sidelines.



No. 277-4

Animation describing how radio relay operates shown during Tom Shirley's story of the latest development in communications.



WHAT'S IN A NAME

PURPOSE:

To feature for service representatives the importance of reducing directory errors and service order errors by special attention to certain phases of contact work.

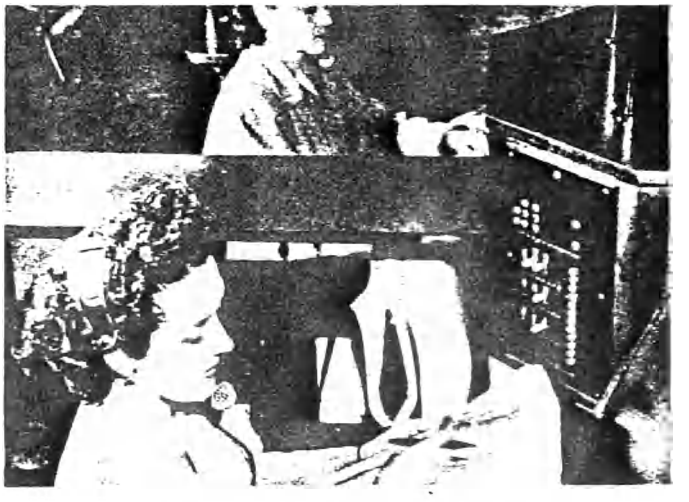
SYNOPSIS:

The film emphasizes the importance of directory accuracy by picturing an incident in which a directory error has serious consequences for a customer. Mr. Sarley, a veteran, orders new telephone service for his home. The service representative fails to verify his name and records it as Farley. Soon after, he meets a friend who may have a job for him. A week later the job materializes. The friend, unable to find his note of Sarley's telephone number, dials Information. The latter, of course, cannot locate the number because of the directory error. Sarley later discovers how he lost the job through the error and calls the telephone company. The film then proceeds to show how the snowball of corrections rolls on through the departments affected, and points up the serious effect upon the customer as well as the company. It points the moral: "Verify all listings. Check and double check at all times. Be right the first time."

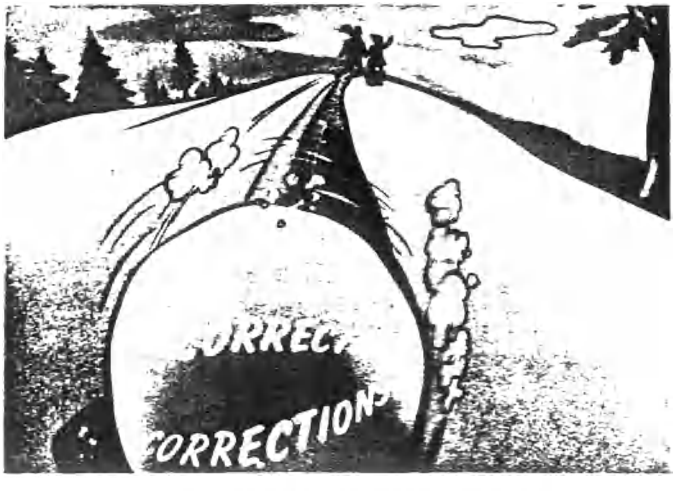
TYPE OF FILM	Sound slide.
RUNNING TIME	11 minutes. Year made: 1947
PRODUCED BY	Creative Art Studios, Incorporated Washington, D. C.
PRODUCED FOR	The Chesapeake and Potomac Telephone Company
ORDER FROM	Commercial Training Supervisor The Chesapeake and Potomac Telephone Company 725 Thirteenth Street, N.W. Washington 5, D. C.
PRICE	$12.50



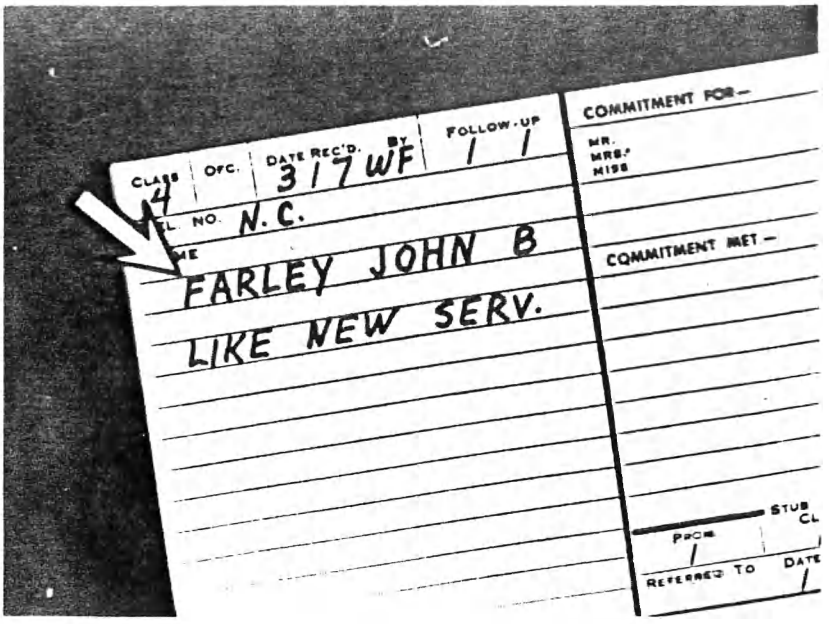
John Sarley, returned veteran, meets an old friend who may soon have a job for him.



Listing order error prevents Information operator from finding Sarley's new telephone number.



The snowball of correction has just begun to roll.



No. 278
Revised

WHAT'S IN A NAME

PURPOSE:

To impress on service representatives the importance of reducing directory and service order errors, by showing their serious effects on customers and job efficiency.

SYNOPSIS:

The film emphasizes the importance of directory accuracy by picturing an incident in which a directory error has serious consequences. Mr. Sarley, moving into town and looking for a job, orders new telephone service. The service representative fails to verify his name and records it as "Farley." Soon after, he meets a friend who may have a job for him. The friend, having interested his boss in Sarley, is unable to find his note of Sarley's telephone number and dials "Information." The operator, of course, cannot locate the number because of the directory error. Sarley later discovers how he lost his chance for the job and calls the telephone company. The film then shows the snowball of corrections rolling through the departments affected, further pointing up the serious effects upon customer and company. It shows the importance of and the way to "verify all listings, spell back every one...always print the name....check and double check."

TYPE OF FILM	16mm slide motion, B&W Year Made: 1956
RUNNING TIME	11 minutes
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Chesapeake and Potomac Telephone Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "What's In A Name"
PRICE	See Price List included in this catalog.

(Not Cleared For Television)



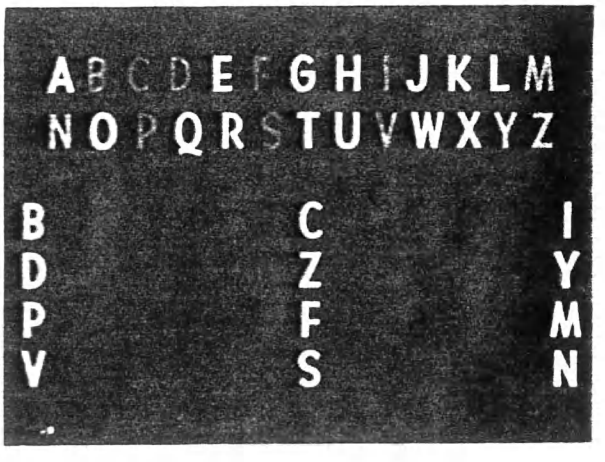
No. 278-2

Service Representative, without verifying records Sarley's listing as Farley



No. 278-3

As a result, Sarley loses an opportunity for a job.



No. 278-4

Animation to help show how to verify a listing.



No. 279

THE NEW TELEPHONE RATES

PURPOSE:

To serve as background information for employe group discussions concerning the granting of a rate increase so that employes will themselves be informed and be in a position to inform their customers, friends and neighbors.

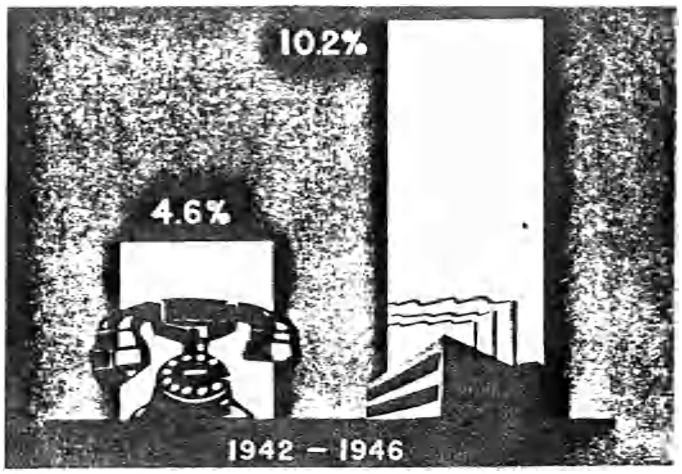
SYNOPSIS:

Variety and interest are maintained by the use of still photographs, artistic drawings and two narrators who alternately cover each major thought.

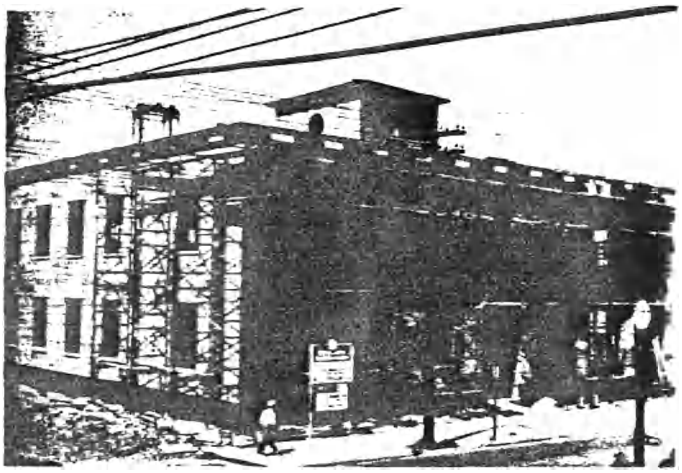
The film tells about the effect of the rates on the company, what adequate rates mean to employes - customers - investors, what some of the future plans are and the important part employes have in effecting necessary operating economies; then tells about the application of the rates, emphasizing the expansion of extended area local service and how the value of telephone service has been steadily increasing, ending with a review of the reasons behind the new rates.

TYPE OF FILM	Sound slide
RUNNING TIME	20 minutes. Year made: 1947
PRODUCED BY	Vocafilm Corporation
PRODUCED FOR	New Jersey Bell Telephone Company
ORDER FROM	New Jersey Bell Telephone Company Public Relations Department 540 Broad Street Newark 1, New Jersey
PRICE	No charge

(Similar films that may be of interest when considering a rate adjustment program have been made by various other Associated Companies, not all of which are included in the catalog. Information covering them can be secured from A. T. & T. Co., Film and Display Division.)



In spite of increased business our rate of return on the money invested has been consistently lower than other like industries.

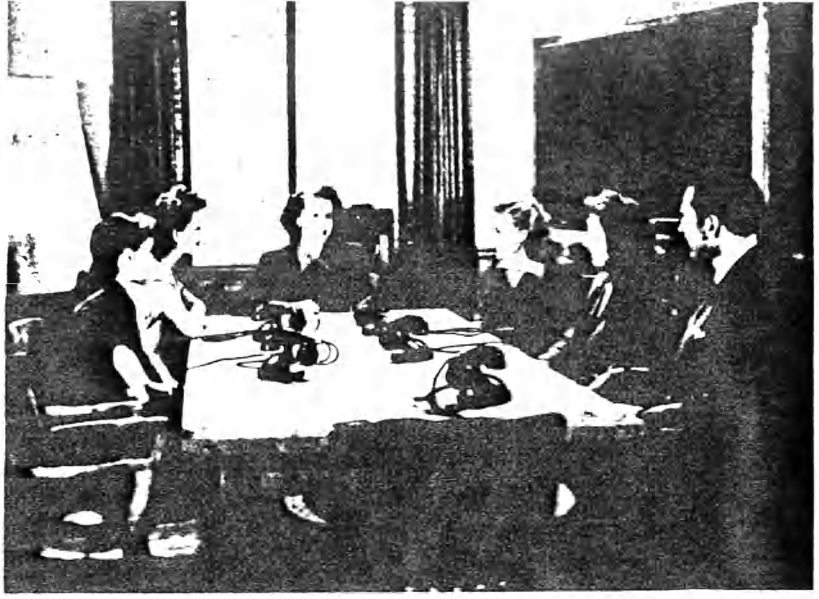


Many new buildings needed in New Jersey to improve and supply service to our customers.



By increasing the local calling areas, we are substantially increasing the value of service to our customers.

No. 280
Revised



ALONG PARTY LINES

PURPOSE:

To give representatives a well-rounded picture of the value of party-line service and promote confidence in handling party-line interference complaints. (Referred to in Mr. Hanselman's letter to all General Commercial Managers, January 16, 1948)

SYNOPSIS:

A manager reviews the features of party-line service, presents evidence of its general satisfactoriness to most customers, and depicts the value of cooperation and considerateness among customers sharing a party-line. He explains what the company does to promote good party-line service.

The scene changes to an experience meeting in which representatives and their supervisor discuss how much they can do to keep customers satisfied with party-line service even when higher grades of service can not be offered. Suitable techniques are reviewed such as being good listeners, developing the facts of each situation, taking suitable action to help the customer and doing all this in such a way that customers will have the satisfaction of feeling that they have had a full and sympathetic hearing.

The manager develops the idea that these are the application of overtones. The film ends on the theme of the importance of the job and of "You can help."

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	20 minutes Year Made: 1948
PRODUCED BY	Sound Masters, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Along Party Lines" (Quantity) Film, (Safety or Nitrate), 35mm, "Along Party Lines"
PRICE	See Price List included in this catalog.
INSTRUCTOR'S GUIDE	One copy included with each film. Additional copies can be obtained from A. T. & T. Company, O. & E. Commercial.



No. 280-2

Service Representative discusses party-line complaint with customer in the business office.



No. 280-3

Customers may not understand the limitations of party-line service.



No. 280-4

Supervisor leads discussion on party-line service with Service Representatives in an experience meeting.



No. 281
Revised

A MILLION TIMES A DAY

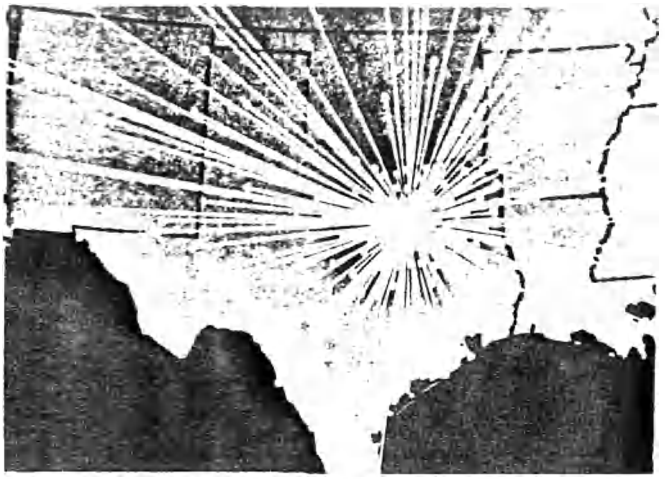
PURPOSE:

To show how a long distance call is put through, illustrating the "backstage" workings of long distance service.

SYNOPSIS:

"A Million Times A Day" is a graphic, swiftly-paced motion picture which portrays in newsreel style the vast telephone network, equipment and personnel which are behind the making of a long distance call. The picture dramatizes the longest call possible within the continental limits of the United States - from Eastport, Maine, to Bay, California. An elderly couple in Maine call their daughter in California to congratulate her on the birth of their grandchild. From behind the scenes the audience sees how such a call is handled, quickly and courteously and how the network of 110,000,000 miles of wire is set up to provide telephone service between the 70,000 cities and towns in the nation. This picture is interesting not only for the information it contains but for the insight it gives of the type of people that furnish this service. With the exception of the professional actors who portray the customers, the cast is entirely composed of Long Distance personnel. The picture has a colorful musical background and is illustrated in part by map animation.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1947
PRODUCED BY	Caravel Films
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "A Million Times A Day" (Quantity) Film, (Safety or Nitrate), 35mm "A Million Times A Day"
PRICE	See Price List included in this catalog.



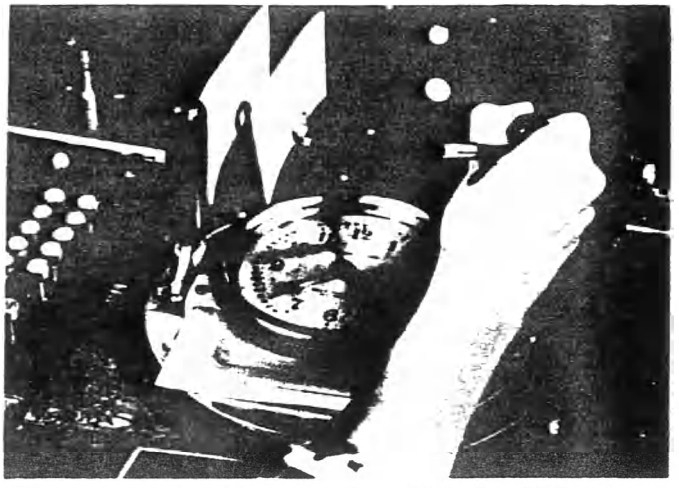
No. 281-2

A typical scene from the animation used to illustrate the direct circuit layout of one Long Lines Area.



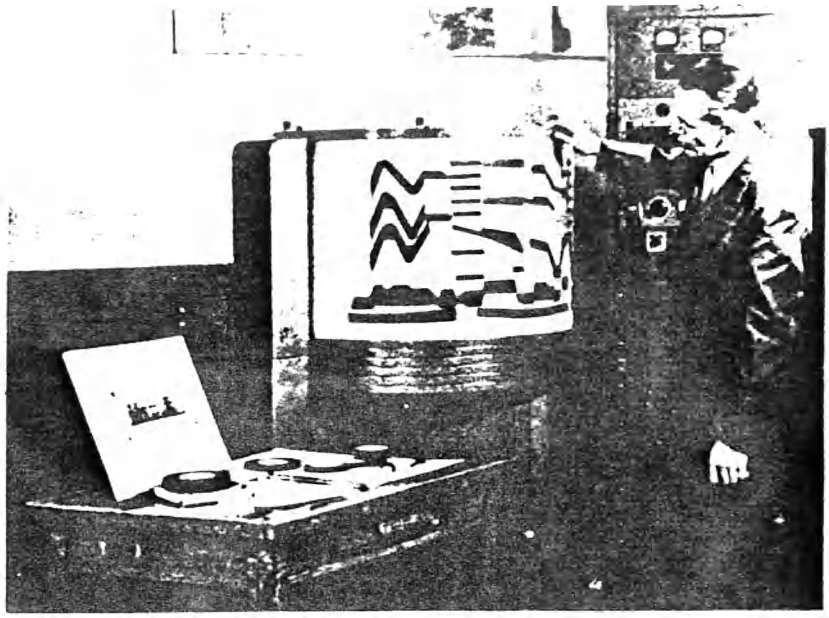
No. 281-3

One of the Long Lines operators that handles the featured transcontinental call.



No. 281-4

The accurate timing of calls is illustrated.



TELEPHONE SCREEN REVIEW
(Number 3)

PURPOSE:

To inform employes and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

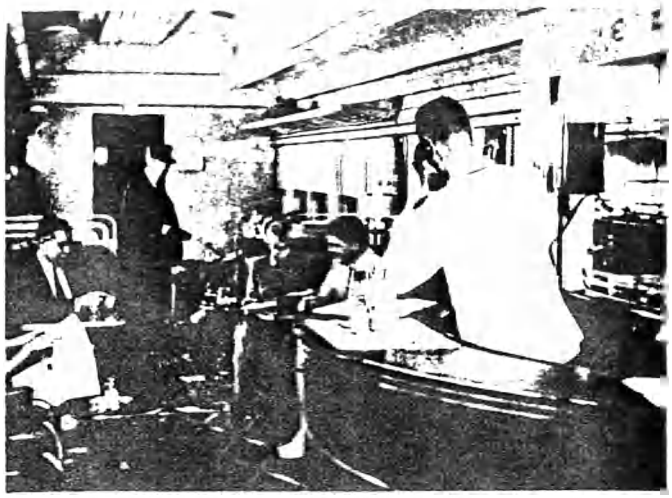
Prepared in newsreel form, this subject covers:

MICRO-WAVE RADIOTELEPHONY. Micro-wave radio link between Nantucket Island and Massachusetts mainland provides additional telephone circuits, supplementing the land and underwater circuits that have served the island in the past.

TELEPHONING FROM SPEEDING TRAINS. A new experimental communications service whereby a train traveler may talk by telephone to almost any other telephone in the world. Incoming and outgoing calls are handled on trains equipped for the service.

PAPER TALK. Black paper cutouts reproduce speech sounds at the Bell Telephone Laboratories. When systematically arranged on a revolving drum they reproduce understandable speech, and can be made to "talk" in high, low, or medium voice pitches. These cutouts are modeled after the patterns of "Visible Speech," a development of Bell Laboratories that automatically translates spoken words into readable patterns on a screen.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1948
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 3" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Screen Review No. 3"
PRICE	See Price List included in this catalog.



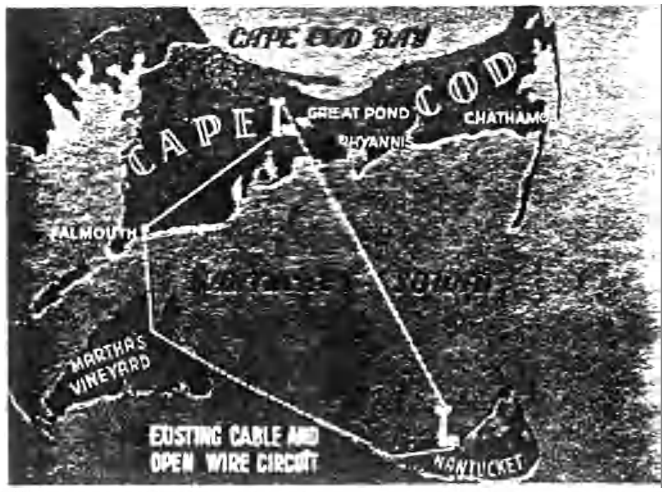
No. 282-2

Lounge car of one of the trains equipped with the new experimental communications service, whereby a train traveler may talk, by telephone, with almost any other telephone in the world.



No. 282-3

Seated in a comfortable telephone booth aboard a speeding train, this passenger makes use of the radiotelephone service recently made available to train travelers.



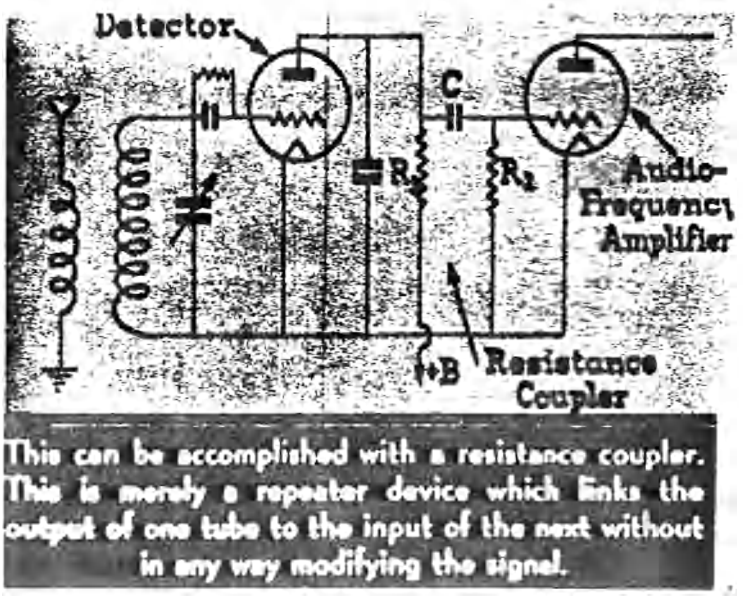
No. 282-4

Diagram of the first commercial installation of a micro-wave radiotelephone system between Nantucket Island and Barnstable, on the Massachusetts mainland. This system supplements the existing cable and open wire circuits.

RADIO TECHNICIAN TRAINING—SLIDE FILM SERIES

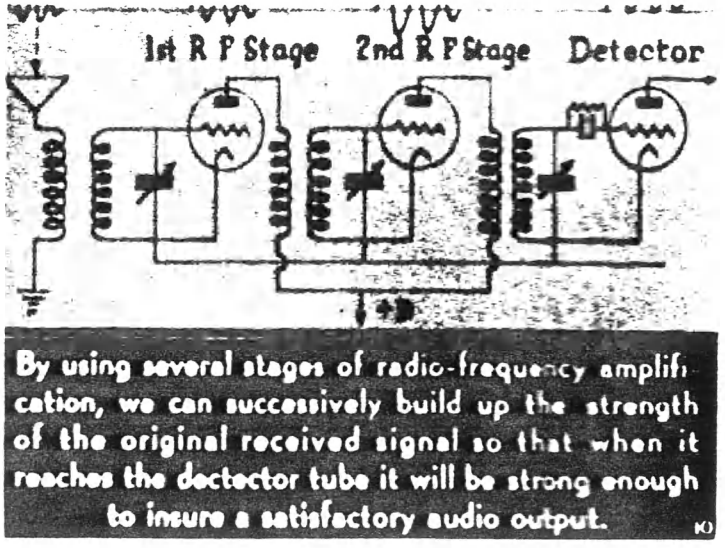
Audio Frequency Amplification	SN 652
Radio Frequency Amplification	SN 653
Reproducers	SN 654

PURPOSE: Discussion films to provide a fundamental knowledge of the principles of audio and radio frequency amplification and reproducers.



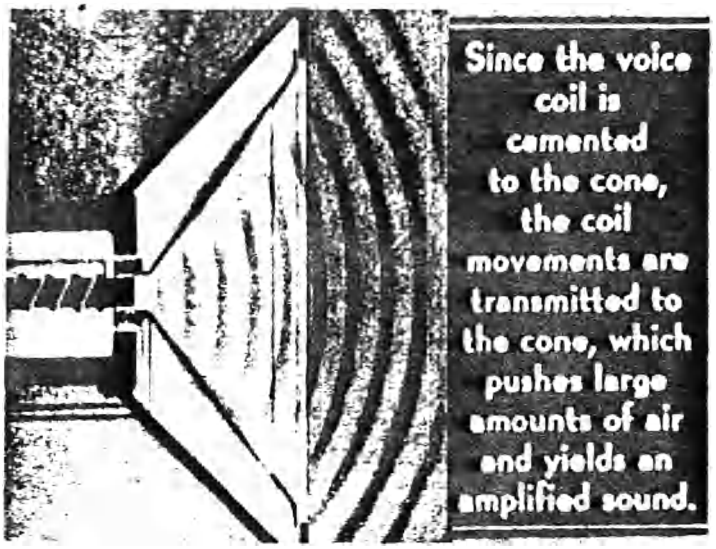
Audio Frequency Amplification (SN 652)

Describes the theory and practice of the amplification of the audio wave.



Radio Frequency Amplification (SN 653)

Describes the theory and practice of the detected radio frequency wave.



Reproducers (SN 654)

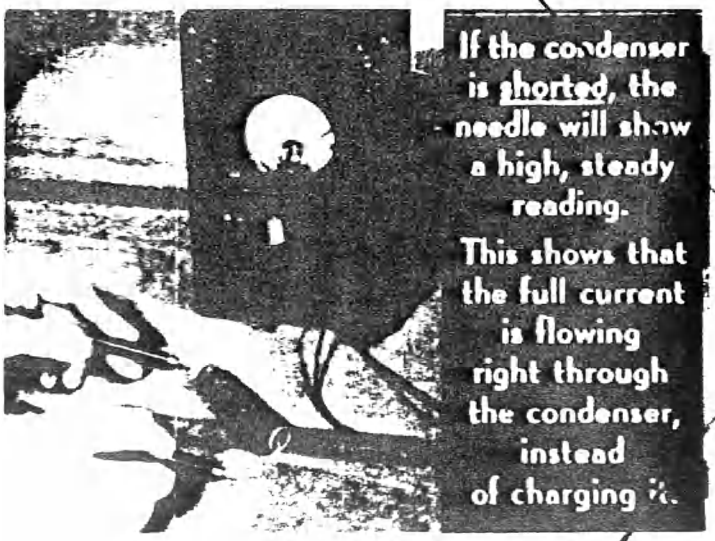
Explains the construction and operation of headphones and loudspeakers.

TYPE OF FILM	Silent slide. 35 m/m
PRODUCED BY	Jam Handy Organization Year made: 1942
PRODUCED FOR	U. S. Navy
ORDER FROM	Castle Films ~~30 Rockefeller Plaza, New York 20, New York~~ Castle Films 445 Park Avenue, New York ~~20~~, N. Y.
PRICE	~~$.72~~ 1.00 each f.o.b. point of supply

RADIO TECHNICIAN TRAINING— SLIDE FILM SERIES

Measuring Electrical Units	- Part I	SN 645a
	- Part II	SN 645b
Inductive Reactance		SN 647
Capacitive Reactance		SN 648

PURPOSE: Discussion films to provide a basic understanding of the fundamentals of electricity and the use of measuring instruments for advanced study of circuits involving capacitance and inductance.



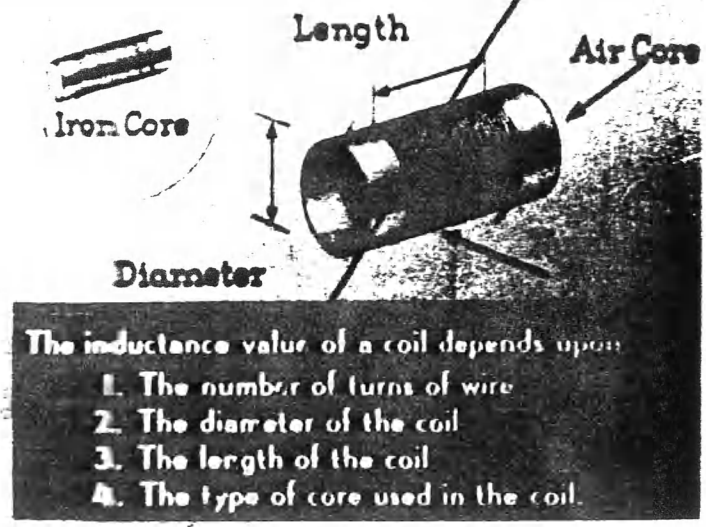
Measuring Electrical Units

PART I (SN 645a)

Describes the use and care of instruments for measuring resistance, voltage and current.

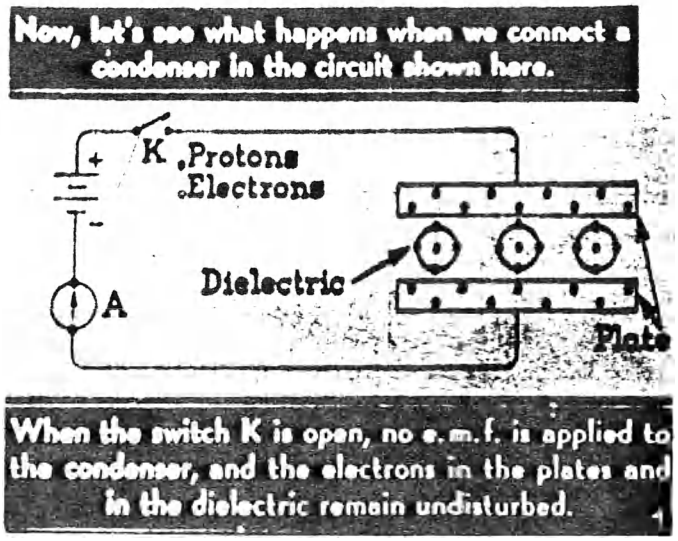
PART II (SN 645b)

Describes the use and care of instruments for measuring capacity and alternating current.



Inductive Reactance (SN 647)

Explains the basic theory of inductive reactance and its application to radio instruments.



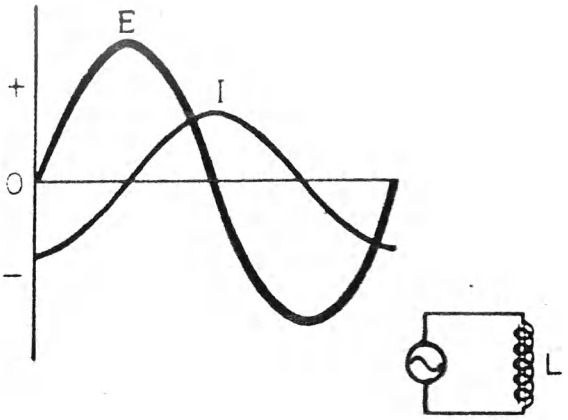
Capacitive Reactance (SN 648)

Explains the basic theory of capacitive reactance and its application to radio instruments.

TYPE OF FILM	Silent slide. 35 m/m
PRODUCED BY	Jam Handy Organization Year made: 1942
PRODUCED FOR	U. S. Navy
ORDER FROM	Castle Films Castle Films ~~30 Rockefeller Plaza~~ 1445 Park Avenue, ~~New York 20, New York~~ New York ~~22~~ 29, N. Y.
PRICE	~~$.78~~ 1.00 each f.c.b. point of supply

ALTERNATING CURRENT

—FSI-86



A.C. APPLIED TO A (THEORETICAL) PURE INDUCTANCE CIRCUIT. CURRENT LAGS VOLTAGE BY 90 DEGREES.

46

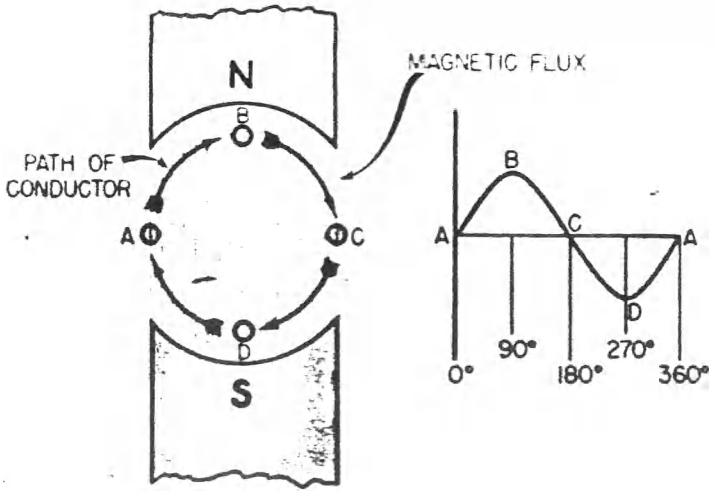
PURPOSE:

To provide an understanding of the theory and effect of alternating current.

SYNOPSIS:

An introduction to the principles of alternating current. Illustrates and explains Lenz' Law, the simple wave alternator, frequency, effective value, voltage-current time relationship, and power.

TYPE OF FILM	Silent slide. 35 m/m
PRODUCED BY	Army Air Forces Year made: 1942
PRODUCED FOR	War Department
ORDER FROM	Castle Films ~~30 Rockefeller Plaza New York 20, New York~~ Castle Films 445 Park Avenue, New York 29, N. Y.
PRICE	~~$.72~~ 1.00 f.o.b. point of supply



SECTIONAL VIEW OF SIMPLE ALTERNATOR AND GENERATED VOLTAGE

31



MIRACLE IN PARADISE VALLEY

PURPOSE:

A film presenting a powerful emotional appeal to stimulate a realization of individual responsibility for the safety of self and others, and to promote a desire to do something about it. The background is agricultural. Referred to in Mr. Kingsley's letter of January 27 to General Plant Personnel Supervisors.

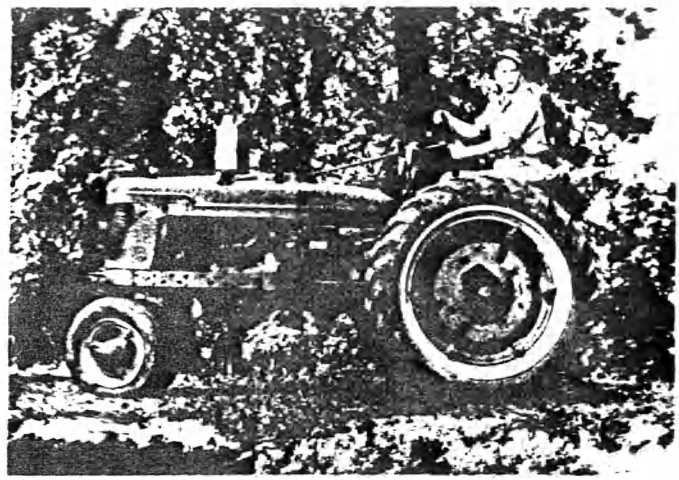
SYNOPSIS:

Although designed to help in reducing the terrific accident rate among farmers, this film contains object lessons that make it well suited for audiences regardless of their occupations.

Farmer Barnes, while driving his tractor along the edge of a gulley, is saved from a possible accident by the intervention of the "Agent," a little man from out of this world. The "Agent" appears at crucial moments throughout the story as Farmer Barnes has one near accident after another. Tripping over tools, climbing faulty ladders, and working on moving machinery are among the types of accident hazards treated.

An object lesson in a cemetery finally convinces Farmer Barnes that every one has a responsibility for the safety of himself and others. He gives a forceful talk during a community safety meeting that satisfies the "Agent" that this community, at least, will be safety conscious.

TYPE OF FILM	Sound motion. 16 m/m
RUNNING TIME	39 minutes. Year Made: 1947
PRODUCED BY	Wilding Picture Productions, Incorporated
PRODUCED FOR	Sinclair Refining Company
ORDER FROM	For preview - Sinclair Refining Company at one of following local offices: Atlanta 1, Georgia, P.O. Box 1710 Kansas City 13, Missouri, 9th and Grand Avenue Chicago 8, Illinois, 2540 West Cermak Rd. Ft. Worth, Texas, Fair Building c/o Frank Shanklin, 630 Fifth Avenue, N.Y.C. For purchase - Wilding Picture Productions, Inc. 385 Madison Avenue, New York, New York
PRICE	$53.50 f.o.b. including reel and can.



Farmer Barnes hears the voice of the "Agent."



The "Agent" trips Farmer Barnes before he can enter the barn with a lighted pipe.



The "Agent" projects Farmer Barnes a year ahead and they read the names of accident victims for the coming year.

No. 287



TELEPHONE HIGHLIGHTS

PURPOSE:

To inform about some activities of the New York Telephone Company.

SYNOPSIS:

The film contains three topics, each of approximately equal length:

1. "More Central Offices"
   Company program going ahead rapidly.

2. "Guarding Our Health"
   Let's look at the Medical Department.

3. "Big Day at Homer"
   Farmer Brown gets his telephone -
   the 1,000,000th in Upstate New York.

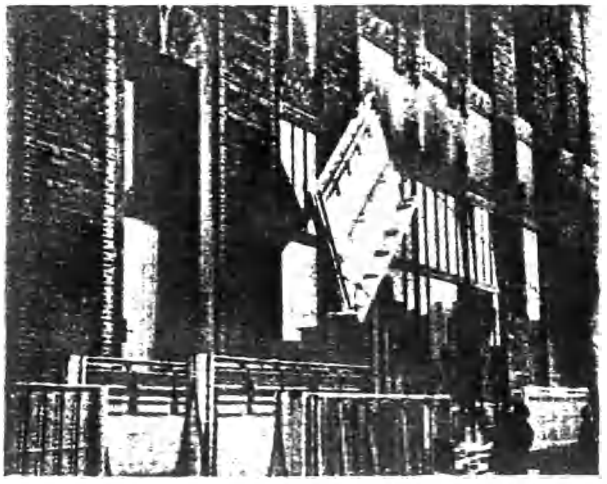
TYPE OF FILM:	Sound motion. 1 reel. 16 m/m and 35 m/m
RUNNING TIME:	11 minutes. Year made: 1947
PRODUCED BY:	New York Telephone Company
PRODUCED FOR:	New York Telephone Company
ORDER FROM:	New York Telephone Company Public Relations Department 140 West Street New York 7, New York
PRICE:	16 m/m $22.00 35 m/m $58.00



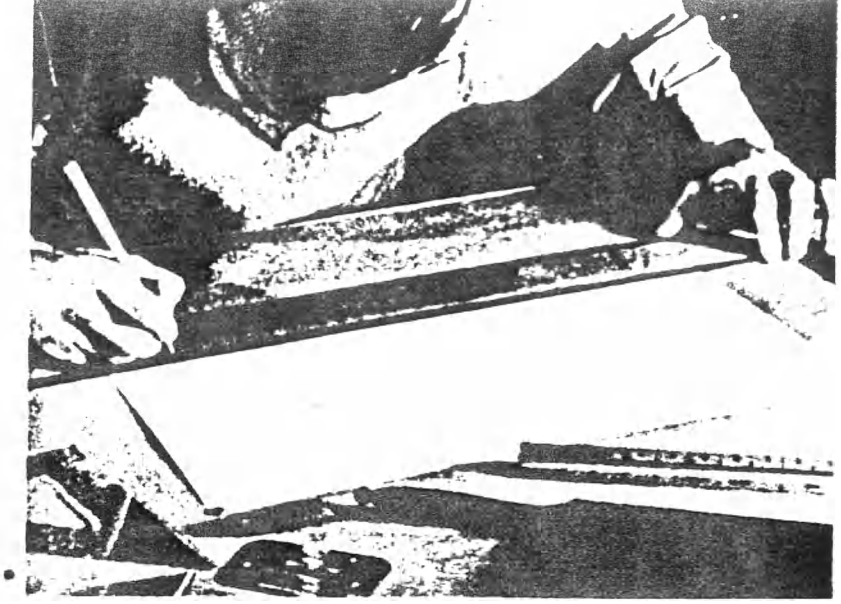
Last year New York Telephone Company people made over eighty thousand visits to the Medical Department in the Headquarters building for examination, diagnosis or first aid.



Farm and Community leaders gathered at the home of Darus Brown near Cortlandt, New York, to witness the installation of the one millionth telephone in the Upstate Area of the New York Telephone Co.



One of three hundred and thirty frames hoisted into the Headquarters building of the New York Telephone Company to complete the seventh central office in that building.



No. 301

DRAFTING TIPS

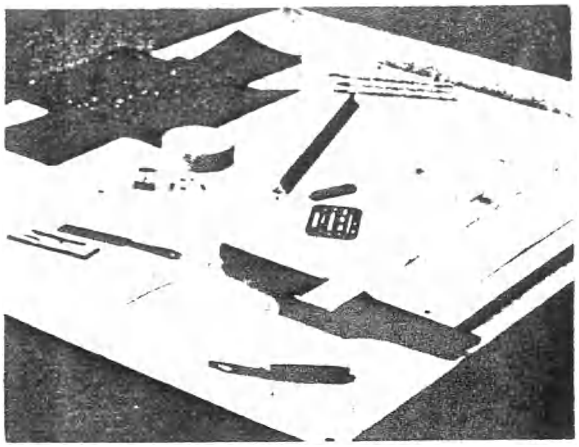
PURPOSE:

To outline the basic tools, materials and fundamental procedures essential to proper drafting.

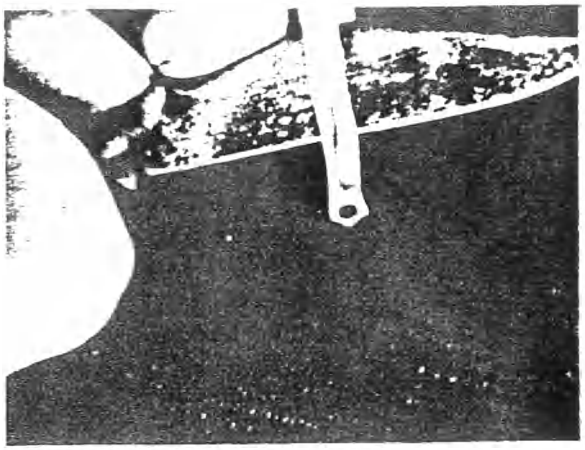
SYNOPSIS:

Contains instructions on proper sheet layout, the use of the alphabet of lines, procedures in developing a drawing, use and care of drafting equipment.

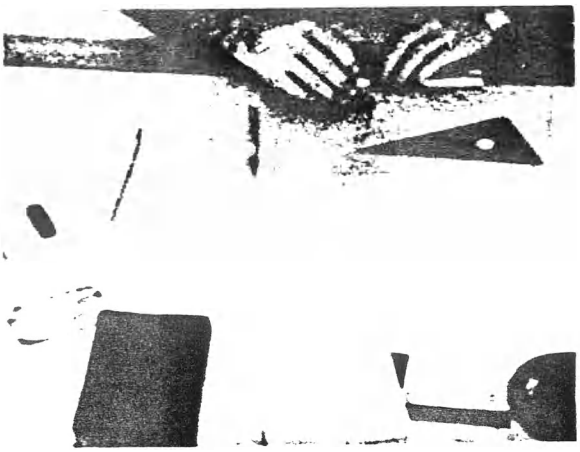
TYPE OF FILM	Sound motion. 16 m/m
RUNNING TIME	31 minutes Year Made: 1943
PRODUCED BY	Pennsylvania State College
PRODUCED FOR	Pennsylvania State College
ORDER FROM	Supervisor of Audio Visual Aide Central Extension Office The Pennsylvania State College State College, Pennsylvania.
PRICE	$65.00 F. O. B.



No. 301-2



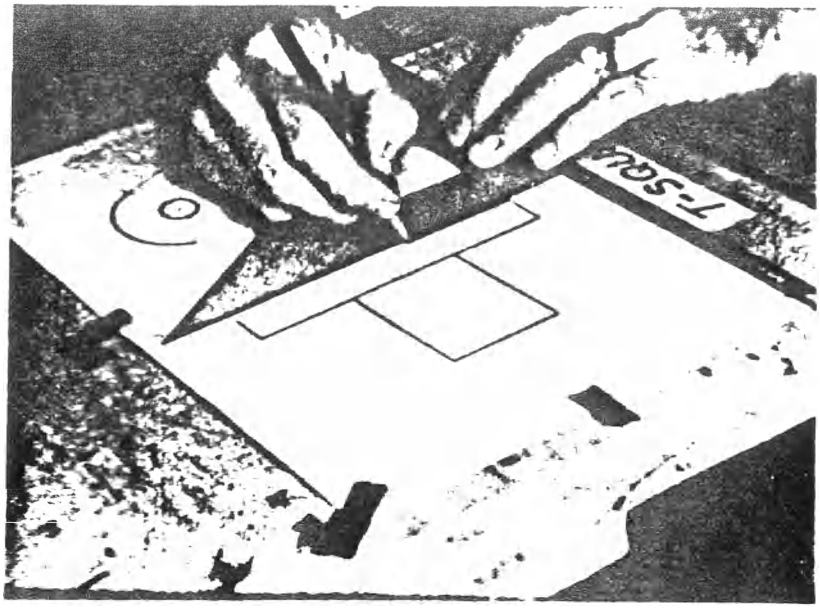
No. 301-3



No. 301-4



No. 301-5



INK WORK AND TRACING

PURPOSE:

To teach the use of the ruling pen in ink work.

SYNOPSIS:

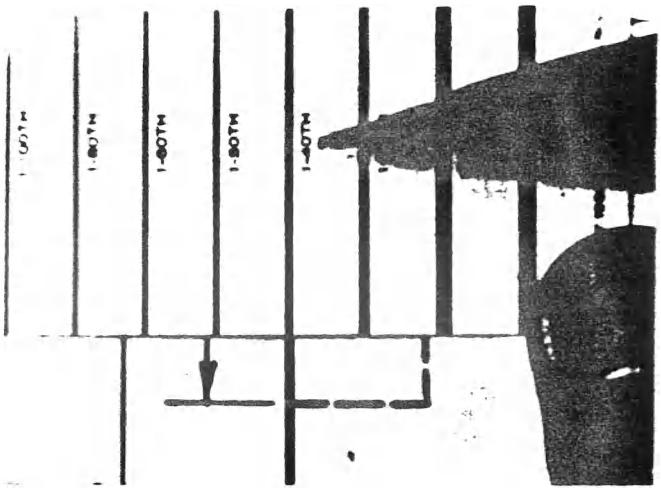
Demonstrates the steps involved in making ink tracings on cloth. Compares working qualities of "dull" and "slick" sides of cloth, shows use of scotch tape and powder, Emphasizes precautions in opening ink bottle and filling and cleaning pen. Covers in detail the proper handling and adjustment of tracing tools. Shows the width of lines to indicate various purposes, explains their measurement and control, and stresses the importance of the "order of inking." Concludes with a demonstration of faulty lines and the use of eraser and soapstone.

TYPE OF FILM	Silent motion. 16 m/m
RUNNING TIME	30 minutes
PRODUCED FOR	Purdue University
ORDER FROM	Loan: L. D. Miller, Engineering Extension Svce., Purdue University, Lafayette, Indiana Purchase: Justus Rising, Dept. of General Engineering, Purdue University, Lafayette, Indiana
PRICE	Loan: 1 day $3.00 extra day 1.50 1 week 6.00 Purchase 86.00



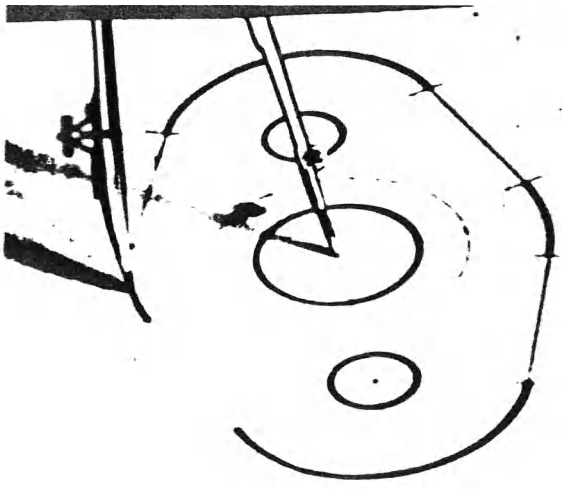
No.302-2

The quill is steadied by touching the little fingers together.



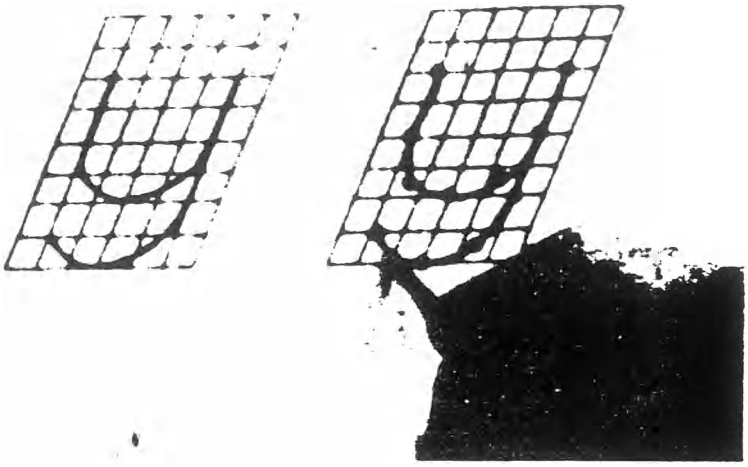
No. 302-3

Visible outlines are made about 1/40 in. wide.



No.302-4

Circles precede circle arcs; arcs of short radius precede those of longer radius.



LOWER CASE LETTERS

PURPOSE:

To teach the formation of lower case letters (inclined commercial gothic).

SYNOPSIS:

Demonstrates construction of each of the 26 lower case letters in inclined commercial gothic. Blank film is inserted after each letter to permit projector to be run continuously and yet allow time for short practice period.

TYPE OF FILM	Sound motion. 16 m/m
RUNNING TIME	13 minutes
PRODUCED FOR	Purdue University
ORDER FROM	Loan: L. D. Miller Engineering Extension Service Purdue University Lafayette, Indiana Purchase: Justus Rising Dept. of General Engineering Purdue University Lafayette, Indiana
PRICE	Loan: 1 day $2.50 extra day 1.25 1 week 5.00 Purchase: 60.00



No. 304

DRIVEN TO KILL

PURPOSE:

To promote safe motor vehicle driving. Referred to in Mr. Kingsley's letter of June 18 to General Plant Personnel Supervisors.

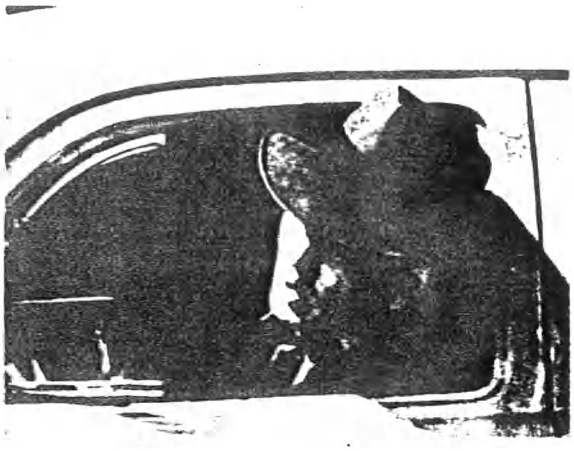
SYNOPSIS:

With Lowell Thomas as narrator, this film depicts the necessity for the average American driver to fully realize his responsibility when behind the wheel. Courteous and considerate in his home life, the driver is pictured as a menace when he drives his car. Consistently violating the principles of safe and sane driving, he blames others - not himself - for accidents. Due to his disregard for the safety of others he is involved in a serious accident resulting in the death of another person.

TYPE OF FILM	Sound motion 16 m/m
RUNNING TIME	11 minutes
PRODUCED BY	Sound Masters, Inc.
PRODUCED FOR	American Transit Association
ORDER FROM	Local Transit Company or American Transit Association c/o Jack Cropper 292 Madison Avenue New York, New York
PRICE	~~$100~~ $50



No. 304-2
He's considerate of his fellow man - "live and let live" is his motto.



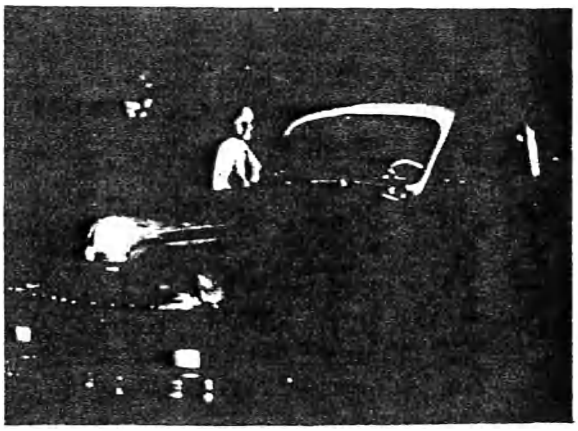
No. 304-3
Behind the wheel of an automobile he changes - to a menace.



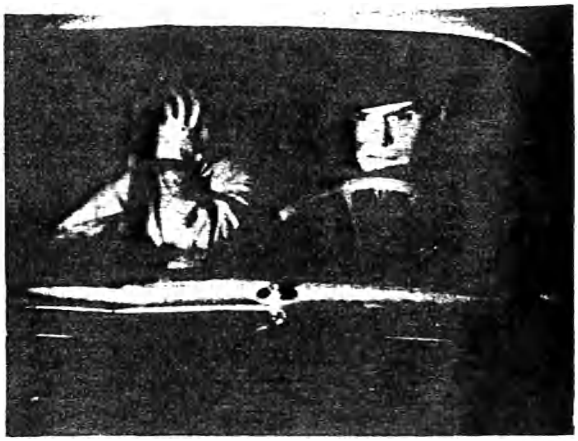
No. 304-4
He drives consistantly at unsafe speeds.



No. 304-5
He's a confirmed "bumper chaser."



No. 304-6
They were returning from a party - it wasn't late.



No. 304-7
Suddenly another car loomed up around the curve.



No. 305

INDUSTRIAL PLANT PROTECTION

TF 19-1847

PURPOSE:

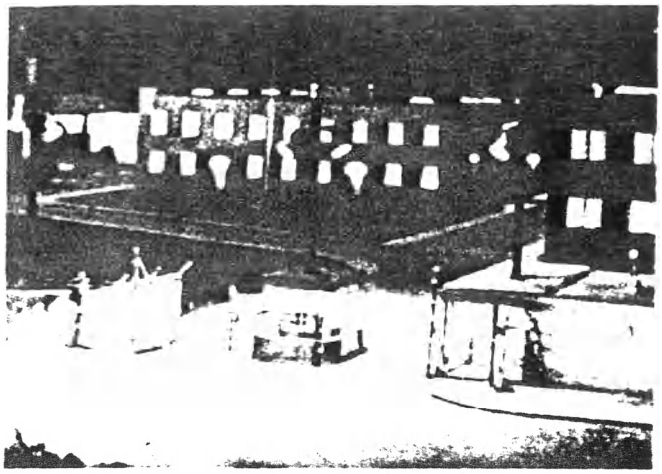
To promote increased security measures in industrial plants

SYNOPSIS:

This film illustrates many of the principles covered in the booklet "Industrial Security" forwarded to all Defense Coordinators by Mr. C. A. Armstrong, March 9, 1953.

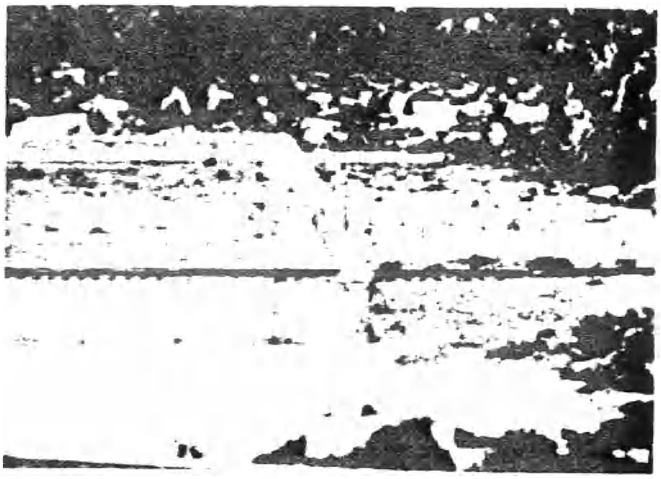
Covers the importance of properly safeguarding classified materials. Recommends and shows where to install fences, clear out areas, locate lighting, guard posts and auxiliary communications.

TYPE OF FILM	Sound Motion 16mm B & W
RUNNING TIME	25 Minutes Year Made: 1953
PRODUCED BY	United States Signal Corps
PRODUCED FOR	Department of Army
ORDER FROM	United World Films, Incorporated 1445 Park Avenue New York, New York
PRICE	~~$19.75~~ f.o.b. 5/.38



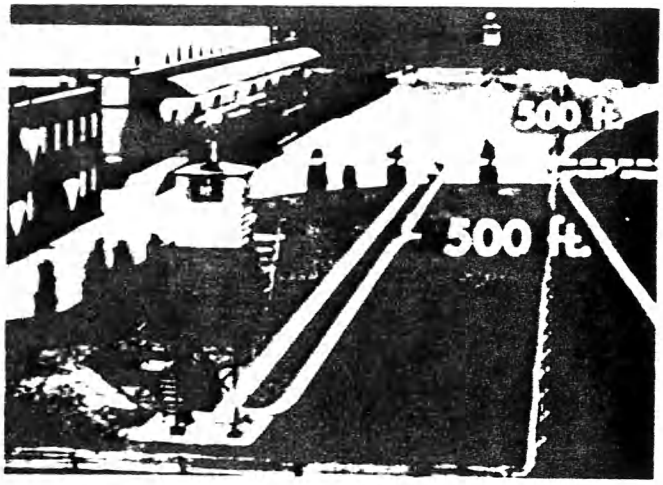
No. 305-2

Proper arrangements for fencing, lighting and location of guards is vital to plant protection.



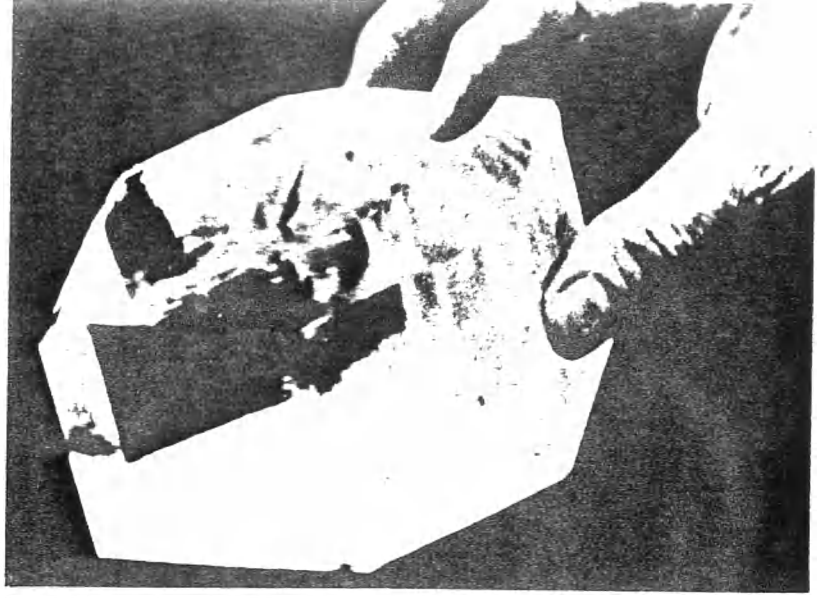
No. 305-3

Underbrush and other obstructions should be removed to provide clear space outside the fence line.



No. 305-4

Scanning areas from each guard or tower location should overlap.



No. 306
Revised

CRYSTAL CLEAR

PURPOSE:

To illustrate the methods in growing synthetic crystals for use in long distance telephony.

SYNOPSIS:

This picture produced from a film made by J. J. Harley and A. C. Walker, Bell Telephone Laboratories, tells the story of man-made crystals which are so vital in the telephone industry.

The narration is told in a popular science style using non-technical terms. While the fascinating color scenes are unfolding, the narrator relates that nature takes thousands of years to grow the rare type of quartz needed for electronic crystals; but now they can be made in a short time by the special processes of the Laboratories. The growth of the crystals is shown step by step, beginning with the seeds to final large crystal clear bars.

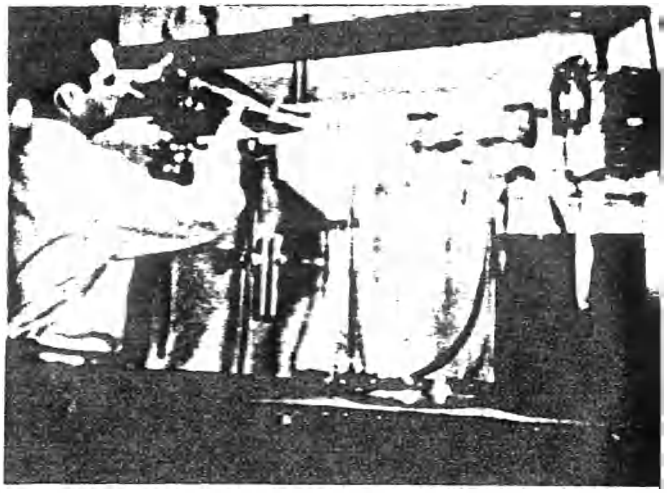
TYPE OF FILM	Sound motion, 16 m/m Kodachrome, 35 m/m Technicolor
RUNNING TIME	10 minutes Year Made: 1948
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____Film(s) 16 m/m "Crystal Clear" _____Film(s) 35 m/m (Nitrate) "Crystal Clear"
PRICE	See Price List included in this catalog

NOTE: Also available is a 20-minute 16 m/m version showing in greater detail the preparation of the growing solution.



No. 306-2

Beautiful clusters of crystal seeds form on a cold metal tube when it is inserted into a hot solution of E.D.T. (ethylene-diamine tartrate)



No. 306-3

Black powdered charcoal is used to remove all color from the crystal growing solution.



No. 306-4

A harvest of 100 E.D.T. crystals each about 6 inches long by 3-1/2 inches wide.



DESTINATION DEATH

PURPOSE:

To promote motor vehicle safety consciousness. Referred to in Mr. Kingsley's letter of July 15, 1948 to General Plant Personnel Supervisors.

SYNOPSIS:

This film focuses attention on the split personalities of the average motorist. Joe is shown taking his driving test. He demonstrates many of the driving practices that are followed by the safe, courteous driver such as pulling from the curb, turning, granting the right of way, observing speed limits, use of hand signals, passing, and night driving. Attitude is emphasized as the most important factor in safe driving.

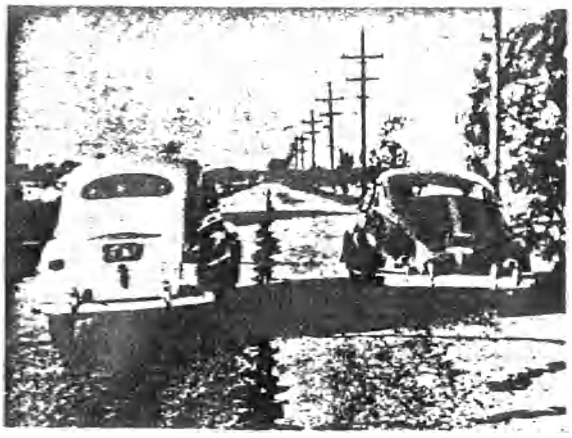
However, after receiving his driver's license his attitude changes, he loses one job as a result, and finally ends up in jail after a serious accident.

TYPE OF FILM	Sound Slide, 35 m/m
RUNNING TIME	13 minutes. Year Made: 1948
PRODUCED BY	Burton Holmes Films, Inc.
PRODUCED FOR	Zurich Insurance Companies
ORDER FROM	Purchase: Zurich Insurance Company 80 John Street New York 7, New York Att: Mr. W.R. Tarleton Loan: Branch offices of Zurich Insurance Co.
PRICE	$20.00 f.o.b.



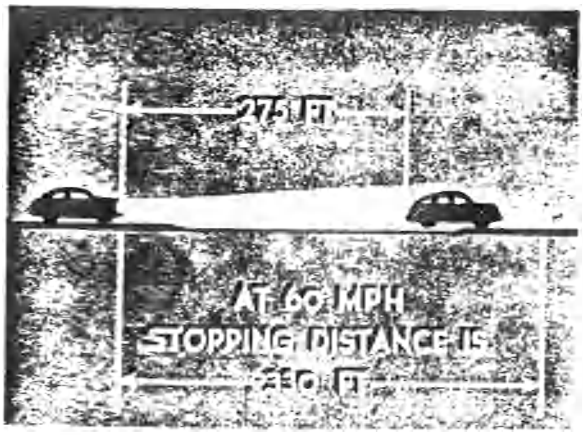
No. 307-1

When you took your driving test - you waited for pedestrians for they had the right of way.



No. 307-2

You passed only on a straight, level stretch of road.



No. 307-3

You knew the value of not overdriving your lights but ---



No. 307-4

as the years went by your attitude changed.



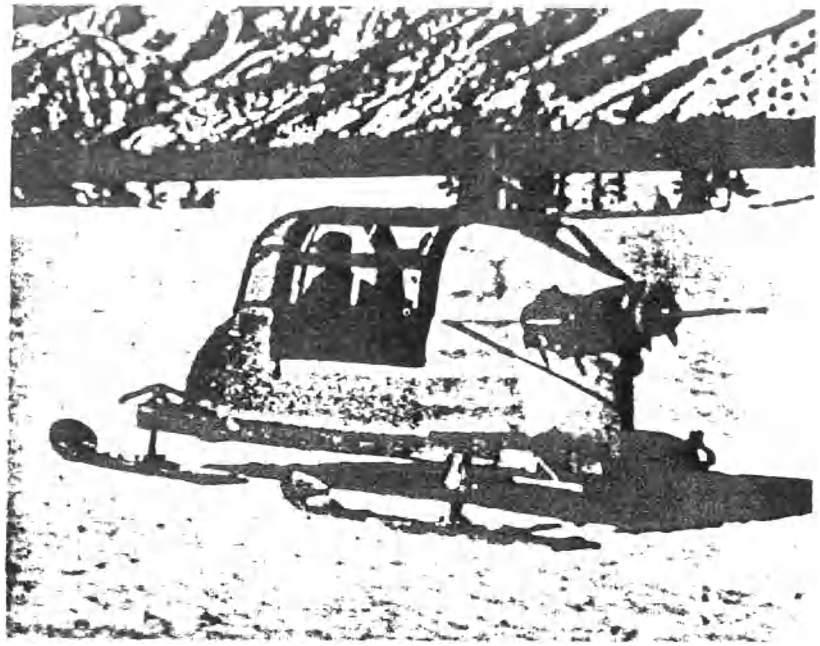
No. 307-5

You lost one job because of your disregard for the rights of others.



No. 307-6

And then - it seemed like a hideous dream - but it was real.



No. 308
Revised

TELEPHONE SCREEN REVIEW (NUMBER 4)

PURPOSE:

To inform employes and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

Prepared in newsreel form, this subject covers:

GUARDING OUR HEALTH. Company medical services that help telephone men and women keep in top physical condition are depicted in these scenes of a typical Medical Department.

30,000,000 TELEPHONES. Views of the ceremonies that mark the installation of the Bell System's 30 millionth telephone at Marshalltown, Iowa.

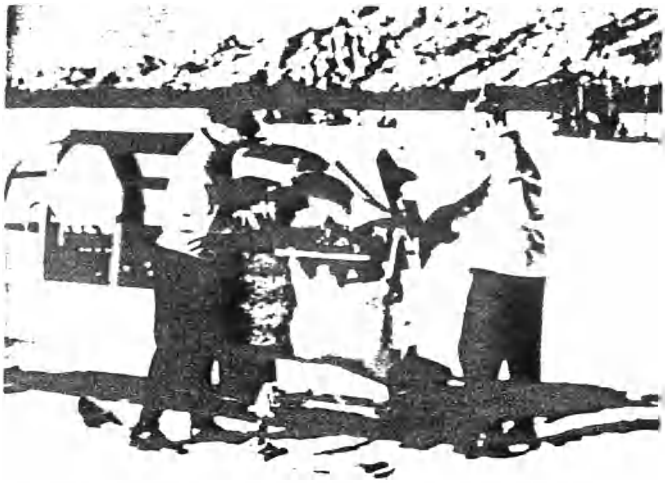
WINTER PATROL. The snowplane, one type of equipment used in patrolling telephone lines in the Rocky Mountains during winter months, is shown in use.

TYPE OF FILM	Sound motion, 16 m/m and 35 m/m
RUNNING TIME	9-1/2 minutes Year Made: 1948
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____ Film(s) 16 m/m "Telephone Screen Review No. 4"
	_____ Film(s) 35 m/m (Nitrate or Safety) "Telephone Screen Review No. 4"
PRICE	See Price List included in this catalog



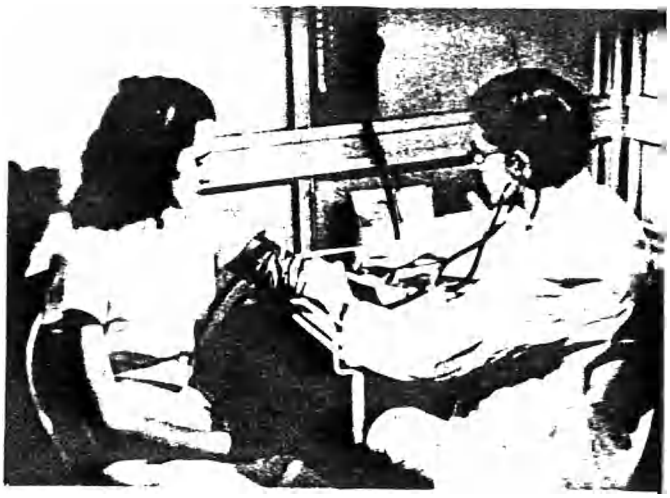
No. 308-2

The Braggs receive congratulations of President L. A. Wilson on receiving the 30-millionth telephone installation of the Bell System.



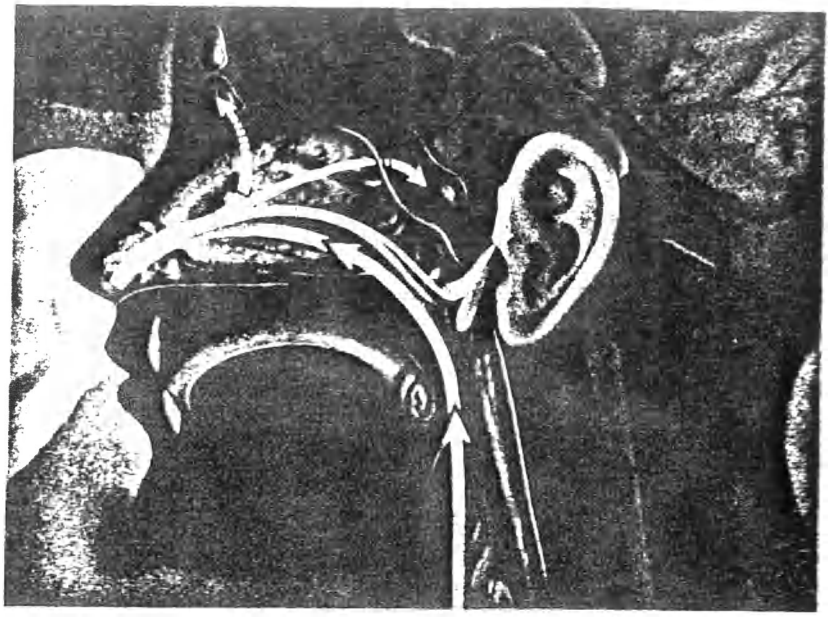
No. 308-3

The snowplane is equipped with a 65 horse power air cooled motor.



No. 308-4

The pre-employment physical examination includes a careful checkup such as this one for blood pressure.



No. 309

THE NOSE, THROAT AND EARS

PURPOSE:

To show the importance of maintaining good care of the nose, throat and ears.

SYNOPSIS:

The interconnecting structure and functions of the nose, throat and ears are shown as a basis for understanding how infection can spread throughout and into other parts of the body. Animated drawings are used extensively. Stress is laid on the dangers of self-medication.

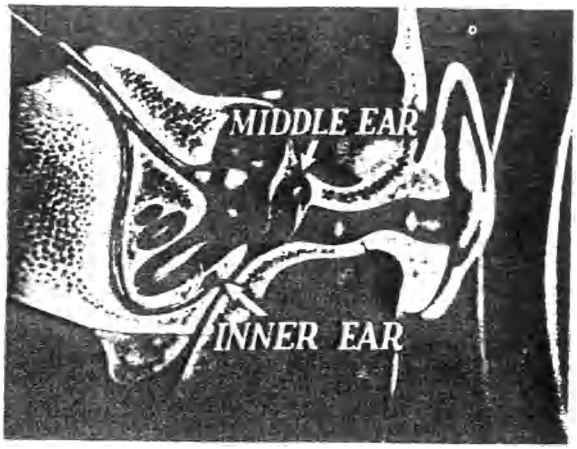
The film is one of a series of five health films produced in conjunction with the "Textbook of Healthful Living" by H. S. Diehl. The film can be used independently. A follow-up silent film strip, with physiological questions, is also obtainable.

TYPE OF FILM	Sound motion 16 m/m
RUNNING TIME	15 minutes Year made: 1948
PRODUCED BY	Audio Productions
PRODUCED FOR	McGraw-Hill Text-Films project for schools and colleges.
ORDER FROM	McGraw-Hill Book Co., Inc. Text-Film Dept. 330 W. 42 St. New York 18, N. Y.
PRICE	(Film only) $55.00 (Filmstrip) $ 3.00



No. 309-2

Nature provides its own filter.



No. 309-3

Animation clearly illustrates complex bodily structures.



No. 309-4

Delicate tissues of the nose endangered.



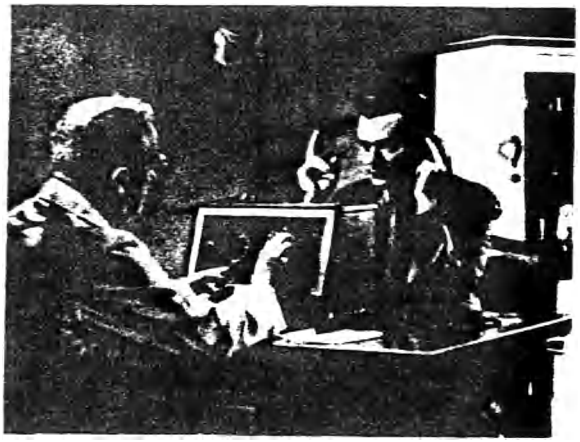
No. 309-5

Innocently endangering ear tissues.



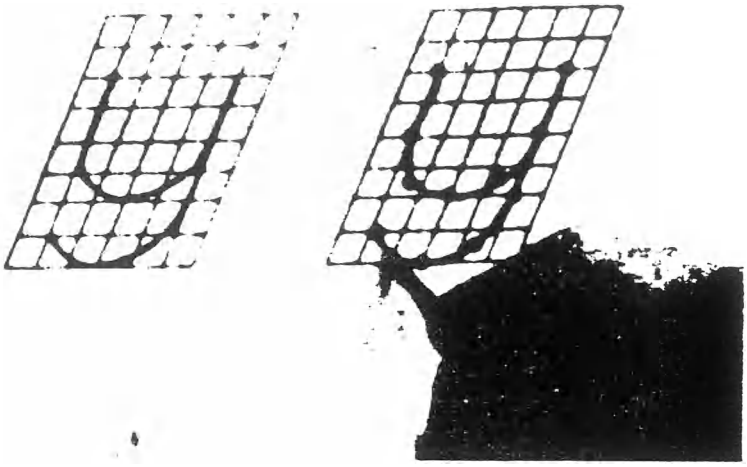
No. 309-6

Self-medication can be harmful.



No. 309-7

Medical advice is good insurance.



LOWER CASE LETTERS

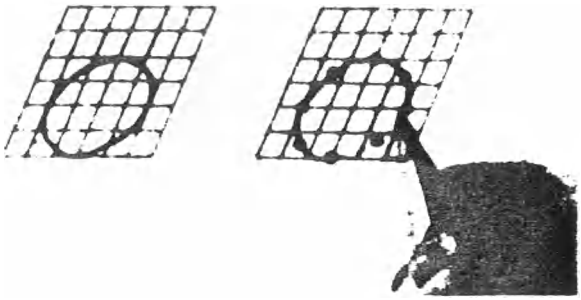
PURPOSE:

To teach the formation of lower case letters (inclined commercial gothic).

SYNOPSIS:

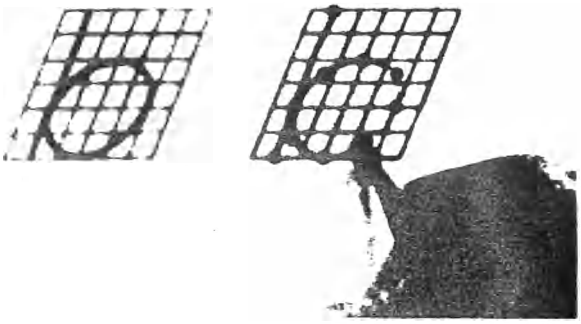
Demonstrates construction of each of the 26 lower case letters in inclined commercial gothic. Blank film is inserted after each letter to permit projector to be run continuously and yet allow time for short practice period.

TYPE OF FILM	Sound motion. 16 m/m
RUNNING TIME	13 minutes
PRODUCED FOR	Purdue University
ORDER FROM	Loan: L. D. Miller, Engineering Extension Service, Purdue University, Lafayette, Indiana Purchase: Justus Rising, Dept. of General Engineering, Purdue University, Lafayette, Indiana
PRICE	Loan: 1 day $2.50 extra day 1.25 1 week 5.00 Purchase: 60.00



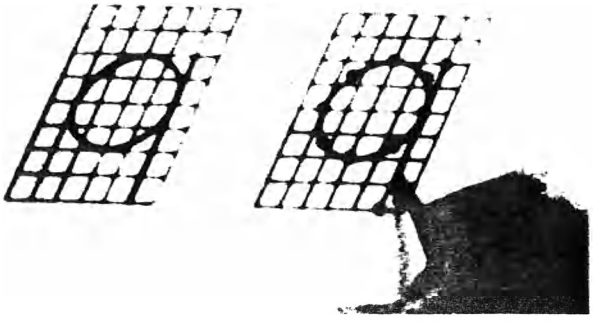
No.303-2

The letter "O" is the second basic stroke; it is a perfect ellipse.



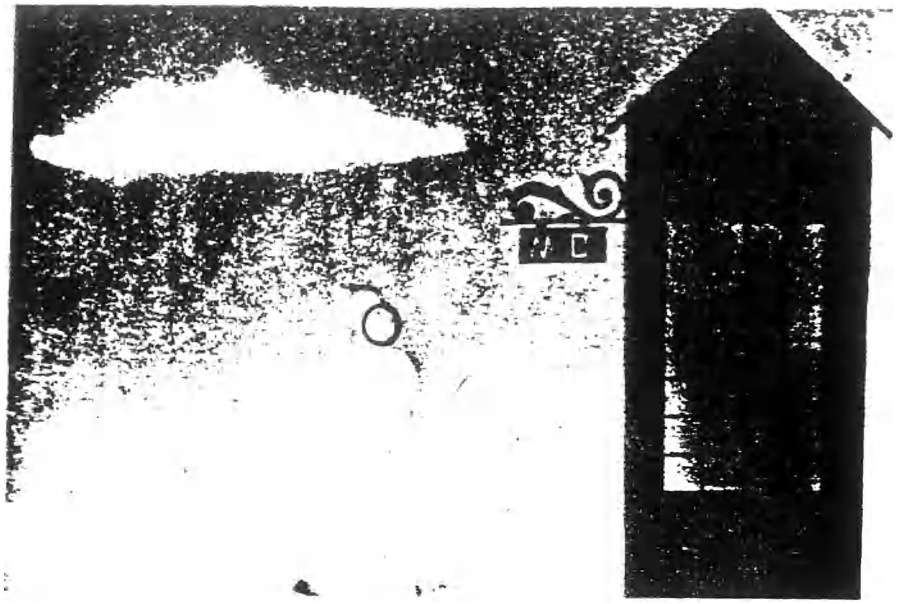
No.303-3

To form the letter "b", the stem stroke is made first.



No.303-4

The letter "q" is letter "O" with a stem stroke added.



THE TRAITOR WITHIN

PURPOSE:

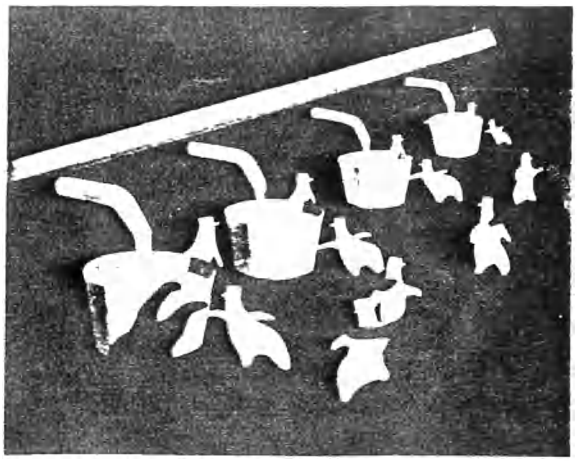
To present, dramatically, to all adult groups, the essential facts of cancer growth, detection and prevention.

SYNOPSIS:

This film tells the story of cancer not in terms of a frigid, forbidding laboratory, but through the medium of an imaginary world. It takes the audience within the human body to witness the "bucket brigade" of the healthy cells, each one doing its part (each cell is a tiny worker in overalls) in supplying the body with life-giving nourishment. One worker dies, and immediately is replaced by another. This, it is explained, is a normal occurrence. But suddenly, for some inexplicable reason, one worker cell turns into an octopus-like cancer cell and this, in turn, divides and subdivides into a horde of similar cancer cells, stealing the nourishment meant for the body's healthy cells. Before long, these cells begin to invade all parts of the body through the lymph canals and the blood stream...and thus another human has fallen victim to the disease.

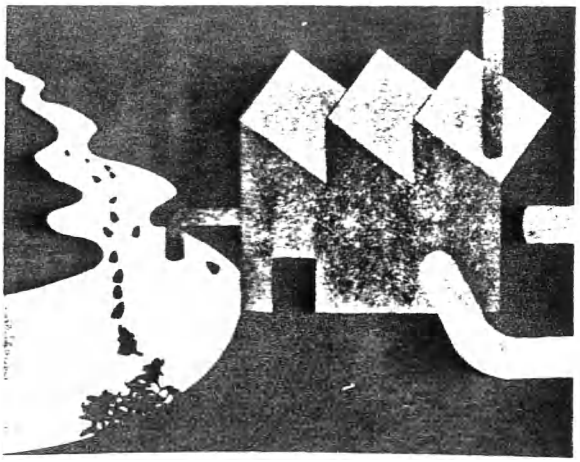
Then, simply but effectively, the film describes the seven danger signals and the three approved methods of treatment.

TYPE OF FILM	All animation, sound narrative, full color 16mm
RUNNING TIME	11 minutes Year Made: 1947
PRODUCED BY	Morey & Sutherland Productions
PRODUCED FOR	American Cancer Society, Inc.
ORDER FROM	American Cancer Society, Inc. 350 Fifth Avenue, New York 1, New York or local unit of the American Cancer Society
PRICE	$30



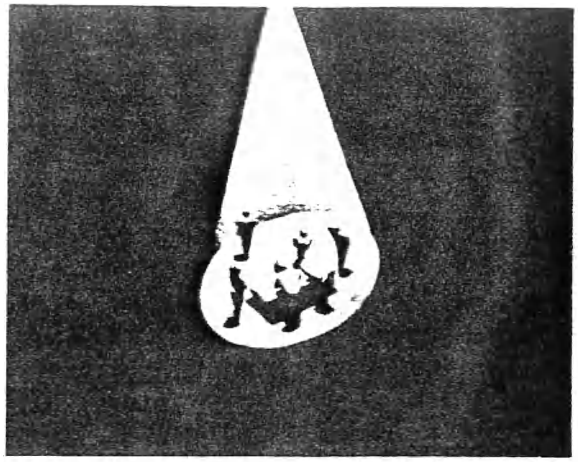
No. 310-2

Octopus-like growth of cancer cells.



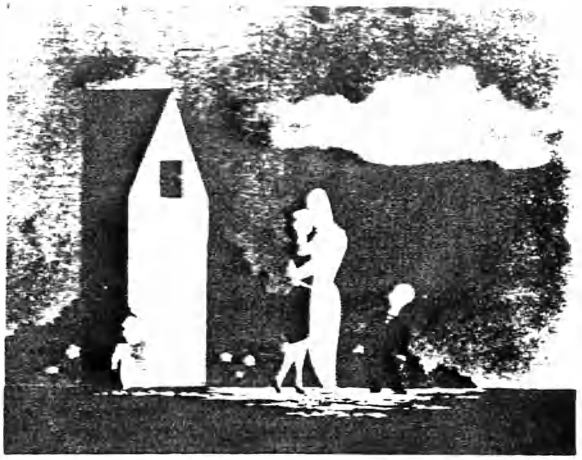
No. 310-3

The spread of cancer cells.



No. 310-4

Cancer detection.



No. 310-5

Cured and home again.



No. 311

TIME IS LIFE

PURPOSE:

To emphasize the importance of getting competent medical advice at the first suspicion of cancer, to instil confidence in early treatment, and to show the activities of the Field Army of The American Cancer Society.

SYNOPSIS:

Particularly pertinent for women's groups is this dramatic and instructive film of a mother seized with the fear of possible cancer of the breast. Unable to think of anything but such questions as: "Will I die?", "What will my family do?", etc., she seeks help at a Field Army Headquarters office. There an understanding aide calms her fears, refers her to her family doctor. After providing her with a broad but lucid explanation of the nature of cancer, the physician directs the mother to a hospital for a biopsy. A tense scene follows, while the mother and surgical team wait in the operating room for the pathologists's decision. Finally, the tissue is determined not to be malignant. Free of fear at last, the mother offers her services to others as a member of the Field Army, and the audience is given an insight into the many activities of this volunteer branch of the Society.

TYPE OF FILM	Sound narrative, 16 m/m
RUNNING TIME	15 minutes Year Made: 1946
PRODUCED BY	International Film Foundation
PRODUCED FOR	American Cancer Society, Inc.
ORDER FROM	Local unit of The American Cancer Society or 350 Fifth Avenue, New York 1, New York
PRICE	$18.80



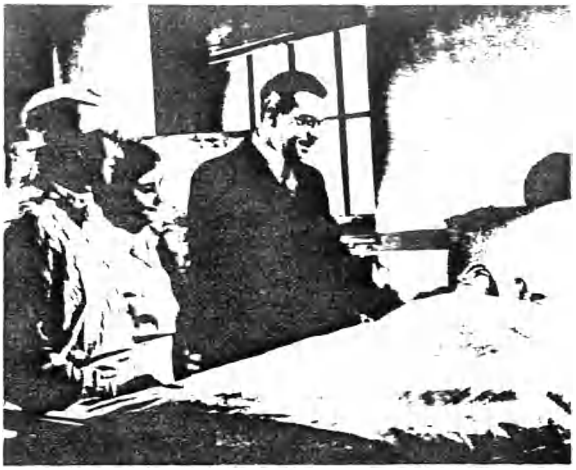
No. 311-2

Curing cancer by removal of the growth through surgery.



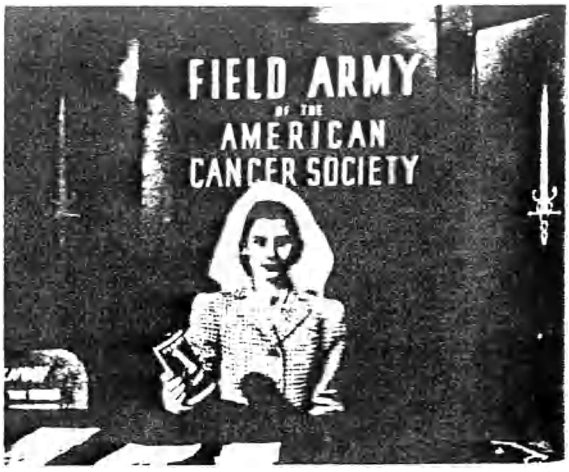
No. 311-3

Research is constantly in progress.



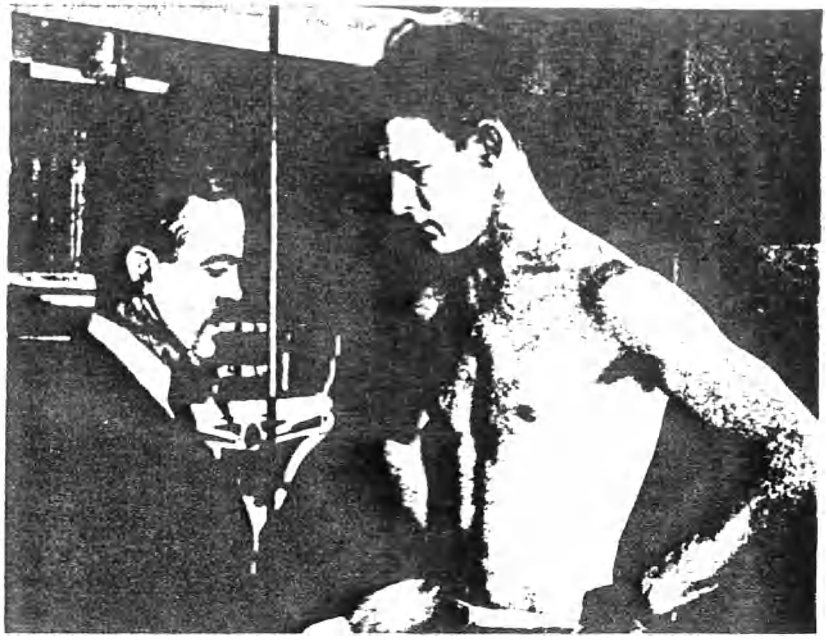
No. 311-4

Mrs. Bronson's family doctor tells her that she does not have cancer.



No. 311-5

Soliciting funds.



No. 312

PLAIN FACTS

PURPOSE:

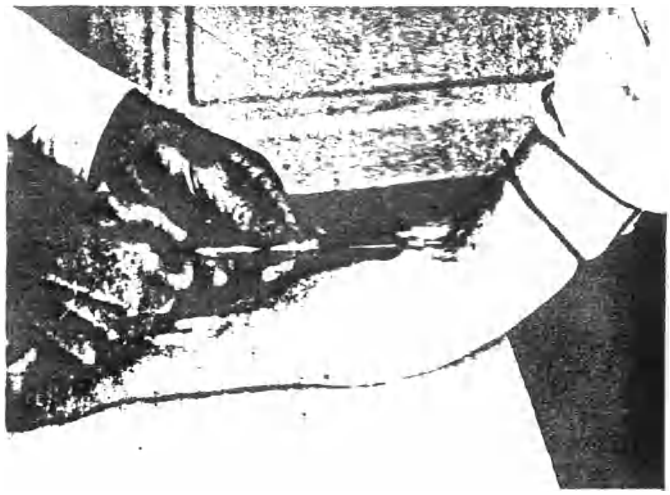
To give information about syphilis and gonorrhea and the effects of these infections.

SYNOPSIS:

In this film the effects of both syphilis and gonorrhea are shown by discussing actual cases.

Typical scenes show the crippling effects and the destruction of human health which result; how the infection is spread, treated, and cured; references to new treatment.

TYPE OF FILM	Sound motion 16 m/m and 35 m/m
RUNNING TIME	12 minutes Year Made: 1941
PRODUCED BY	American Social Hygiene Association, Inc.
PRODUCED FOR	American Social Hygiene Association, Inc.
ORDER FROM	American Social Hygiene Association, Inc. 1790 Broadway New York 19, New York
PRICE	35 m/m $50; 16 m/m $25 Rental $5 per day



No. 312-2

Testing



No. 312-3

Crippling effects



No. 312-4

Destruction of human health



THIS IS TB

PURPOSE:

To provide information on the cause, spread, cure and prevention of tuberculosis.

SYNOPSIS:

This film tells the story of tuberculosis in an interesting manner, easily understood by the layman. It outlines the cause of tuberculosis, how it is spread, how unknown cases are discovered, the cure and prevention of tuberculosis.

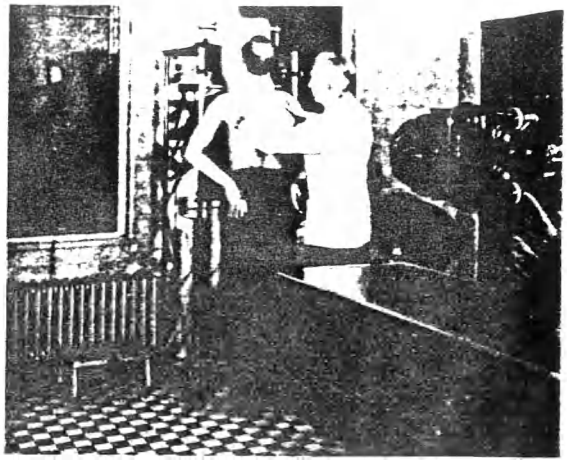
A tuberculosis hospital, which represents the best in modern treatment and is typical of sanatoriums in many communities is pictured. The mass X-Ray technique and its importance in controlling this dread disease are also portrayed.

TYPE OF FILM	Sound motion. 16 m/m and 35 m/m
RUNNING TIME	10 minutes Year made: 1946
PRODUCED BY	Emerson Yorke Studio
PRODUCED FOR	Local Tuberculosis Associations
ORDER FROM	Local or State Tuberculosis Association.
PRICE	$16.50 (including a silent filmstrip)



No. 313-2

What is TB?



No. 313-3

How do you find TB?



No. 313-4

How do you treat TB?



No. 313-5

Rehabilitation.



BE YOUR AGE

PURPOSE:

To create a better public understanding of the human heart and how to protect it, to help overcome the widespread fear of heart disease and to teach that individuals with heart disease can live happy, useful lives.

SYNOPSIS:

BE YOUR AGE is the dramatic story of middle-aged, overweight John's recovery from a heart attack and his consequent adjustment to, and acceptance of, living with a handicapped heart.

Among other things, we learn, through X-ray motion picture shots, how the normal heart acts when it rests and when it works, and why doctors advise plenty of sleep and rest for the protection of the middle-aged healthy heart and the care of the sick heart.

John, along with about four million Americans with imperfect hearts, can expect to enjoy life and to live without premature heart failure if he will eat, work, and play within the limits his physician advises.

TYPE OF FILM	Sound motion. 16 m/m black and white
RUNNING TIME	11½ minutes. Year Made: 1947
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	Metropolitan Life Insurance Company
ORDER FROM	Metropolitan Life Insurance Company, Health and Welfare Division, 1 Madison Avenue, New York 10, New York.
	NOTE: This film is still being shown theatrically in certain states. Please inquire in advance of request as to availability of 16 m/m prints in your state.
PRICE	Loan only. No charge.



No. 314-2

Playing tennis with a twenty-year old was too much for John's heart.



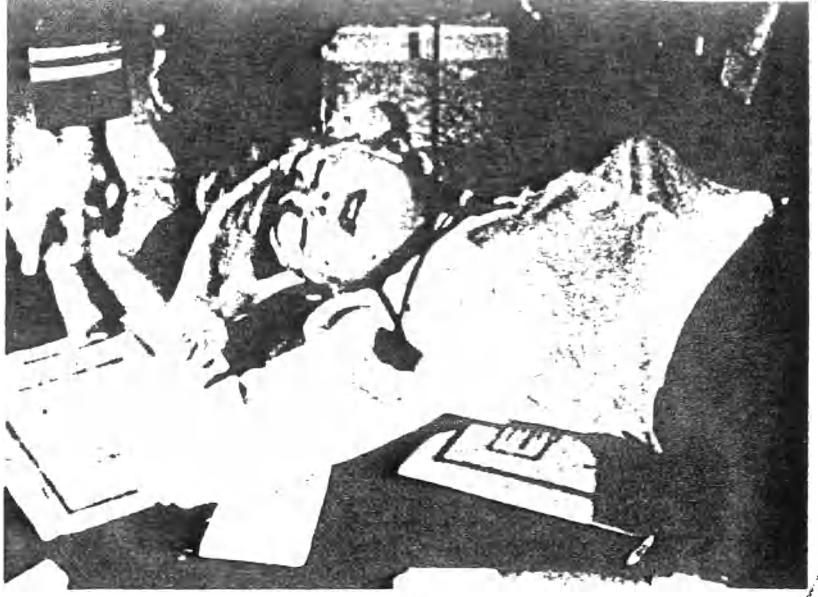
No. 314-3

During long convalescence he learns how to care for his sick heart and why.



No. 314-4

Finally he can go back to work with a much better chance to enjoy life without premature heart failure.



SAFETY IN OFFICES

MN1921d

PURPOSE:

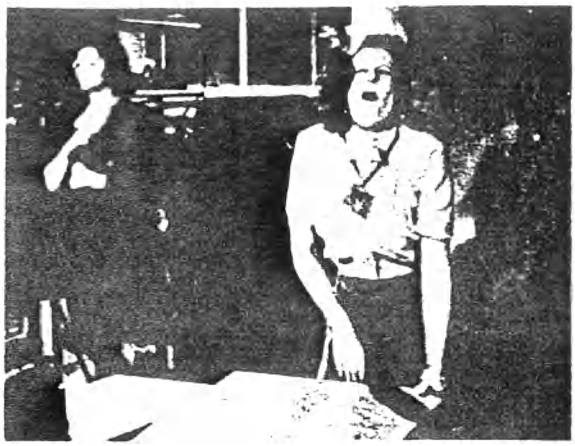
To show that accidents happen, even in offices, and that these accidents are caused by carelessness.

SYNOPSIS:

A half humorous, half serious portrayal of the many acts of carelessness that can result in accidents in the typical office. Stumbling over open file drawers, tripping over telephone cords, smashing fingers in drawers, improper use of paper cutters and punches, falling off ladders, running down stairs and tipping chairs are some of the incidents covered.

TYPE OF FILM:	Sound motion 16 m/m
RUNNING TIME:	10 minutes Year made: 1944
PRODUCED BY:	Carry Westen Productions, Inc.
PRODUCED FOR:	U. S. Navy
ORDER FROM:	Castle Films 445 Park Avenue New York 22, New York.
PRICE:	$13.18 f.o.b.

PRINTS NO LONGER AVAILABLE.
IF NEED FOR A NEW VERSION OF THIS SUBJECT IS APPARENT, PLEASE ADVISE A. T. & T. FILM & DISPLAY DIVISION.



No. 315-2
For some strange reason people consider office work safe from danger.



No. 315-3
An open file drawer may trip some unsuspecting victim.



No. 315-4
Typewriter bites girl.



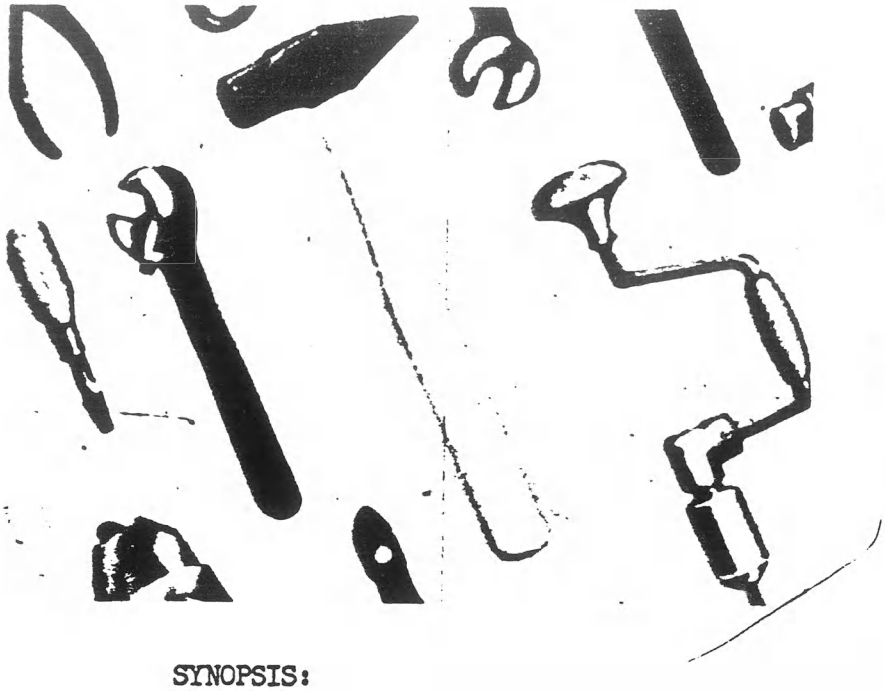
No. 315-5
Get acquainted with your chair.



No. 315-6
Office machines can be hazardous, for example - the paper cutter.



No. 315-7
Thousands are injured every year from falls on stairs.



THE A B C OF HAND TOOLS

PART I AND PART II

PURPOSE:

To promote the proper and safe use and care of common hand tools.

SYNOPSIS:

In this color film, Walt Disney creates an interesting character "Primitive Pete" as a means of illustrating what not to do when using hand tools. His occasional appearance serves to emphasize with a touch of humor the importance of proper and safe usage as explained by the narrator for each of the tools listed below:

PART I
- Hammers - ball-peen and claw.
- Screw drivers - round and square shank
- Pliers - combination, diagonal, long-nose, and side cutting
- Wrenches - Open end, adjustable jaw, monkey, pipe, box, box and open, and socket.

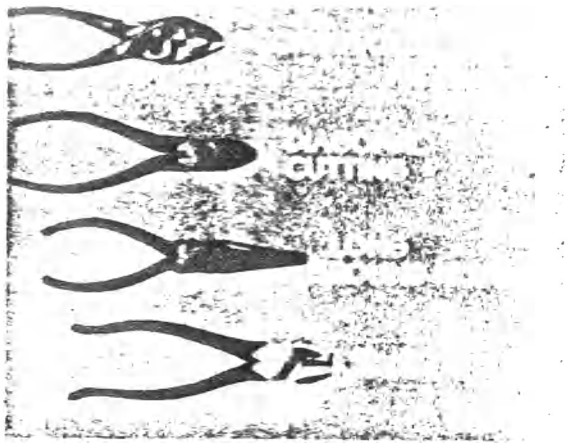
PART II
- Chisels - Wood, cold, cape, round-nose, and diamond point
- Planes - Block, jack
- Punches - Starting, pin, center
- Brace and bits
- Files - flat, round, triangular, rat tail.
- Saws - Rip, crosscut, back, compass, coping, hack.

TYPE OF FILM	Sound motion, color 16 m/m
RUNNING TIME	Part I 18 minutes Year Made: 1946 Part II 15 minutes
PRODUCED BY	Walt Disney Production
PRODUCED FOR	General Motors Corporation
ORDER FROM	Mr. James Craig Department of Public Relations General Motors Corporation 3044 W Grand Boulevard Detroit 2, Michigan Prints available on loan
PRICE	Part I $330.46 Part II $349.16



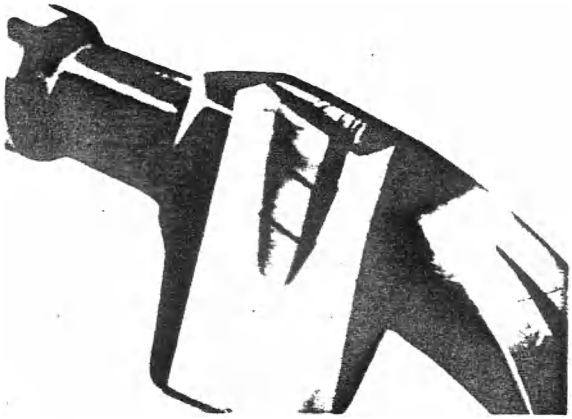
No. 316-2

Out of Primitive Pete's stone age hammer came our modern hand tools.



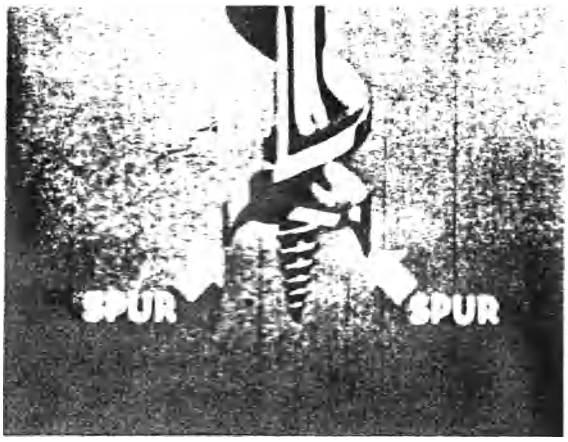
No. 316-3

There is a special plier for every purpose.



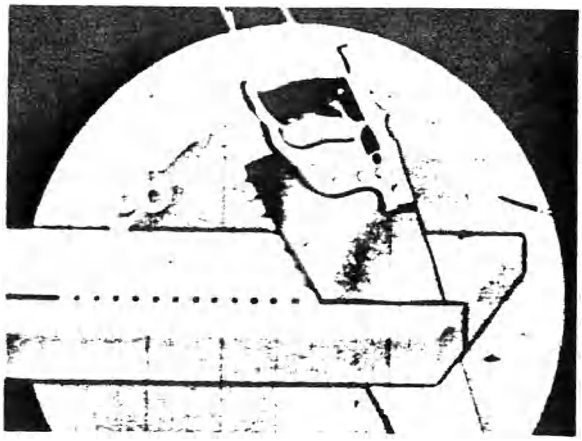
No. 316-4

A steel wedge is the only way to keep the head tight.



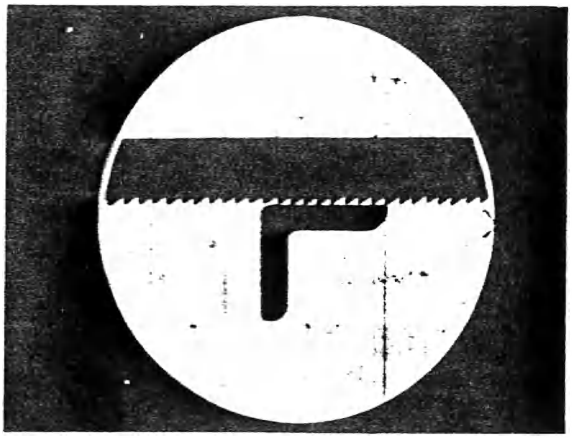
No. 316-5

Protect the working end of the bit from damage.



No. 316-6

Hold a rip saw at a 60° angle and use long steady strokes.



No. 316-7

Make use of as many hack saw teeth as possible in starting a cut.



No. 317
Revised

BOTTLE OF MAGIC

PURPOSE:

To show the development, manufacture and present-day uses of the electron tube.

SYNOPSIS:

Tracing the development of the electron tube from the pioneering efforts of such scientists as Lee de Forest, Thomas Edison and John Fleming during the early part of the twentieth century, this film demonstrates the role the tube plays in our society.

The picture shows how, in the hands of Bell System scientists, the first three-element electron tube was fashioned into a tool for amplifying long distance telephone voice currents. As the story progresses, we see the electron tube applied first to the trans-continental telephone in 1915, through to trans-oceanic radiotelephony, public address systems, commercial broadcasting and television, radar and radio relay.

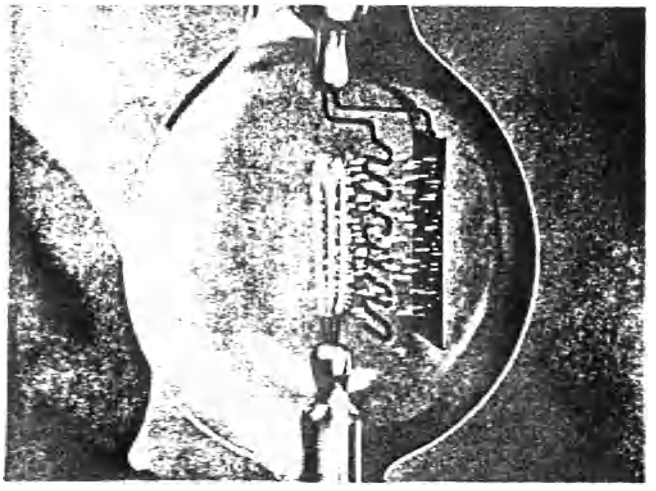
Climaxing these historical sequences, the film takes its audience behind the scenes of Western Electric's electronics shops where precision workmanship endows each item of manufacture with maximum efficiency and durability to meet Bell System standards of service.

TYPE OF FILM	Sound motion. 2-reels. 16mm and 35mm
RUNNING TIME	14 minutes Year Made: 1948
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	Western Electric Co., Inc.
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Bottle of Magic" (Quantity) Film, (Safety or Nitrate), 35mm, "Bottle of Magic"
PRICE	See Price List included in this catalog.



No. 317-2

With the vacuum tube, a telephone call spans an ocean as easily as it covers the miles from farmhouse to town.



No. 317-3

Animated scenes simplify the explanation of what happens in a vacuum tube.



No. 317-4

An outgrowth of de Forest's audion was Western Electric's practical electron tube, making possible transcontinental telephony.



Before Your Telephone Rings

PURPOSE:

To tell the story of what's behind an installation of residence telephone service - the people, the different jobs, and the manner in which they do their jobs.

SYNOPSIS:

This is a story of a telephone installation, made possible by the teamwork and spirit of service of many telephone people. To the customer the job looks comparatively easy; but a glimpse behind the scenes shows what is needed to provide service for this one telephone.

The story touches on the activities not only of the installer, but also of the business office, the directory people; plant assignment, central office, supply service, construction work, accounting operations involving a customer's account, and traffic's intercepting and information service.

The over-all impression is that of a many-sided job, done smoothly by well trained, friendly craftsmen. The picture makes clear that for this or any other installation to happen, much more must be done behind the scenes than meets the customer's eye.

TYPE OF FILM	Sound motion, 16 m/m and 35 m/m
RUNNING TIME	17 minutes Year Made: 1948
PRODUCED BY	Pathescope Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____ Film(s) 16 m/m "Before Your Telephone Rings" _____ Film(s) 35 m/m (Nitrate or Safety) "Before Your Telephone Rings"
PRICE	See Price List included in this catalog

No. 318-2



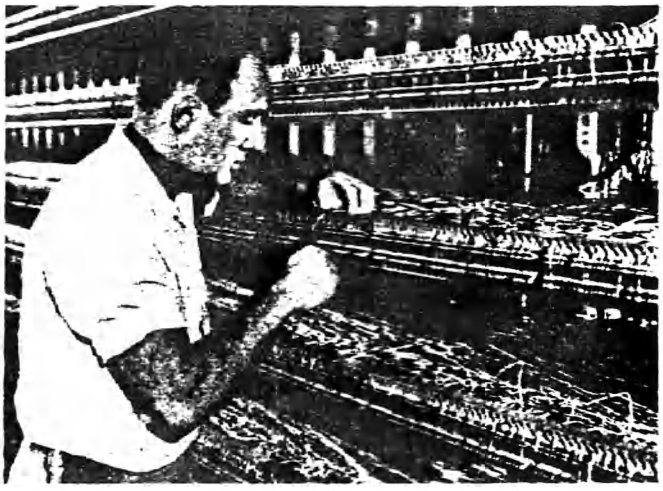
Customer making application for her telephone service in the business office.

No. 318-3

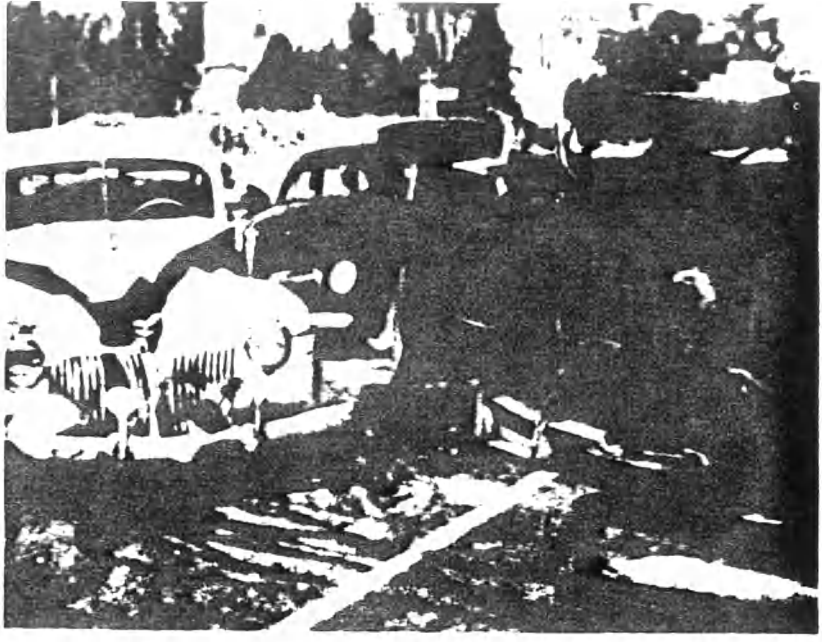


Employees at work in the plant assignment office.

No. 318-4



Central office man "laying-in the cross-connection" for the customer's new telephone service.



No. 319

TRAFFIC WITH THE DEVIL

PURPOSE:

To promote motor vehicle safety. Referred to in Mr. Kingsley's letter of June 18, 1948 to General Plant Personnel Supervisors.

SYNOPSIS:

Judged by the National Safety Council to be the best theatrical motion picture on safety for 1946, this film takes the audience on a tour of duty with a motor vehicle police sergeant. The sergeant points out common causes of motor vehicle accidents, the responsibility of drivers for their own safety and that of others, the need for cooperation with public officials, and the importance of proper attitude while driving.

TYPE OF FILM	Sound Motion 16 m/m
RUNNING TIME	19 minutes Year Made: 1946
PRODUCED BY	Metro-Goldwyn-Mayer
PRODUCED FOR	Los Angeles Police Dept.
ORDER FROM	Teaching Film Custodians, Inc. 25 W. 43 St. New York 18, New York
PRICE	Available for preview on request. Available otherwise only on long term lease at 1 year period - $30.00 3 year period - $60.00



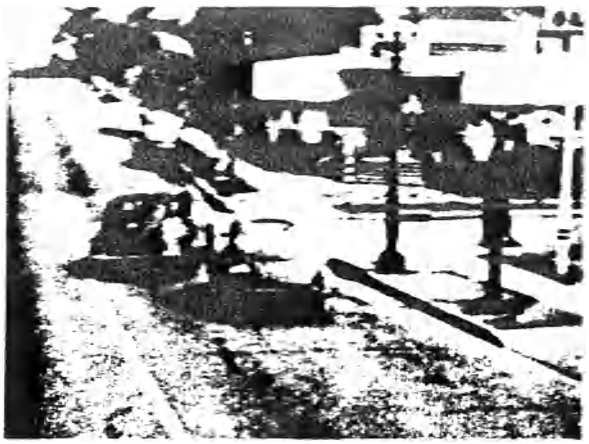
No. 319-2

Traffic congestion in the modern city makes careful driving a necessity.



No. 319-3

Failure to grant the right of way.



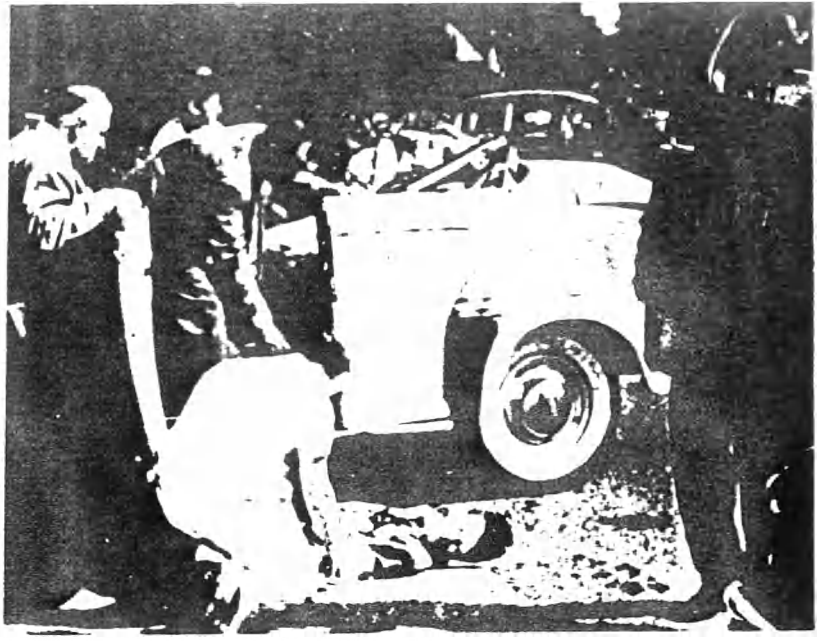
No. 319-4

Turning right from the left hand lane.



No. 319-5

Saving a few minutes isn't worth the price.



No. 320

DANGER

IS YOUR COMPANION

PURPOSE:

To promote interest in and attendance at First Aid classes. Referred to in Mr. Kingsley's letter of May 18, 1948 to General Plant Personnel Supervisors.

SYNOPSIS:

Federal, State and municipal organizations have joined forces to educate people to reduce the heavy accident toll caused mainly by carelessness. Too many people take chances without thinking - 100,000 deaths occurred last year as a result.

In spite of this program, the film points out, there will always be people who forget or refuse to accept responsibility for the welfare of others. The battle against disease and epidemics is gradually being won - not so with accidents.

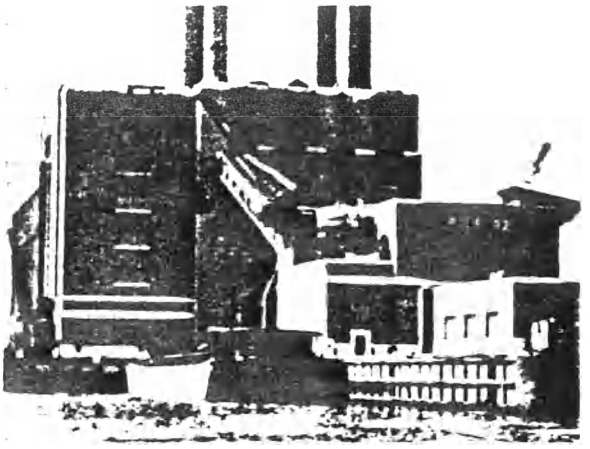
First Aid training is an essential part in the fight. While this knowledge may save a life, its contribution is even more important, for first aid knowledge breeds safety-mindedness - the first step in reducing accidents.

TYPE OF FILM	Sound motion, 16 m/m
RUNNING TIME	17 minutes Year Made: 1948
PRODUCED BY	Ted Nemeth Studios
PRODUCED FOR	American National Red Cross
ORDER FROM	Castle Films 1445 Park Avenue New York ~~22~~ 29 N. Y.
PRICE	$19.50



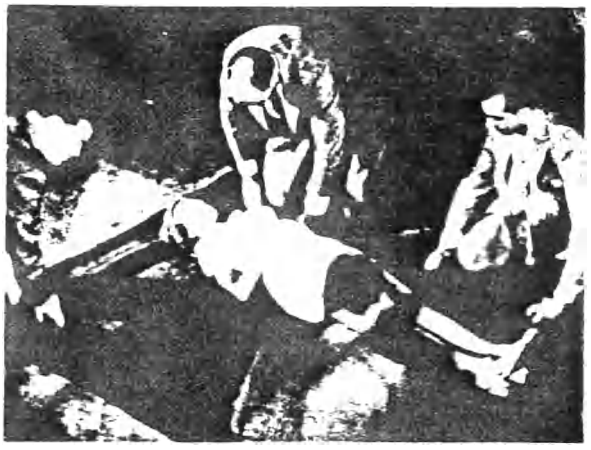
No. 320-2

What would you do if you faced this situation?



No. 320-3

First aid classes will help to reduce the two million industrial accidents last year.



No. 320-4

Men and women are gaining priceless knowledge to cope with emergency situations.



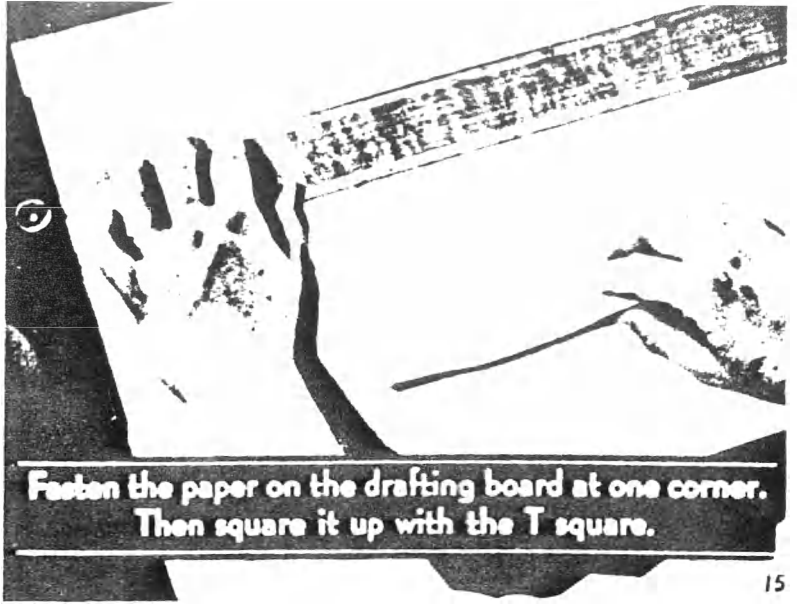
No. 320-5

As you learn more about first aid you will become more safety-minded.



No. 320-6

Accidents in a single year claimed 100,000 lives exceeding the toll of all communicable diseases combined.



"T" SQUARE AND TRIANGLES

PURPOSE:

PART I - Explains the basic rules for the use of "T" square and triangles.

PART II - Provides exercises for the development of angles.

SYNOPSIS:

PART I: Portrays the fundamental uses of a "T" square and the 45 degree and 30-60 degree triangles, describes the tools and equipment needed and shows correct care and usage. Stresses proper use of hands, pencil, triangle and "T" square in drawing margins and layout of title block.

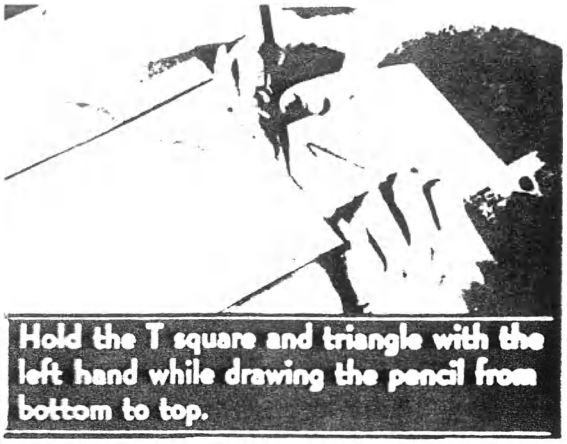
PART II: Shows the use of triangles to obtain lines of various angles.

TYPE OF FILM	Silent slide. 35 m/m	
PRODUCED BY	Jam Handy Organization	Year Made: 1943
PRODUCED FOR	Jam Handy Organization	
ORDER FROM	Jam Handy Organization 1775 Broadway New York 19, N. Y.	
PRICE	$3.50	



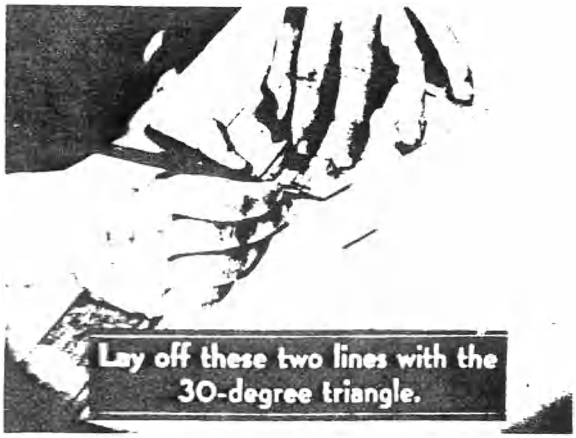
Use the T square as a straightedge for horizontal lines only.

No. 321-2



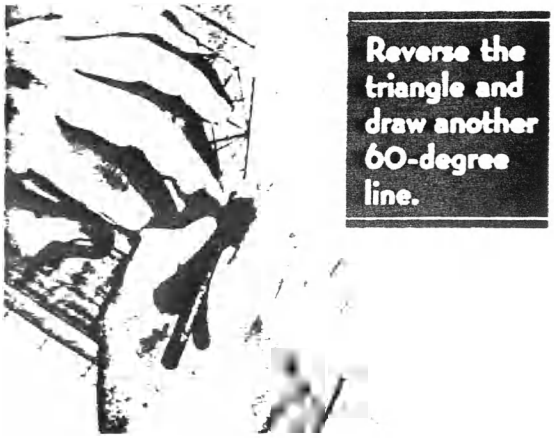
Hold the T square and triangle with the left hand while drawing the pencil from bottom to top.

No. 321-3



Lay off these two lines with the 30-degree triangle.

No. 321-4



Reverse the triangle and draw another 60-degree line.

No. 321-5

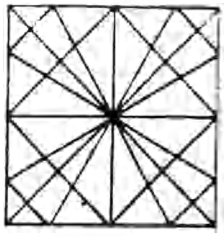
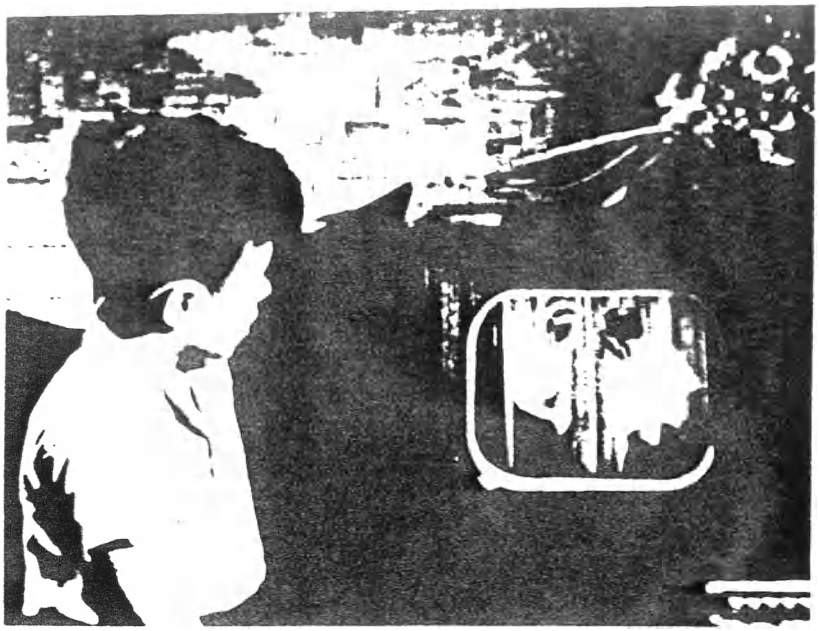


FIG3

The T square, 45-degree triangle, 30-60-degree triangle, and a rule and pencil are used to construct Figure 3.

No. 321-6



No. 322

SIGHTSEEING AT HOME

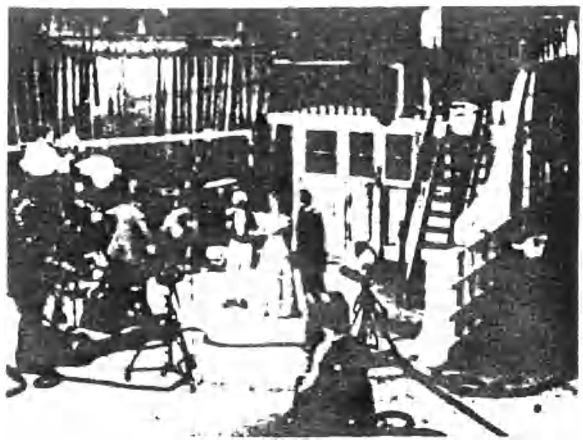
PURPOSE:

To give an appreciation of how programs are televised in the studio, monitored, transmitted, and received.

SYNOPSIS:

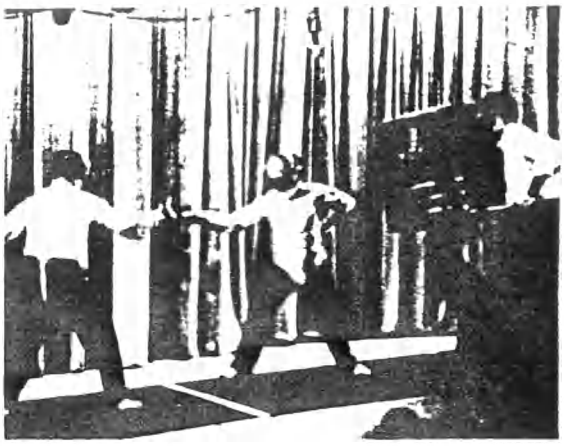
Presenting the fundamentals of video transmission and reception, this film is suitable for purposes of general appreciation during early stages of initial training. It shows in interesting fashion how the original scene is picked up by the camera tube, how the various camera pictures are selected at the monitoring position, transmitted, amplified by radio relay, and received by the television set. Scanning and transmission of individual pulses in sequence are briefly covered.

TYPE OF FILM	Sound Motion, 16 m/m
RUNNING TIME	15 Minutes Year Made: 1946
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	General Electric Company
ORDER FROM	Film Division General Electric Co. 570 Lexington Ave., New York 22, N. Y.
PRICE	$25.00



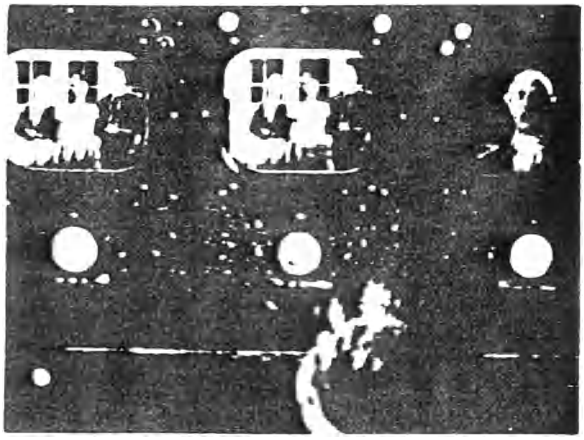
No.322-2

The studio is a maze of properties, lights, and equipment.



No. 322-3

The camera tube is sensitive to varying degrees of light.



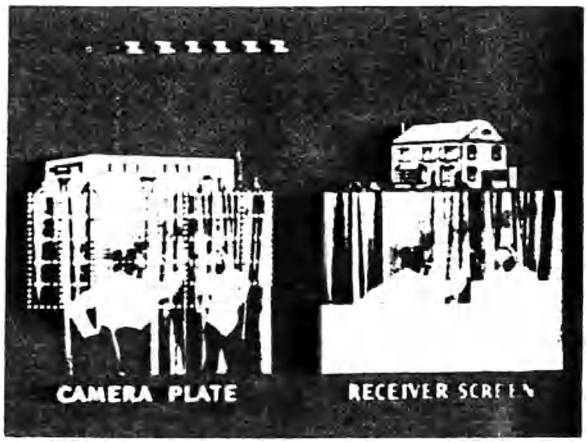
No.322-4

At the control board the engineer determines which camera picture will be sent out.



No. 322-5

Transmission of the video wave is limited by the horizon.



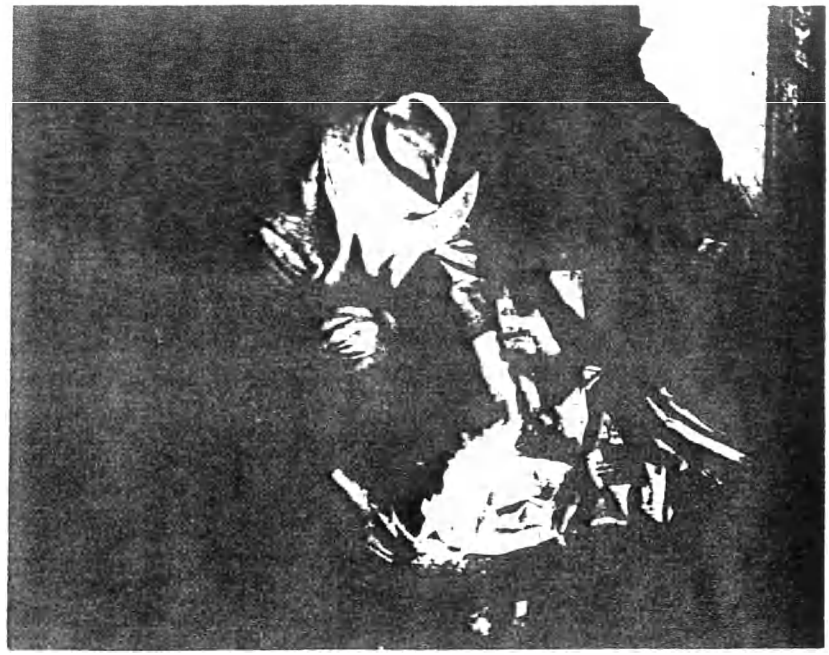
No. 322-6

As the camera scans the scene, electric impulses are transmitted in sequence to the receiver.



No.322-7

The amount of light at the receiving tube is proportioned to the strength of the incoming signal.



No. 323

THE FIRE BUG

PURPOSE:

To promote safety consciousness toward the reduction of accidental fires.

SYNOPSIS:

Introducing the Fire Bug as a vicious character, who nevertheless is invariably tracked down and caught by the police, the film points out that Mr. Average Citizen is a much more dangerous person. His failure to "think hazards - recognize hazards - and report or correct hazards" results in most of the 700,000 accidental fires that occur annually.

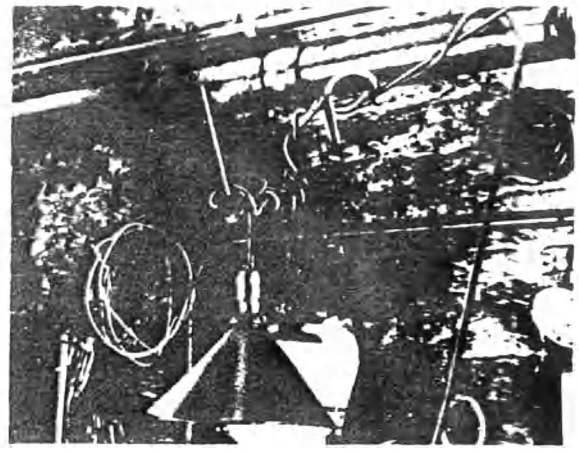
Then, briefly, the narrator drives home the various items that insurance reports indicate are the most common causes of fires. Included are oily waste, trash, wiring, extension cords, over-fusing, friction, sparks, flames, high temperatures, explosion and smoking habits.

TYPE OF FILM	Sound slide 35 m/m
RUNNING TIME	14 minutes Year Made: 1948
PRODUCED BY	Atlas Educational Film Co.
PRODUCED FOR	Zurich Insurance Companies
ORDER FROM	Mr. Harold W. Riess Zurich General Accident & Liability Insurance Co. 80 John Street New York 7, New York
PRICE	$20.00



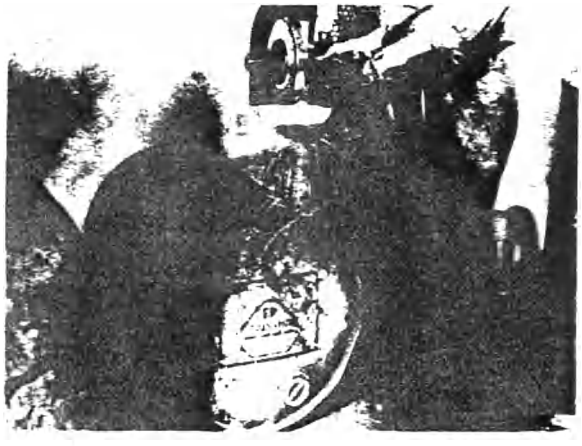
No. 323-2

Mr. Average Citizen is responsible for most of the 700,000 accidental fires each year.



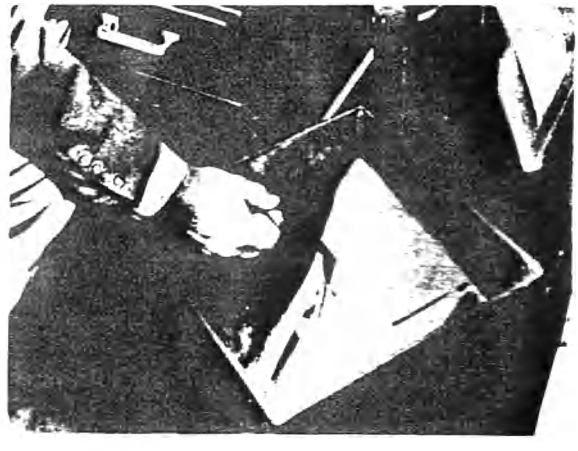
No. 323-3

The extension cord - a substitute for permanent wiring - is seen in industry and home.



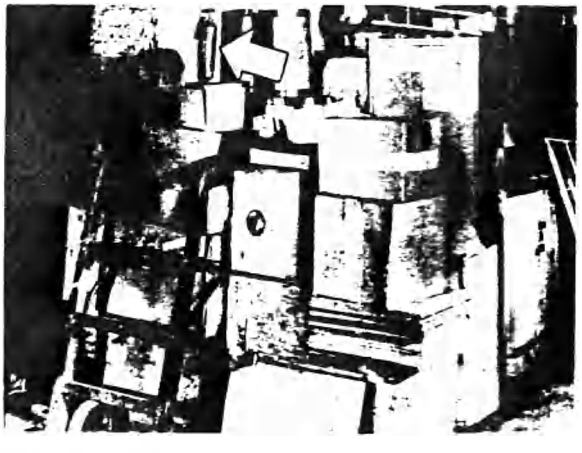
No. 323-4

Sparks and inflammable liquids don't mix.



No. 323-5

Careless smoking habits - the greatest single cause of fires.



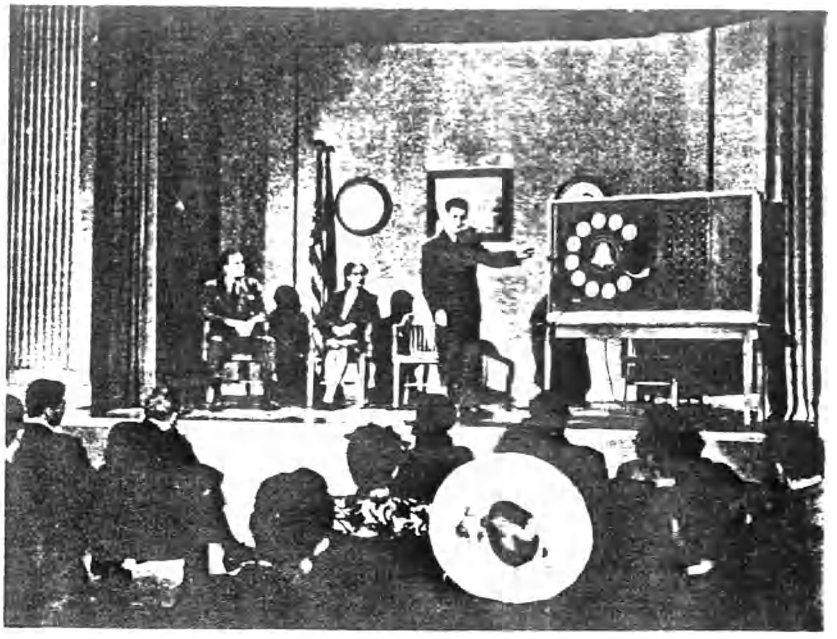
No. 323-6

Fire extinguishers are of no value unless accessible.



No. 323-7

Cleaning with gasoline - a natural for explosions.



No. 324
Revised
See also No. 224

DIAL COMES TO TOWN
(Short Version)

PURPOSE:

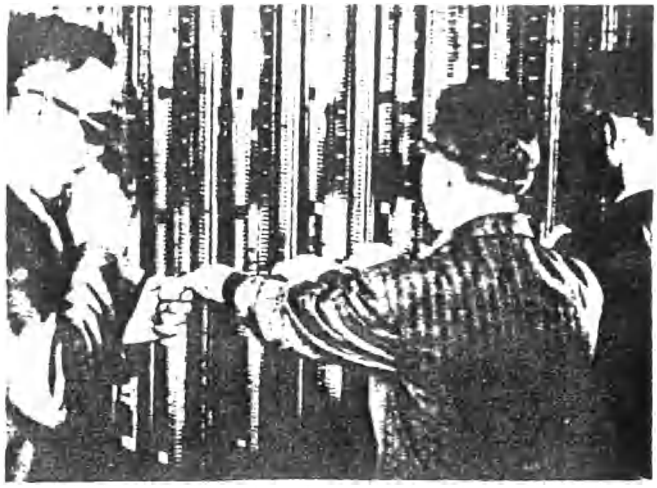
To inform telephone users about dial cut-overs and to illustrate proper dial usage.

SYNOPSIS:

At a meeting of townspeople in a community that is to be changed from manual to dial, telephone representatives conduct demonstrations and supply information about the new method of operation.

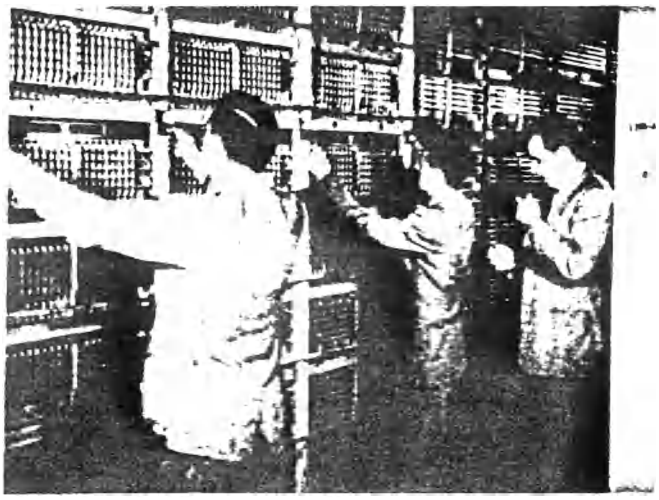
As the picture opens, the Telephone Manager tells the audience of the planning and building that have been done to prepare for the new service. He introduces a plant man, who briefly explains the cut-over, after which a traffic department representative illustrates the important steps in dialing with the aid of a demonstration unit.

TYPE OF FILM	Sound motion, 16 m/m and 35 m/m
RUNNING TIME	10 minutes Year Made: 1948
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____Film(s) 16 m/m "Dial Comes To Town" _____Film(s) 35 m/m (Nitrate or Safety) "Dial Comes To Town"
PRICE	See Price List included in this catalog



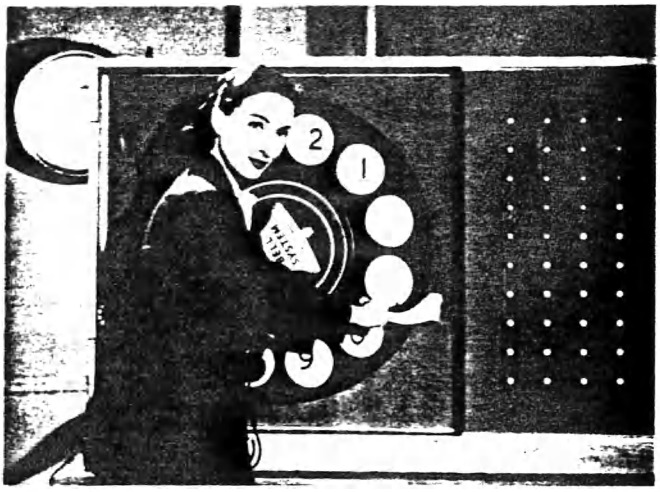
No. 324-2

Heat coils about to be pulled in the main frame, cutting out manual service to the community.



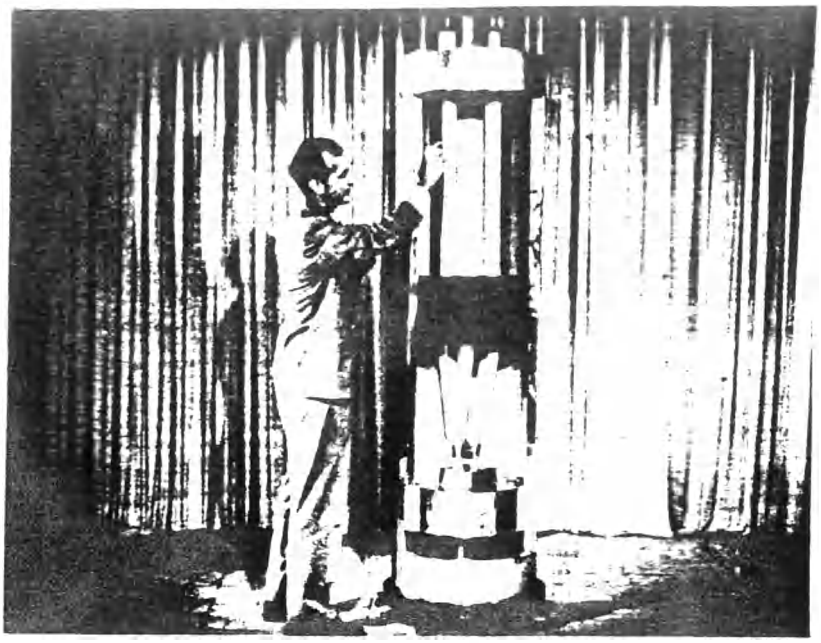
No. 324-3

Preparing to pull the tags at the new cross bar frame, which will complete the circuit to the dial apparatus.



No. 324-4

A Traffic Department representative demonstrating proper dial usage.



No. 325
Revised

TELEPHONE SCREEN REVIEW (NUMBER 5)

PURPOSE:

To inform employes and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

Prepared in newsreel form, this subject covers:

COIN TELEPHONE COLLECTIONS. This is the story of coin box collections from public telephones; how the coins are sorted and counted by ingenious machines at central collection depots.

PALLETIZATION. The efficient system that Western Electric has adopted for speeding the handling of materials and supplies for telephone companies.

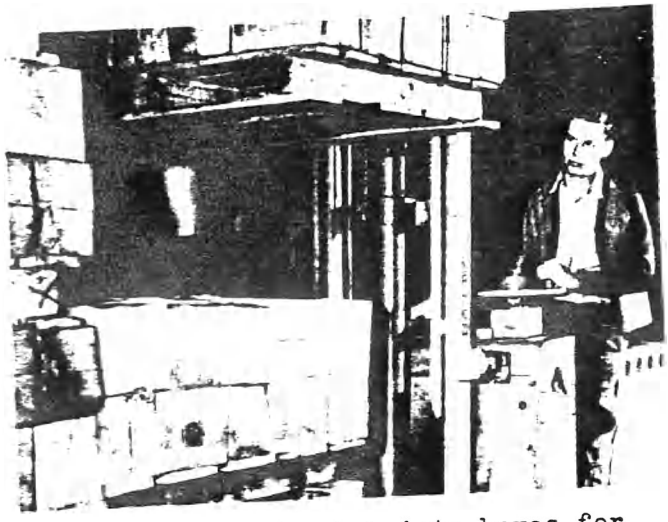
THE TRANSISTOR. Introducing a product of basic research - the transistor, a tiny electronic device developed by the Bell Telephone Laboratories that will do almost anything that an ordinary vacuum tube will do.

TYPE OF FILM	Sound motion, 16 m/m and 35 m/m
RUNNING TIME	11 minutes Year Made: 1948
PRODUCED BY	Leslie Roush Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____Film(s) 16 m/m "Telephone Screen Review No. 5" _____Film(s) 35 m/m (Nitrate or Safety) "Telephone Screen Review No. 5"
PRICE	See Price List included in this catalog



No. 325-2

Sealed coin boxes are opened at the sorting and counting machine.



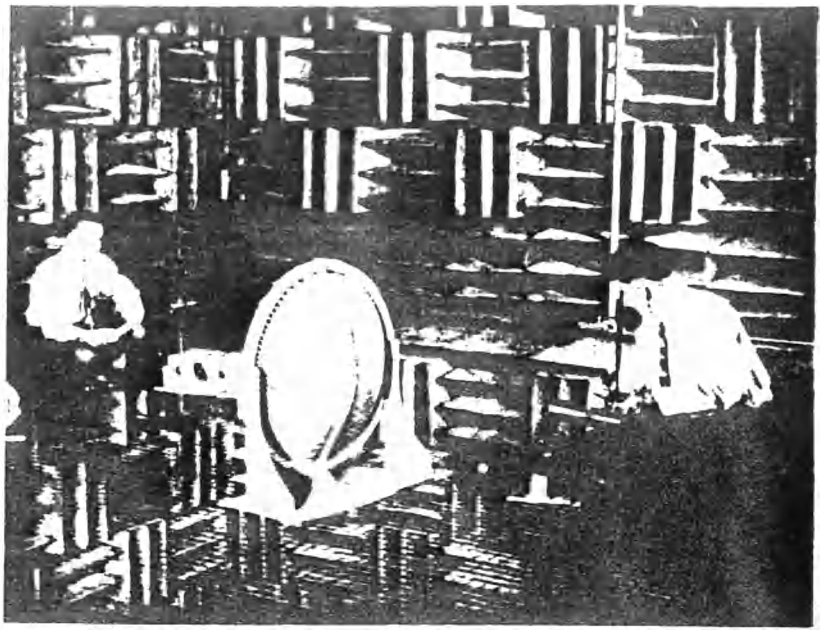
No. 325-3

A palletization truck hoists boxes for storage.



No. 325-4

Comparing the tiny transistor with a standard glass vacuum tube.



No. 326

TELEPHONE SCREEN REVIEW (NUMBER 6)

PURPOSE:

To inform employes and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

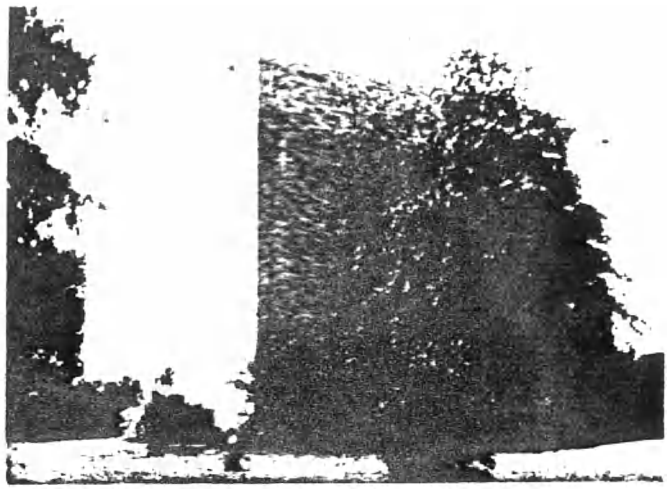
Prepared in newsreel form, this subject covers:

QUIET PLEASE! The sound proof room at The Bell Telephone Laboratories, Murray Hill, New Jersey and how it is constructed and used as a tool in audio research in connection with telephony.

MODEL PLANT Western Electric's new Allentown, Penna., Plant offers the last word in cleanliness, accuracy and dependability in the production of electronic equipment.

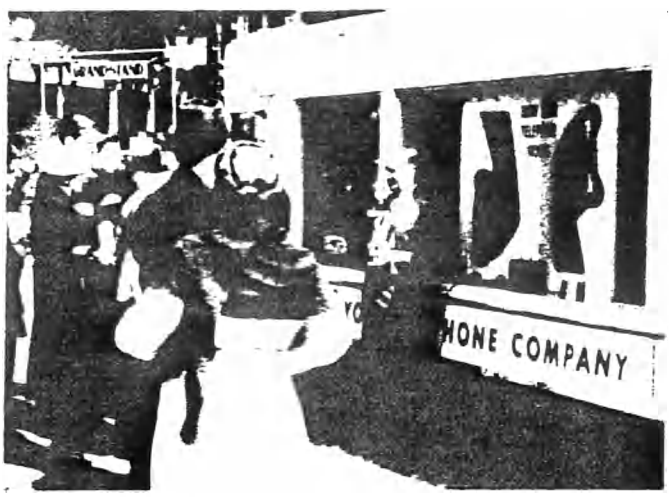
LET'S GO TO THE FAIR! Everybody goes to the Fair including the telephone company - participating with such things as tent puppet shows and exhibits, the telemobile, the telecoach and some permanent telephone centers.

TYPE OF FILM	Sound motion 16 m/m and 35 m/m
RUNNING TIME	10½ minutes Year Made: 1948
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House.
ORDER WORDING	____Film(s) 16 m/m Telephone Screen Review (No. 6) ____Film(s) 35 m/m (Nitrate or Safety) Telephone Screen Review (No. 6)
PRICE	See Price List included in this catalog.



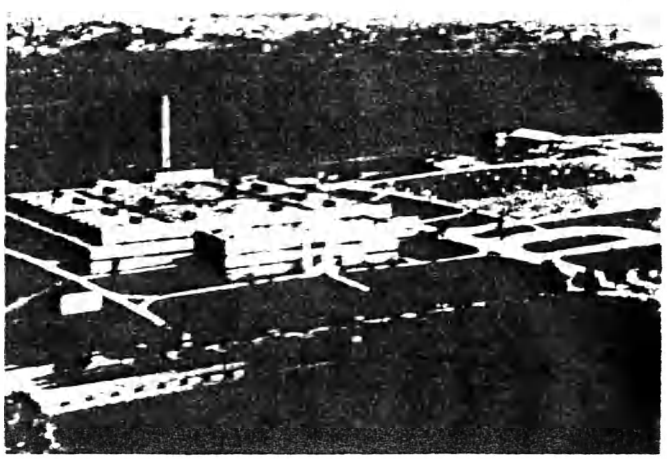
No. 326-2

Exterior of the sound proof room at the Bell Telephone Laboratories, Murray Hill, New Jersey.



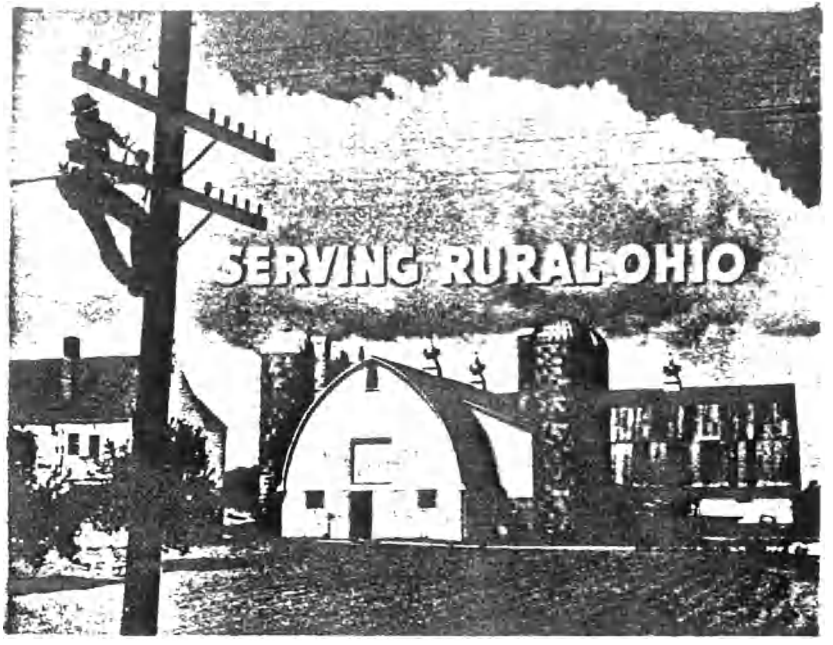
No. 326-3

Telemobile in action at the fair.



No. 326-4

Exterior view of the new Western Electric Allentown Plant.



Serving Rural Ohio

PURPOSE:

To show what the Ohio Bell Telephone Company has done to improve and expand rural telephone service.

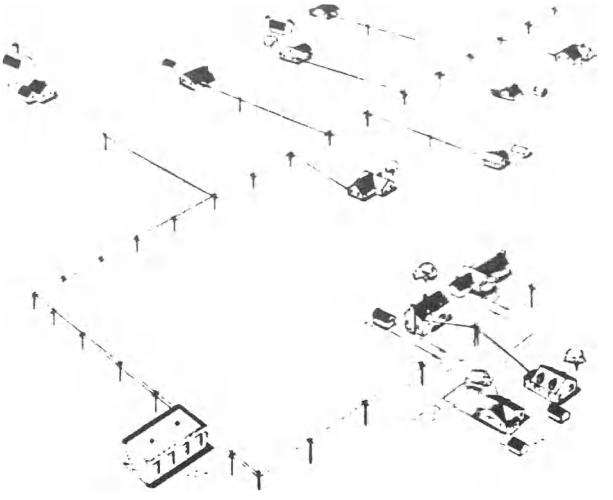
SYNOPSIS:

A map indicates the area served by The Ohio Bell Telephone Company, The Cincinnati & Suburban Telephone Company, and the independent companies. All work together in close co-operation as a part of the nation's telephone system.

Rural telephone development in Ohio is high in comparison with other states; about 70% of Ohio farm families have service.

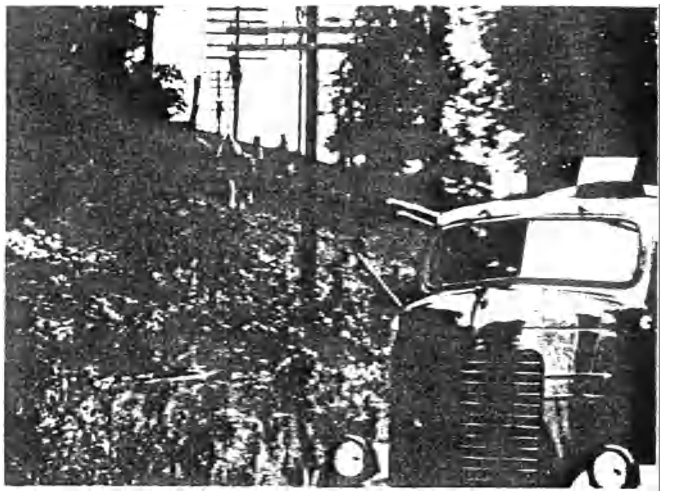
A great amount of material and equipment is necessary to add a single customer and construction problems are difficult, making the costs high. Party lines have made it economically possible to extend service to widely separated rural homes. If people would accept the idea that the party line is a necessity and that cooperation is necessary for good service, the problem of party line interference would practically vanish.

Type of Film	Sound Motion 16 m/m
Running Time	11 minutes Year made: 1948
Produced for	The Ohio Bell Telephone Company, Southwestern Area
Produced by	Wilding Picture Productions, Inc.
Order from	Public Relations Department The Ohio Bell Telephone Company 750 Huron Road, Cleveland 15, Ohio
Price	$16.75



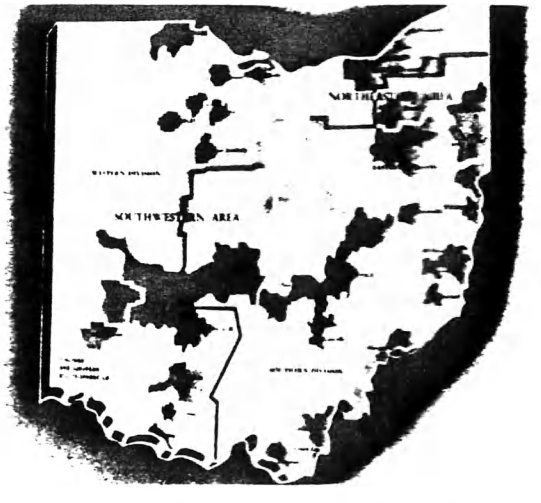
No. 327-2

The comparison in Plant required for city party lines to that needed for rural party lines.



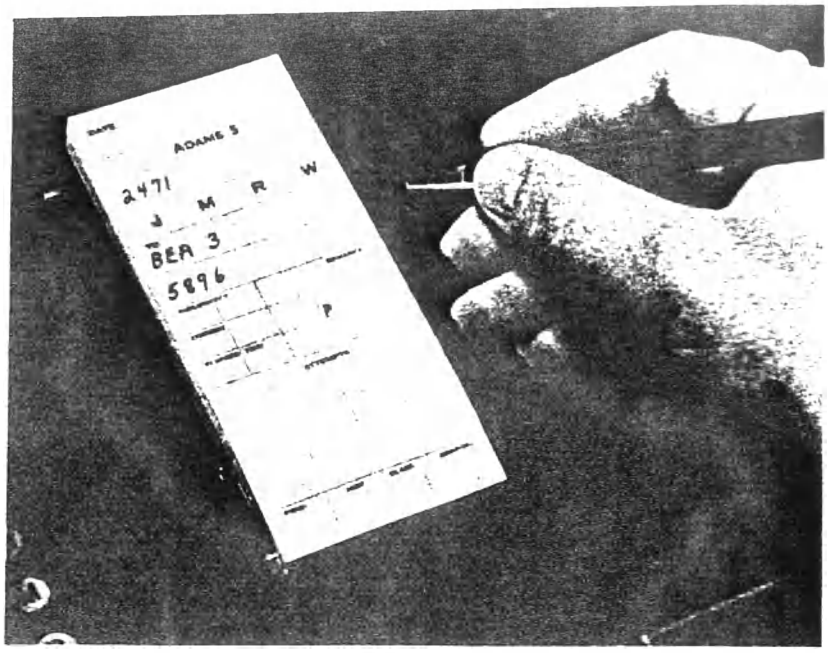
No. 327-3

Toll line construction through rural country too rugged for construction trucks.



No. 327-4

The Ohio Bell territory in the State of Ohio.



No. 328

Operating Technique — 'A' Board Toll Tickets

PURPOSE:

To present to new and experienced operators a demonstration of good technique in writing and handling tickets at dial and manual 'A' boards.

To show how good ticket work assists operators in completing toll calls and contributes to greater billing accuracy.

To inspire in operators the desire to develop the skill that makes the job easier, promotes pride of accomplishment, and assists in giving fast and accurate service.

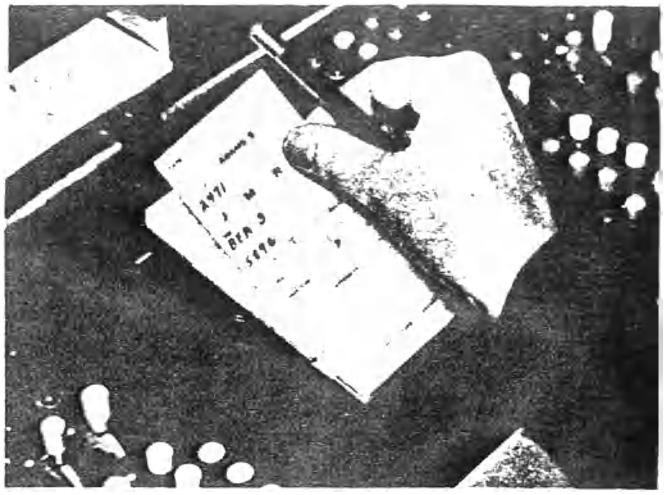
SYNOPSIS:

The film presents a detailed demonstration of the following basic techniques used in writing and handling tickets:

1. Entering details promptly, accurately, legibly and confined to the proper spaces.
2. Removing tickets from ticket pad, inserting between keys or in ticket clips and handling tickets when making timing entries and filing.
3. Noting and entering timing details.
4. Correcting entries when necessary.
5. Operating while holding a pencil in the hand.

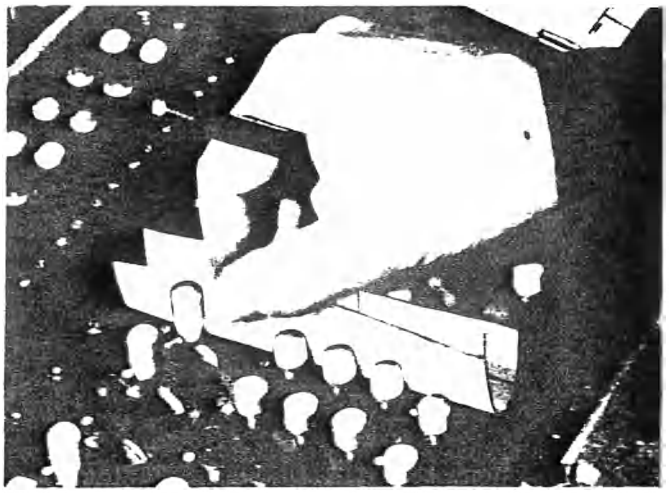
At the end of the film, the techniques are reviewed by means of a series of simulated calls.

TYPE OF FILM	Sound motion, 16 m/m
RUNNING TIME	13 minutes Year Made: 1949
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____Film(s) 16 m/m "Operating Technique - 'A' Board Toll Tickets"
PRICE	See Price List included in this catalog



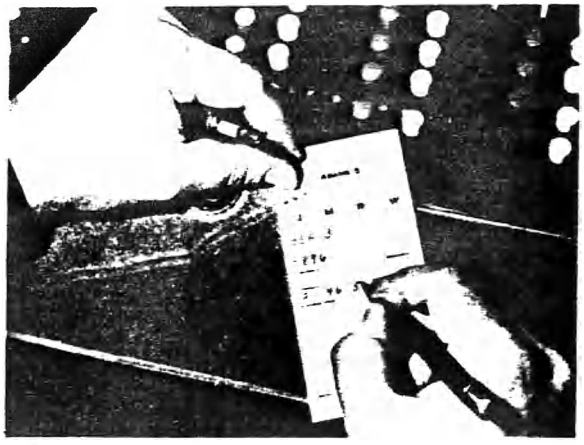
No. 328-2

Removing a ticket from the pad



No. 328-3

Inserting a ticket between the keys



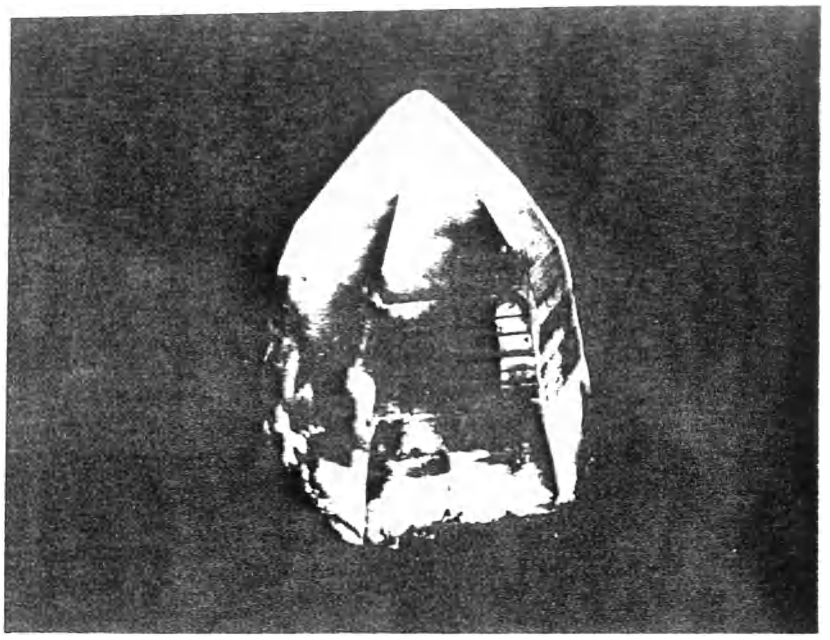
No. 328-4

Making time entries - manual



No. 328-5

Making time entries - dial



No. 329

Voice Sentinel

PURPOSE:

To show the important role of the quartz crystal in present-day communications.

SYNOPSIS:

A scientific curiosity three decades ago, the quartz crystal now serves as the controlling heart of the vast network of telephone and radio.

In VOICE SENTINEL animation and working models demonstrate the piezo-electric quality of quartz crystals which makes them such effective servants of modern man. The picture demonstrates how this quality has been applied to the frequency control of many channels in a single conductor.

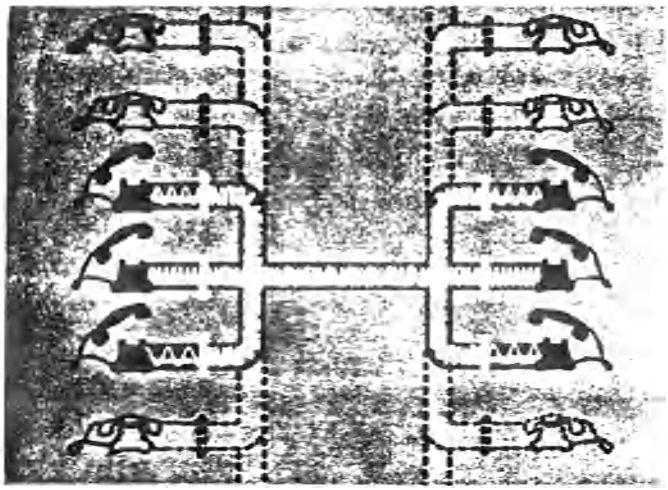
In order to illustrate the progress which the Western Electric Company in collaboration with Bell Telephone Laboratories has made in crystal manufacture, the camera goes behind the scenes at one of Western Electric's plants where the quartz crystal is cut and ground to exacting tolerances for use in the Bell Telephone System.

TYPE OF FILM	Sound motion. 16 m/m and 35 m/m
RUNNING TIME	16 minutes. Year Made: 1948
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	Western Electric Co., Inc.
HOW TO ORDER	On requisition through local Western Electric Distributing House.
ORDER WORDING	_____Film(s) 16 m/m "Voice Sentinel" _____Film(s) 35 m/m (Nitrate or Safety) "Voice Sentinel"
PRICE	See Price List included in this catalog.



No. 329-2

Instructor and engineers in demonstration room examining a raw quartz crystal and sawed plates.



No. 329-3

Animated drawing shows how crystals are used to separate, by a frequency filtering action, many conversations traveling over a common telephone circuit.



No. 329-4

A crystal used for generating frequency control is mounted and enclosed in a glass envelope.



STEPPING ALONG WITH TELEVISION (1955 REVISION)

PURPOSE:

To give the public and employees the non-technical story of how Bell System television network service functions.

SYNOPSIS:

"Stepping Along with Television" is an informative film which portrays the Bell System's role in expanding the horizons of television.

Briefly, the story explains how a musical ballet television program originating in a New York City studio is delivered via coaxial cable and radio relay facilities to a residence in Waukesha, Wisconsin. Vivid map animation is used in part to show how a program is carried over Bell System networks from East to Middle West. As the television program moves westward, the ballet troupe is seen in action through video monitors in telephone control rooms in Philadelphia, Pittsburgh, Cleveland, Chicago and Milwaukee.

Finally, the story tells how this television network is being rapidly expanded so that black and white and color network service will soon be available to virtually every major city in the United States.

TYPE OF FILM	Sound motion, 16mm & 35mm, B&W
RUNNING TIME	11 minutes
PRODUCED BY	Caravel Films Year Made: 1955
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "Stepping Along with Television" (Quantity) Film, 35mm "Stepping Along with Television"
PRICE	See Price List included in this catalog.

Cleared for Television



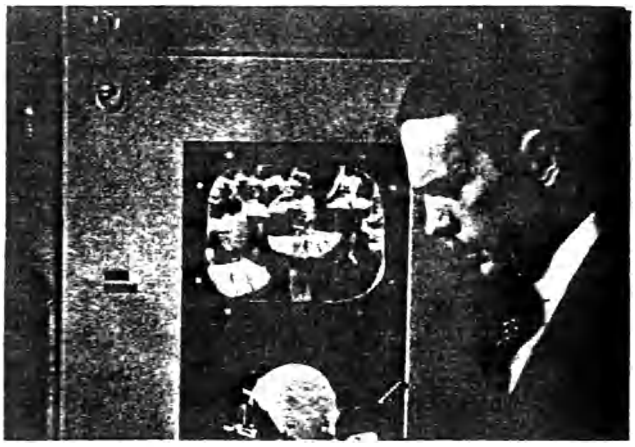
No. 330-2

Television brings a world of enchantment into this young lady's life.



No. 330-3

The ballet sent over the television network.



No. 330-4

Bell System technician checking picture and sound quality as television program passes through one of the radio relay telephone control rooms along the network.



No. 331

THE TRUTH ABOUT ANGELA JONES

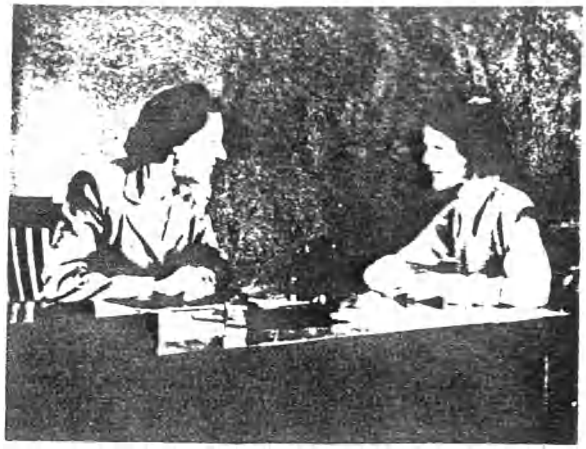
PURPOSE:

To improve the attitude of Accounting employees toward quality requirements and stimulate job pride. To acquaint all employees with the various fields of Accounting work.

SYNOPSIS:

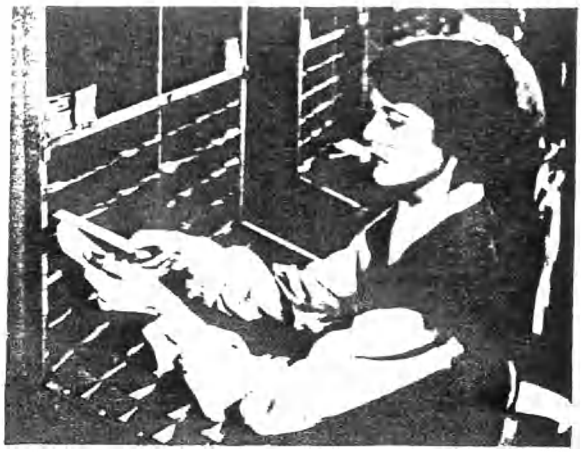
Because of her accuracy and skill, a legend grew among Accounting people about a former fellow-worker, Angela Jones. Some said she worked in Revenue, others in Payroll, others in Property and Cost. The film takes us into each of these sections to show how the legend of Angela's skill arose. She is shown as a normal girl with normal life interests, who starts her business career with all the uncertainties and mistakes of any beginner In the Revenue sequence, an understanding supervisor gives her the right start by showing her the reasonableness of quality standards set by customers' expectations, and how they can be met by the employee. In the Payroll sequence, Angela comes to recognize the fairness of quality standards in terms of employees getting correct pay checks. In the Property and Cost sequence, the standards are shown in terms of their use in planning for lines and cables and other facilities for future telephone users. Angela also comes to understand the personal benefits in striving to meet the standards. The film ends on the note: "Perhaps Angela Jones was only a name...Change it for your names...This story is your story...You will carry on the legend of Angela Jones."

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	23 minutes Year Made: 1949
PRODUCED BY	Pathescope Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "The Truth About Angela Jones"
PRICE	See Price List included in this catalog



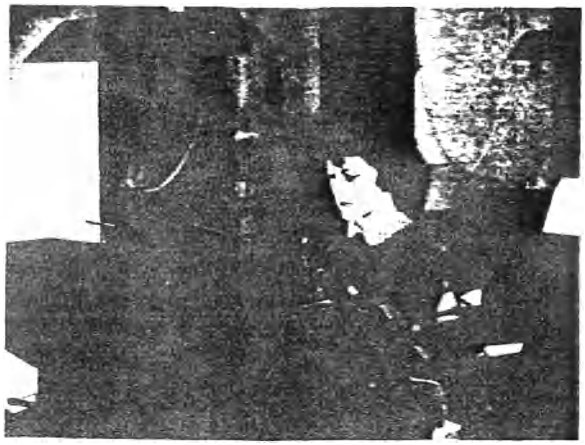
No. 331-2

Her supervisor explains to Angela the reasonableness of the quality standard.



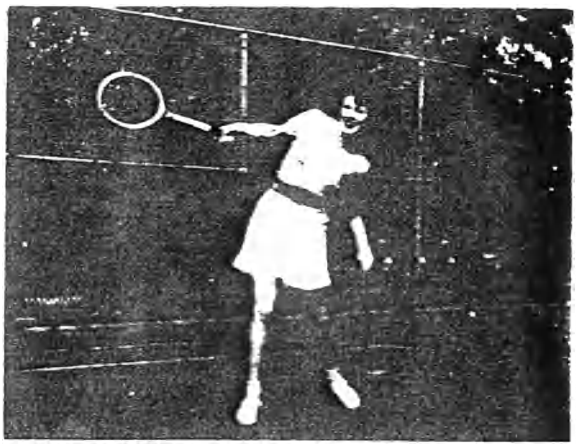
No. 331-3

She learns to concentrate on one thing at a time when doing a job.



No. 331-4

Angela still worries about her ability to meet the quality standard.



No. 331-5

She learns that mastering a job is like mastering a game.



No. 331-6

Now sure of herself in her job, Angela feels more sure of herself among her fellow-workers.



No. 331-7

She learns that self-confidence gained from mastery of any job brings enjoyment in work and in living.



THE INVISIBLE RECEPTIONIST

PURPOSE:

To demonstrate that observing proper procedures and being courteous and thoughtful make the PBX attendant's work more pleasing and enjoyable.

To show the difference in the reaction between telephone users when they are handled courteously, cheerfully and thoughtfully, and when they are not.

To illustrate the important features of PBX practices and techniques.

To indicate the services which the Telephone Company is prepared to give in placing and training attendants, and the assistance which PBX Service Advisers give during their visits to customers.

SYNOPSIS:

Irene, an attractive and well-trained PBX attendant and receptionist, tells how she learned to give the best possible service and why it makes her work more pleasant.

Through a series of incidents taken from her own past history, she shows what happens when a PBX attendant fails to follow the more desirable practices, and how much trouble she causes - not only for the telephone users but for herself as well.

Her experience covers the operation of a cordless board, a one-position, two-position, and multiple board. Several sequences show her learning how to operate these boards at the PBX training department. The handling of cords and keys is covered in a sequence at the multiple board at the Chicago Post Office.

Irene points out that a PBX attendant is an invisible receptionist; that she is just as much a hostess for her firm as if she were visible; that being a telephone receptionist and invisible "is more challenging because I've got to express my complete personality with only my voice and actions."

TYPE OF FILM	Sound motion. 16 m/m
RUNNING TIME	21 minutes Year Made: 1949
PRODUCED BY	Wilding Picture Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	_____ Film(s) 16 m/m "The Invisible Receptionist"
PRICE	See Price List included in this catalog



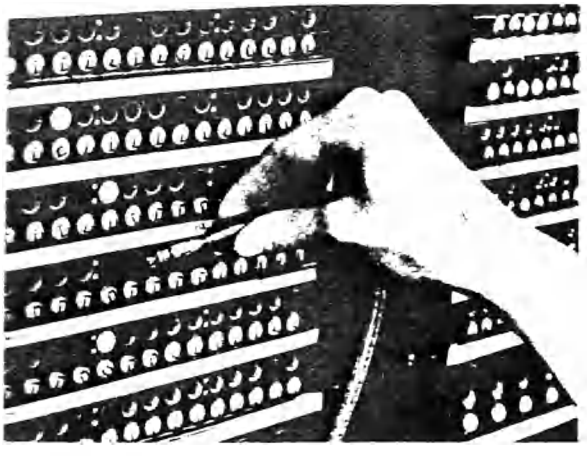
No. 332-2

Not receiving the courtesy of a progress report, this customer thought: "I'll bet she's forgotten I exist."



No. 332-3

This extension user was pleased with the cheerful, thoughtful service he received on his call to Portland, Oregon.



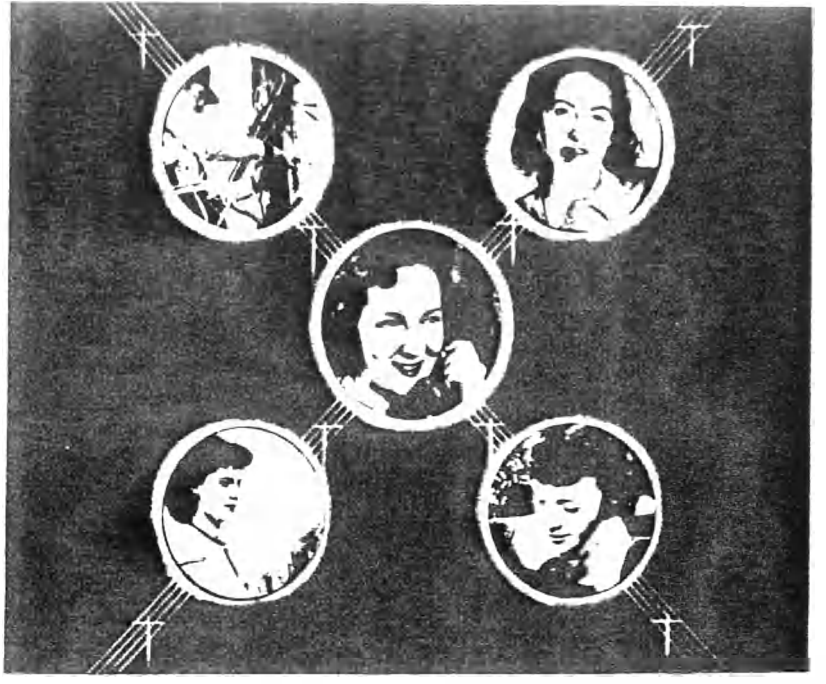
No. 332-4

The Telephone Company Service Adviser gave a demonstration, reviewing some aspects of operating technique.



No. 332-5

In addition, she helped improve our directory set-up so that we could locate any extension in a matter of seconds.



No. 333
Revised

MEET YOUR COMPANY

PURPOSE:

To give employees, particularly new employees, a general picture of the organization and functions of a typical operating company and its relation to the Bell System in providing telephone service.

SYNOPSIS:

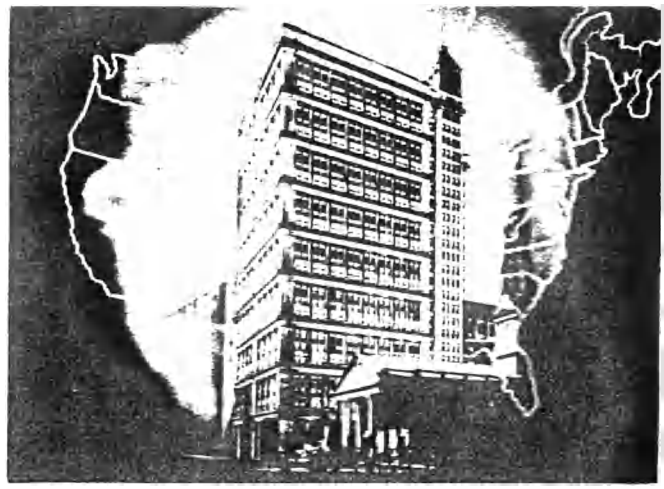
The film shows how both a local operating company and the Bell System are organized. Emphasis is given to the fact that individual people work together as a team, not only within their own group but in cooperation with all departments in order to make good service possible. Representative employees from Accounting, Commercial, Engineering, Plant, and Traffic Departments, briefly describe their work, while the narrator tells of the Personnel, Information, Legal, Treasury Departments and secretary's office. He also relates the part played by the A. T. & T., Long Lines, Western Electric and Bell Laboratories thus giving the complete picture of how the Bell System provides a typical customer with a unified, high quality, dependable telephone service.

TYPE OF FILM	35mm Sound Slide, 16mm Sound Motion Slide
RUNNING TIME	15 Minutes Year Made: 1949
PRODUCED BY	Fletcher Smith Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 35mm Sound Slide, "Meet Your Company" (Quantity) Film, 16mm Sound Motion Slide, "Meet Your Company"
PRICE	See Price List included in this catalog



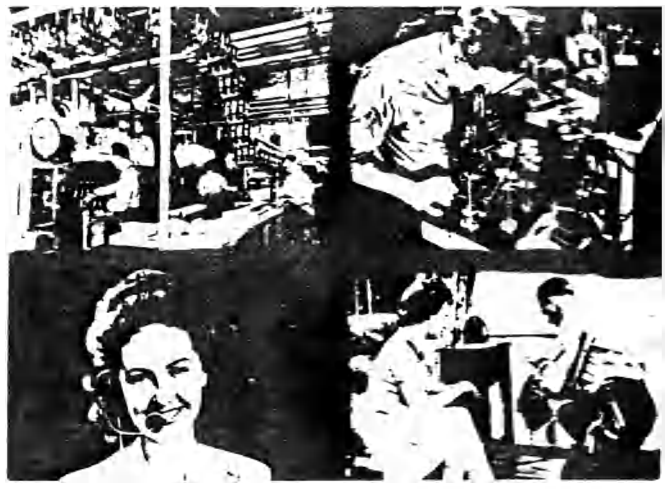
No. 333-2

These are the departments in the organization of a typical telephone company.



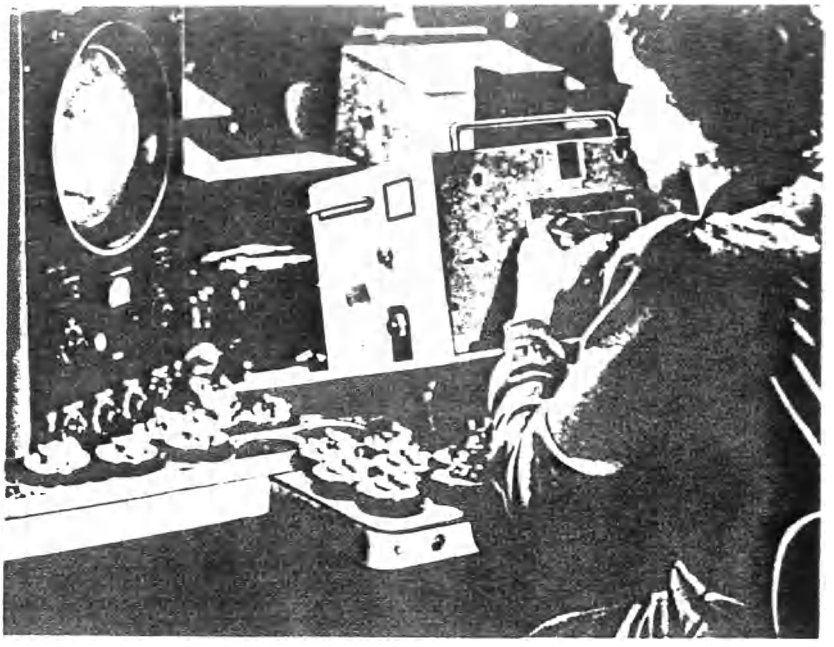
No. 333-3

Common problems can often best be solved by a central organization. The A. T. & T. is the parent company of the System.



No. 333-4

The operating companies, Western Electric and Bell Laboratories all play their parts in furnishing telephone service.



No. 334

INDUSTRIAL MEASUREMENT

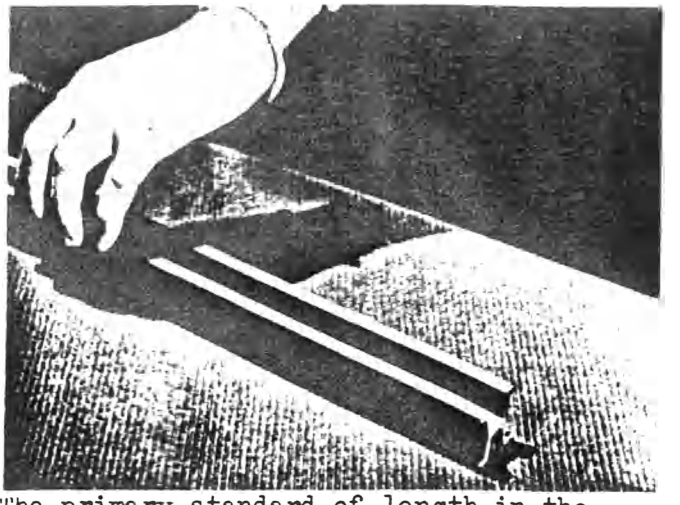
PURPOSE:

To illustrate the exactness of measurement demanded in manufacturing telephone communications equipment.

SYNOPSIS:

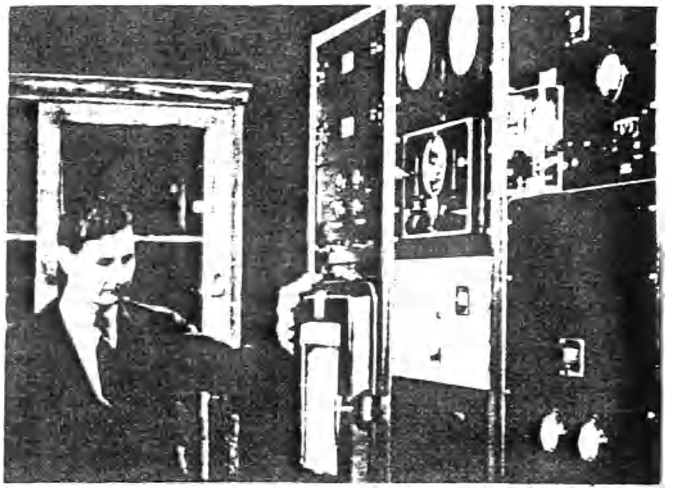
Taking as its premise Lord Kelvin's statement that "Progress starts when man learns to measure his observations and direct his actions by measurement," this picture demonstrates modern man's day-to-day dependance on metrology or the science of measurement. Ultra-precise measurements are shown to be the basis for present day quantity manufacturing and in the case of Western Electric, to result in better service for the telephone subscriber. After a brief look-back into the early days of telephony when the performance of telephone sets was tested by ear, the picture takes its audience into Western Electric factories where instruments test - with a precision far beyond the power of the human eye or ear - telephone equipment for maximum efficiency and durability under service conditions.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	8 minutes Year Made: 1949
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	Western Electric Company, Inc.
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "Industrial Measurement" (Quantity) Film, (Nitrate or Safety) 35mm "Industrial Measurement"
PRICE	See Price List included in this catalog



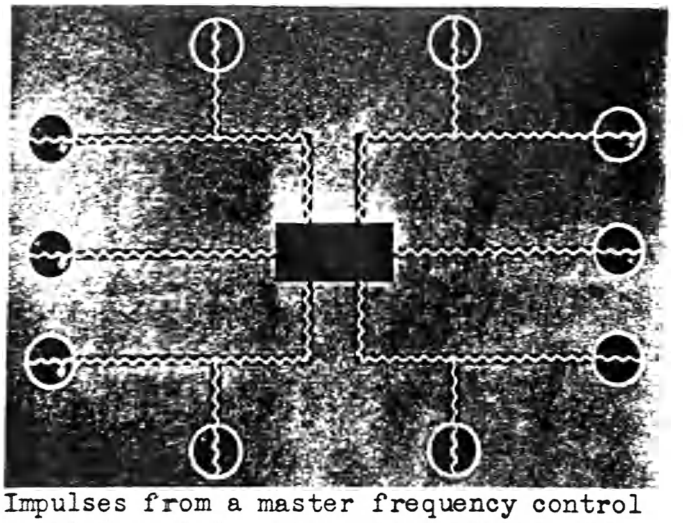
No. 334-2

The primary standard of length in the U.S. is the U.S. Prototype meter, a platinum-iridium bar with X-shaped cross section.



No. 334-3

Master frequency control panel for distributing time standards throughout a plant.



No. 334-4

Impulses from a master frequency control panel for giving time standards supply oscilloscopes at various locations with a standard wave pattern.



No. 335

THE ICE KING'S CHALLENGE

Purpose:

To show the telephone damage caused by January, 1949 ice storms in the Southwest and to record the part played by men and women of the Bell System in restoring telephone service.

Synopsis:

This film describes the series of ice storms that crippled telephone communications in five states of the Southwestern Bell territory in January, 1949.

Actual scenes show the damage to telephone plant and how the emergency was met by local telephone forces, aided by men and trucks from other Bell System Associated Companies. Other scenes show how the Western Electric Company met the urgent demand for vast amounts of telephone supplies.

The off-screen narrator is Tom Shirley, who is the commentator on the Bell Telephone System radio program "The Telephone Hour."

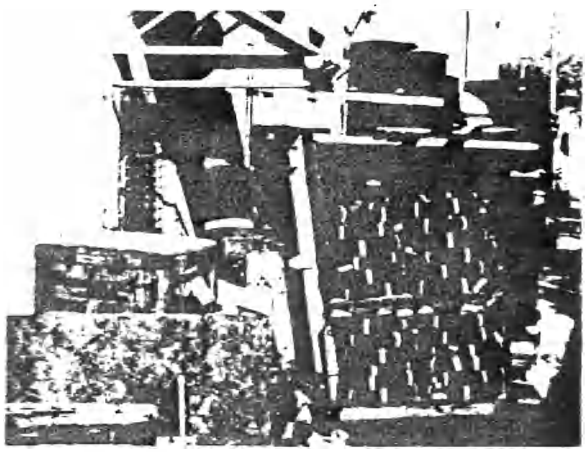
TYPE OF FILM	Sound motion 16mm and 35 mm
RUNNING TIME	11 minutes Year Made: 1949
PRODUCED BY	American Telephone and Telegraph Company
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "The Ice King's Challenge"
	(Quantity) Film, (Nitrate or safety) 35mm "The Ice King's Challenge"
PRICE	See Price List included in this catalog



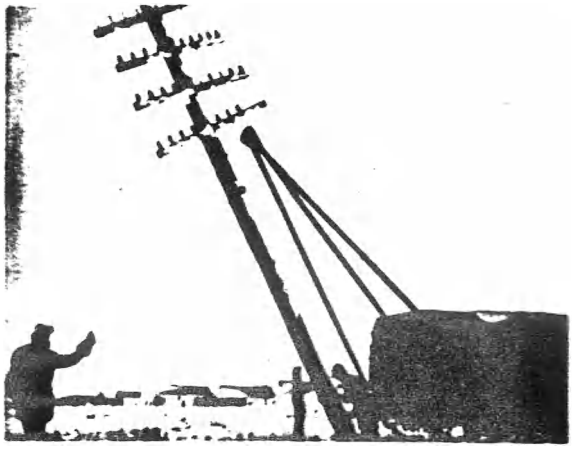
No. 335-2
Animated scene showing the five states affected by the ice storms.



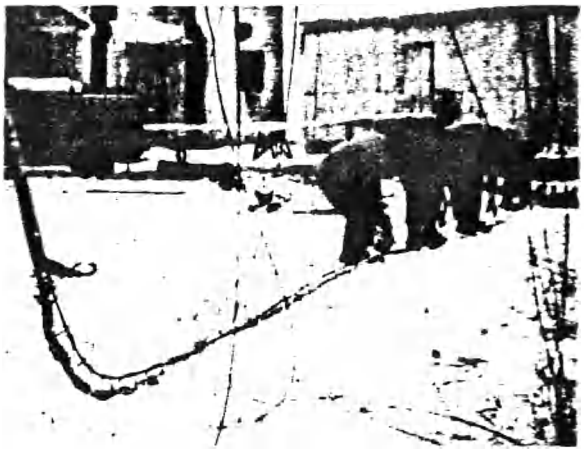
No. 335-3
Wires sag with their growing burden of ice.



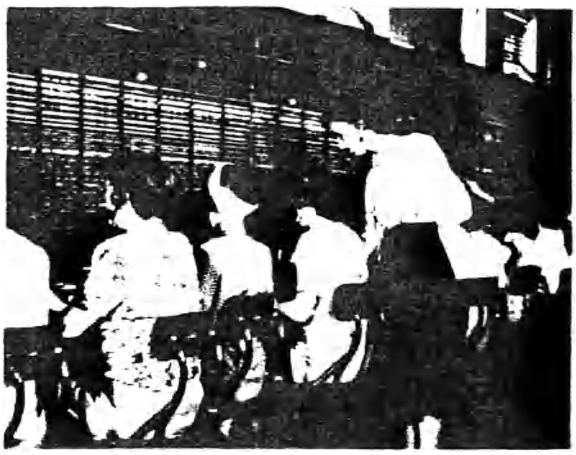
No. 335-4
Western Electric, supplier for the Bell System, speeds supplies to the stricken areas.



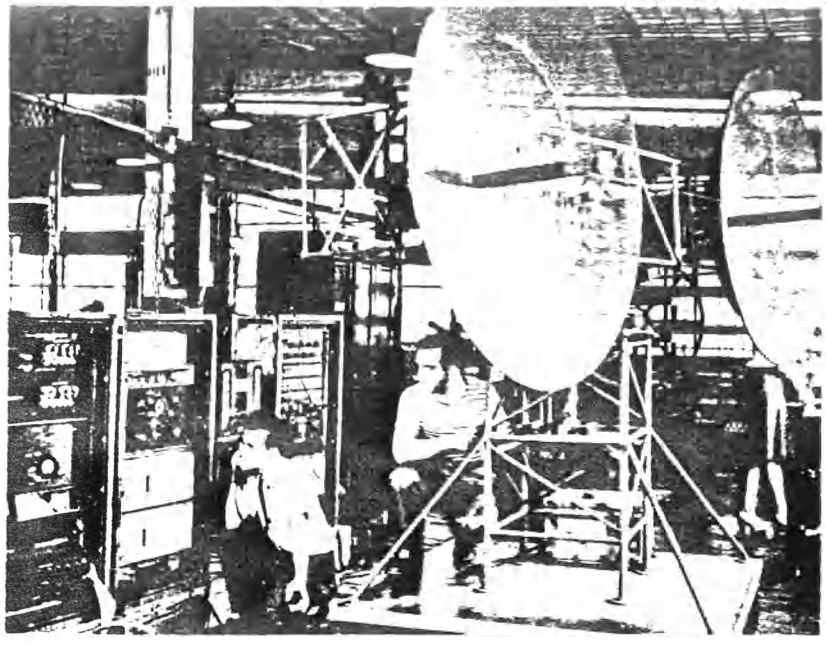
No. 335-5
A new pole goes up to replace one damaged by the storm.



No. 335-6
A tangled mass of cable and wire challenges repairmen.



No. 335-7
Central offices were taxed by the added burden of calls.



No. 336

TELEPHONE SCREEN REVIEW (NUMBER 7)

PURPOSE:

To inform employees and the public of new developments in telephony and improvements in communications service.

SYNOPSIS:

KEARNY'S 25TH ANNIVERSARY. The landscaped grounds of Western Electric's Kearny Works little resemble the swamplands of New Jersey of twenty-five years ago. Where once thousands of cubic yards of mud were dredged out, there now stand 33 buildings in which nearly 20,000 skilled employees work at the intricate tasks of producing telephone equipment.

TALK JURY. Bell Laboratories engineers make exhaustive technical tests in developing new and better transmission circuits - yet call upon a panel of actual telephone customers to help in practical tests to determine the final answer.

TELEVISION NETWORKS. The transmission facilities of the Bell System play an important part in television by providing the coaxial and radio-relay circuits needed to send programs out over networks. The cooperation of the telephone companies have helped television along new paths of progress.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1949
PRODUCED BY	Willard Pictures, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 7" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Screen Review No. 7"
PRICE	See Price List included in this catalog.



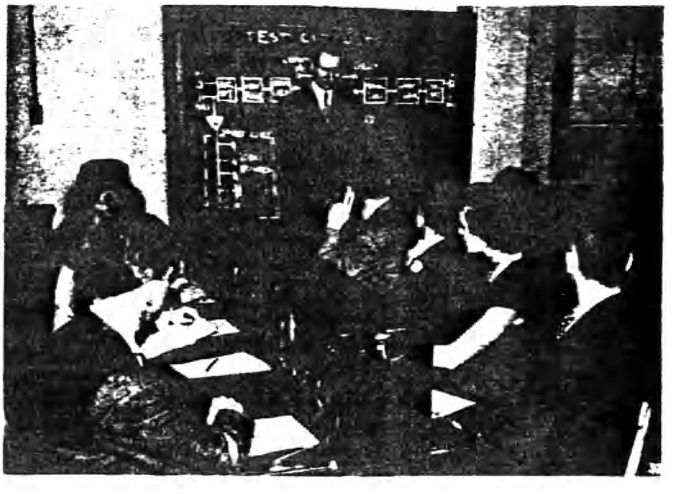
No. 336-2

Kearny Plant of Western Electric in New Jersey less than 10 miles from New York City.



No. 336-3

Bell System plans to increase and improve present television networks.



No. 336-4

Bell Laboratory scientist briefs "talk jury" made up of actual telephone users, on their duties in helping to determine service improvements.

NO. 337

DUSTING
C1949
AT&T
EMPLOYEE TRAINING - PLANT EQUIPMENT



No. 338

FOR YOUR BENEFIT

PURPOSE:

To acquaint employees with the more significant provisions of the Plan for Employees' Pensions, Disability Benefits and Death Benefits; to make them aware of its substantial history of continuous operation as amended from time to time since 1913, the broadness of its provisions, and its relative standing among similar Plans of other organizations.

SYNOPSIS:

An elderly employee, assuming the role of narrator, explains the various features of the Benefit and Pension Plan. Starting with the announcement of the Plan by Mr. Vail in 1913, and the historical developments that have since kept it among the leaders in industry, he proceeds to explain each of the benefits in turn, starting with On-the-job Accident Disability, then Off-the-job Accident or Sickness, and finally Death Benefits. Suitable picturization illustrates typical situations in which each benefit would apply.

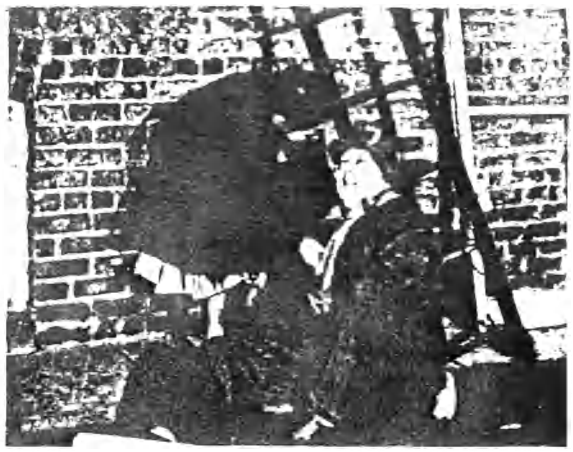
The subject now turns to Service Pensions and a supervisor explains the Pension Plan to a younger employee. Reference is made to the plan pamphlet, the booklet "Facts About the Benefit Plan" and the study "289 Retirement Plans prepared by an outside organization.

The narrator concludes with a statement of the philosophy that originated the plan and that continues to keep it among the leaders in industry.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	26 minutes Year Made: 1949
PRODUCED BY	Wilding Picture Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "For Your Benefit"
PRICE	See Price List included in this catalog



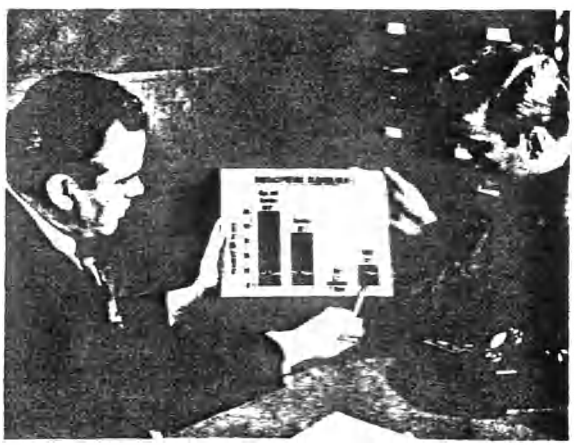
No. 338-2
"As I read through this pamphlet, I keep seeing people - our people - and how this security works in their everyday lives."



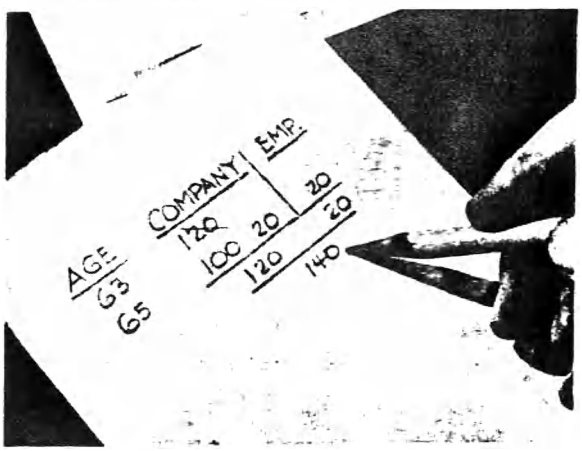
No. 338-3
"As a handy man around the house - well, Sam is going to be interested in the off-the-job accident benefits."



No. 338-4
"It's comforting to know that our company plan provides benefits in cases of death from illness or off-the-job and on-the-job accidents."



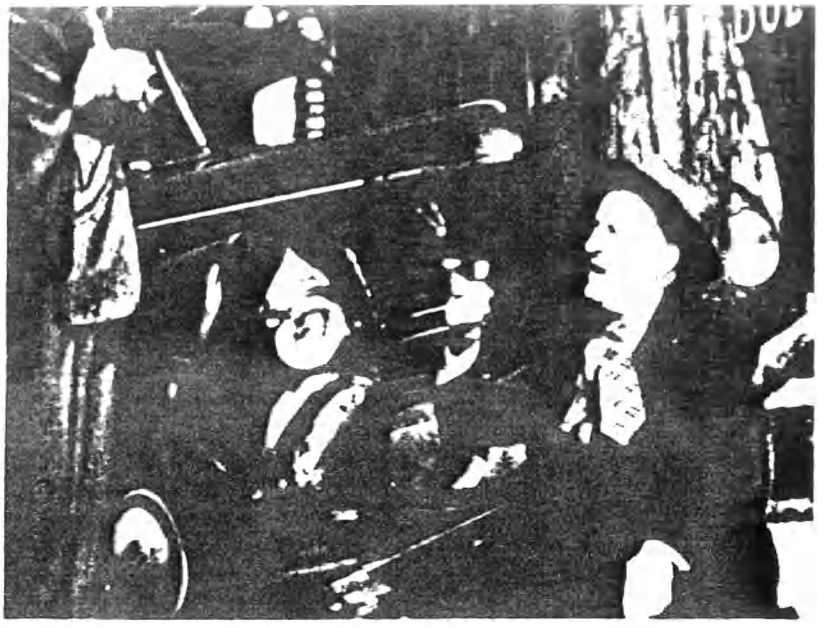
No. 338-5
"To make a fair comparison between plans you must consider all of their provisions."



No. 338-6
"Let me show you how adjustments for Social Security pension benefits work."



No. 338-7
"The Pension Plan is making it possible for our men and women to enjoy the things they have always wanted to do."



YOU'RE DRIVING 90 HORSES

PURPOSE:

To bring to the attention of all Bell System employees the seriousness of the motor vehicle accident situation.

To show the responsibility each driver must assume in avoiding accidents even though legally in the right.

To establish the "accident traps" where most accidents happen, introduce a "defensive driving" technique, and demonstrate how this technique can prevent accidents.

SYNOPSIS:

The film introduces the problems of motor vehicle safety with a near accident to emphasize the point that the average 90 horsepower vehicle can be of great service - or kill, depending on the driver. The "accident traps," location where most accidents occur, are shown, such as intersections, curves, following, parking spaces, backing and parking on grades.

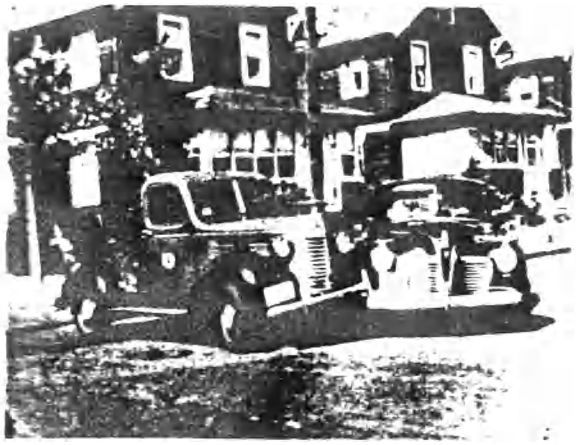
The three "C's," Concentration, Control and Courtesy are suggested as a basis for a defensive driving technique in which each driver accepts a responsibility for the safety of others as well as himself.

Demonstrations follow to show how the "defensive driving" technique will help to prevent the destruction of life and property that has become a daily occurrence.

TYPE OF FILM	Sound Motion color. 16mm
RUNNING TIME	26 minutes Year Made: 1949
PRODUCED BY	E. T. Kasper Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s) 16mm, "You're Driving 90 Horses"
PRICE	See Price List included in this catalog



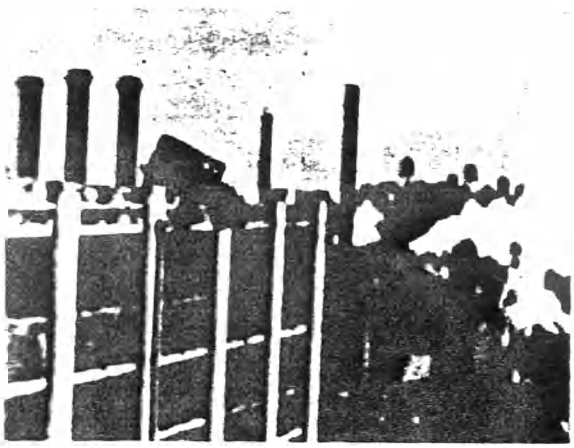
No. 339-2
A motor vehicle can be of great service -- or it can kill - in the hands of an irresponsible driver.



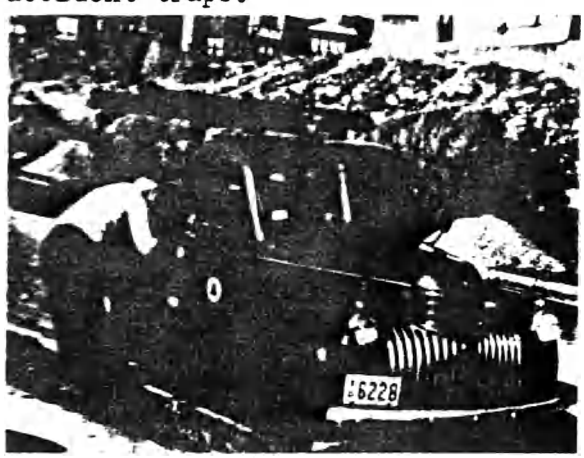
No. 339-3
Most accidents occur at certain locations that the safe driver recognizes as "accident traps."



No. 339-4
Concentration, Control and Courtesy form the basis of a defensive driving technique that will help avoid accident traps.



No. 339-5
The force of a head-on collision at 60 miles an hour is the same as driving off the roof of a 10 story building.



No. 339-6
When parking on a grade, toe in the wheels to the curb, set the emergency brake and lock the door.



No. 339-7
Winter driving spells "danger" to the safe driver.

COMMUTATION OF DC MACHINES

PURPOSE:

To explain the need for good commutation of direct current motors and generators, the causes of poor commutation and remedies.

SYNOPSIS:

The modern applications of direct current in industry and different direct current motors and generators are shown. The function of the commutator is explained by showing the wave shape of the current generated in a single loop, the uni-directional flow obtained with half-ring commutators and the effect of many coils as used in the conventional commutator.

Poor commutation is pictured and the following seven causes shown:

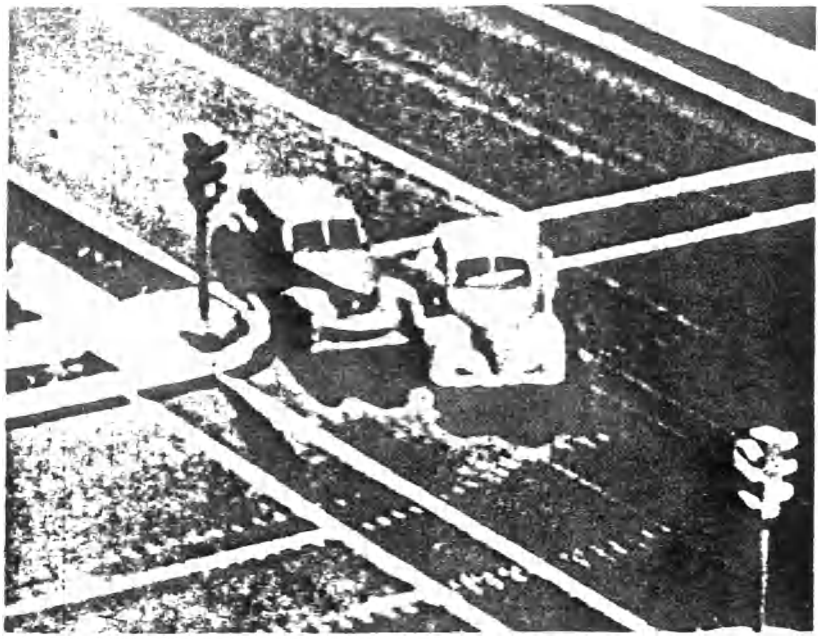
(1) Oil or grease on commutator.
(2) Moisture on the commutator.
(3) Looseness of mounting plates.
(4) Worn brush holder boxes.
(5) Grooving of the commutator.
(6) Poor setting of new brushes.
(7) Irregular inspection.

The remedies are also demonstrated, including tightening of mounting plate, resurfacing the commutator, sanding in brushes, proper inspection procedures, adjusting of brush tension, etc.

NOTE: Generators used in the Bell System are usually low voltage machines produced by several different manufacturers. While brush composition, brush pressure and maintenance procedures specified in the Bell System Practices may differ from those shown in the film the principles are the same.

Refer to Mr. Kingsley's letter of June 1949 to General Plant Personnel Supervisors for specific differences from Bell System procedures.

TYPE OF FILM	Sound motion 16mm
RUNNING TIME	25 minutes
PRODUCED BY	B. K. Blake, Incorporated
PRODUCED FOR	Westinghouse Electric Corporation
ORDER FROM	Westinghouse Electric Corporation Film Section, Att: Mr. Roxas, Mgr. Box 868, 511 Wood Street Pittsburgh 30, Pennsylvania
PRICE	Available on loan or purchase at $50.00 per print



No. 341

LIVE AND LET LIVE

PURPOSE:

To bring to the attention of the public the causes of most common automobile accidents and how they may be prevented. Referred to in Mr. Kingsley's letter of August 5, 1948 to General Plant Personnel Supervisors.

SYNOPSIS:

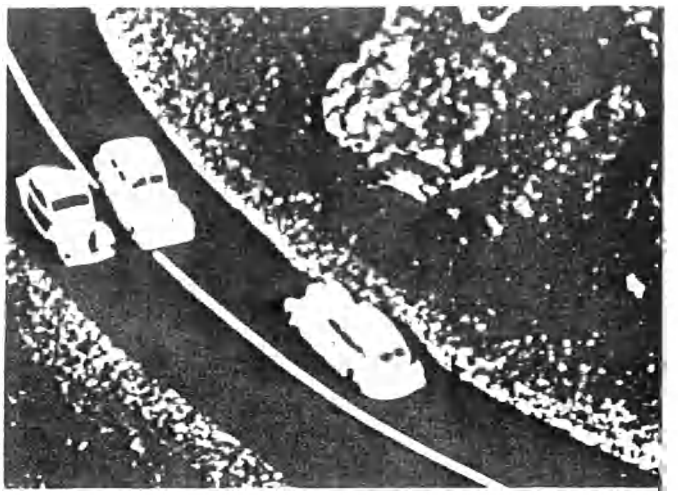
Using model cars, this interesting film in color presents the danger spots at which most motor vehicle accidents occur, and offers a solution for avoiding accidents in each case. Included are:

Following at proper distance
Driving in proper lane
Hills, curves and intersections
Traffic lights and signals
Grade crossings, etc.

Care, courtesy and common sense are suggested if accidents are to be avoided.

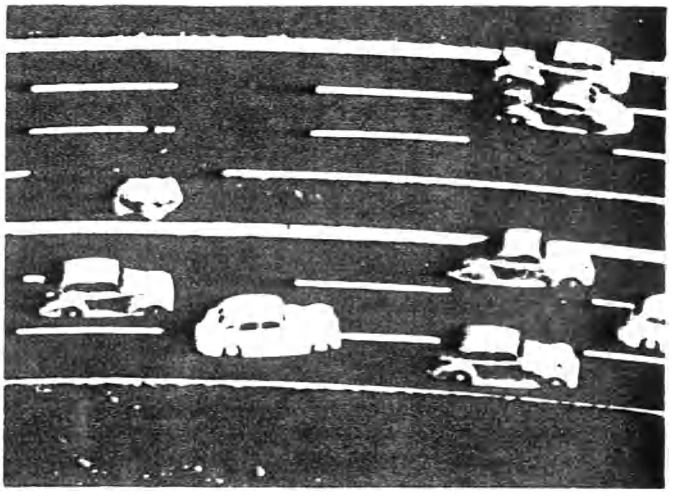
TYPE OF FILM	Sound motion, color, 16mm
RUNNING TIME	10 minutes
PRODUCED FOR	Aetna Life Affiliated Companies
ORDER FROM	Mr. Paul B. Cullen Aetna Life Affiliated Companies Public Education Dept. Hartford 15, Connecticut
PRICE	$60.00

Note: Film to be used only for employee showings.



No. 341-2

Passing on curves is a dangerous practice.



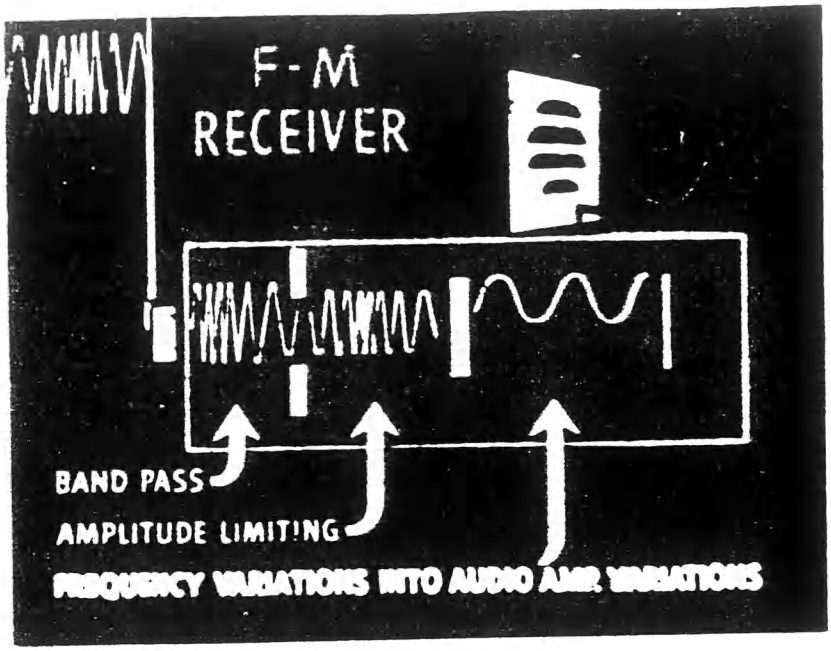
No. 341-3

Cutting in and out of traffic on a multi-lane highway is an invitation for disaster.



No. 341-4

Beating the train to the crossing is hardly worth the price.



BASIC PRINCIPLES OF FREQUENCY MODULATION — TF 11-2069

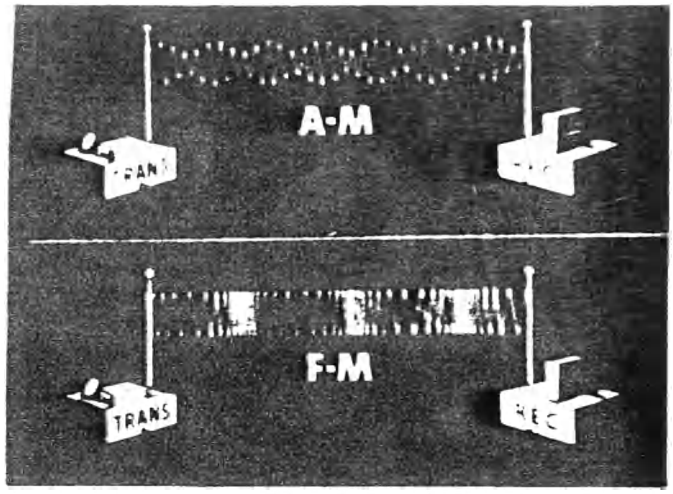
PURPOSE:

To provide a basic understanding of FM.

SYNOPSIS:

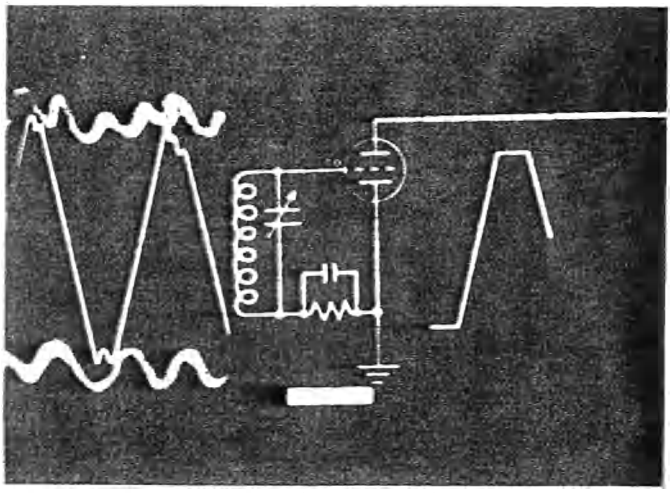
This interesting and well constructed film describes, through charts and animation, what "FM" is in radio communication. The difference between "AM" and "FM" and their advantages and disadvantages are explained. The various components of the FM receiver and their functions are described in detail.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	31 minutes
PRODUCED BY	U. S. Army
PRODUCED FOR	U. S. Army
ORDER FROM	Castle Films 1445 Park Avenue New York 29, New York
PRICE	$38.00 f.o.b.



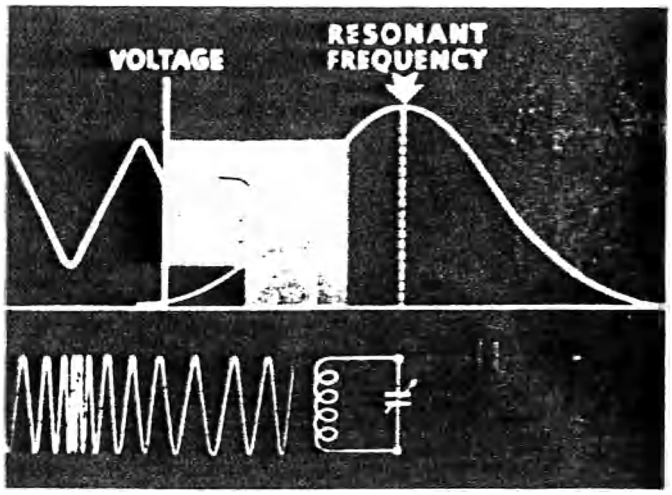
No. 342-2

FM transmits its intelligence by varying the frequency of its carrier.



No. 342-3

The action of the "limiter" serves to clip the amplitude variations of the incoming wave and, with it, any interference.



No. 342-4

The "discriminator" changes the frequency variations to audio voltage variations.



No. 343

TELEPHONE SCREEN REVIEW (NUMBER 8)

PURPOSE:

To inform employees and the public of new developments, progress and improvements in telephone service.

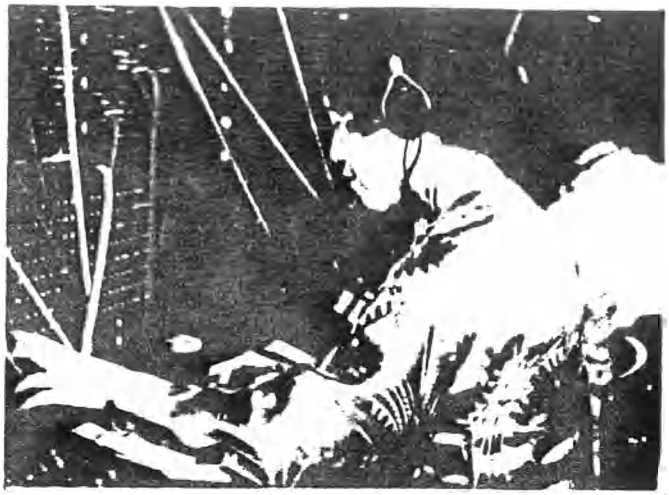
SYNOPSIS

CHINATOWN GOES DIAL. The San Francisco's Chinatown exchange, the only Chinese telephone exchange outside of China, yields to progress. The old exchange remains as a business office and a memorial to the old Chinese traditions.

ALPETH CABLE. A new type of cable sheathing being manufactured by Western Electric to help accelerate the greatest expansion program in telephone history and overcome the shortage of critical raw materials, another step in the endless search for better materials in the business of making better telephone service.

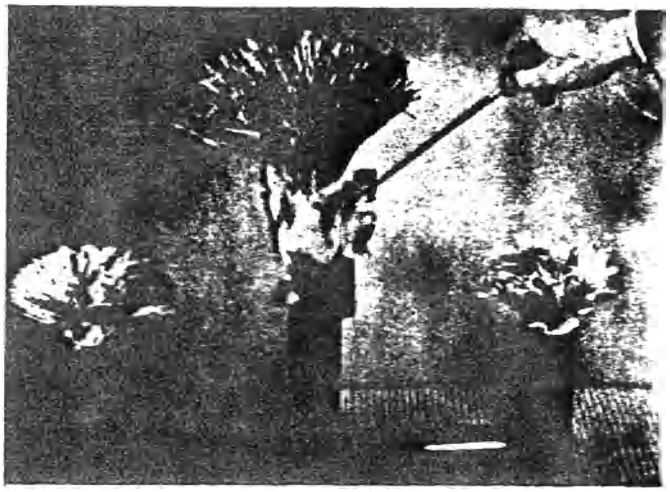
A.M.A. Automatic Message Accounting system, developed by Bell Telephone Laboratories, helps customers to dial directly to near-by towns by making an automatic record of the call necessary for accurate billing.

TYPE OF FILM	Sound motion 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1949
PRODUCED BY	Willard Pictures, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 8" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Screen Review No. 8"
PRICE	See Price List included in this catalog.



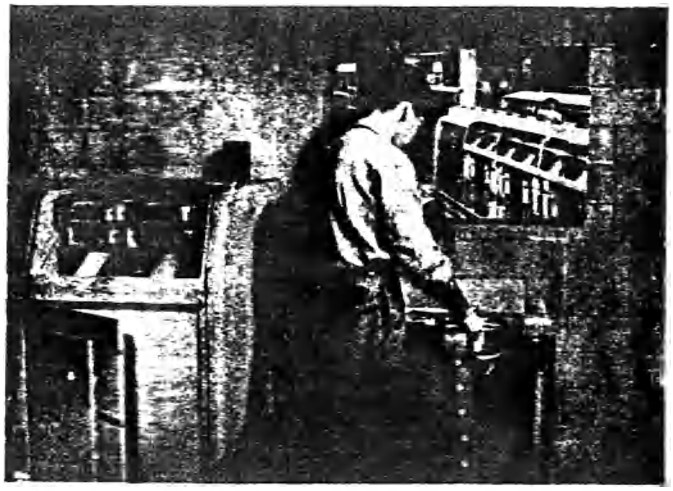
No. 343-2

Some of the former operators are now transferred to other San Francisco central offices.



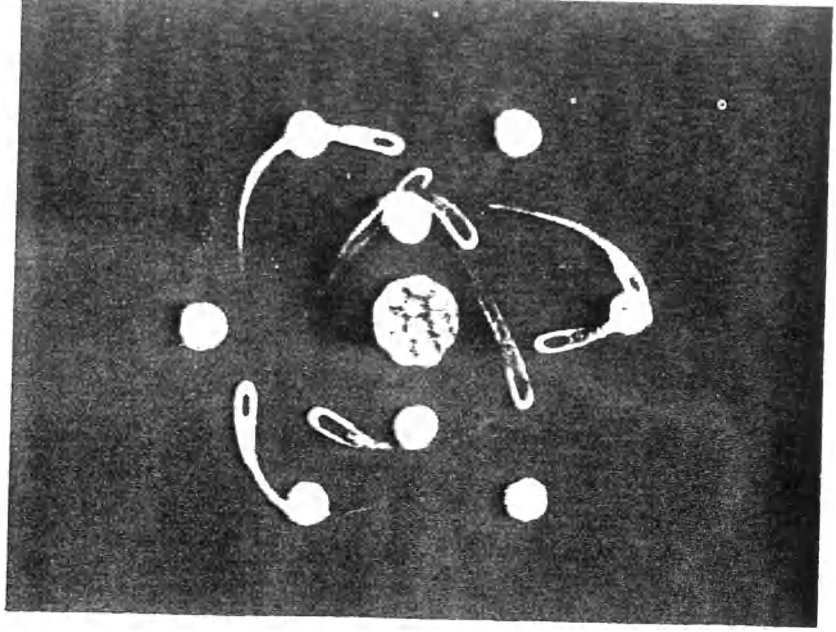
No. 343-3

Alpeth, replacing scarce lead, is a new plastic sheath extruded over an aluminum wrapped cable core.



No. 343-4

A central office employee readies a reel of A.M.A. tape for sending to the accounting center for processing.



No. 344

PRINCIPLES OF ELECTRICITY

Purpose:

To provide a basic understanding of electron theory and magnetism.

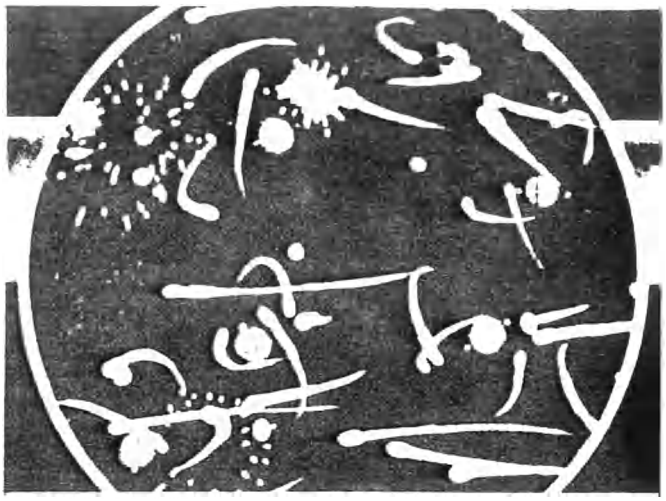
Synopsis:

Using animation in color throughout, this film first breaks down the structure of material into atoms, and by the use of conventional symbols shows the action of electrons within the atom.

The action of electrons in conductors and non-conductors is explained together with the units of pressure, current and resistance.

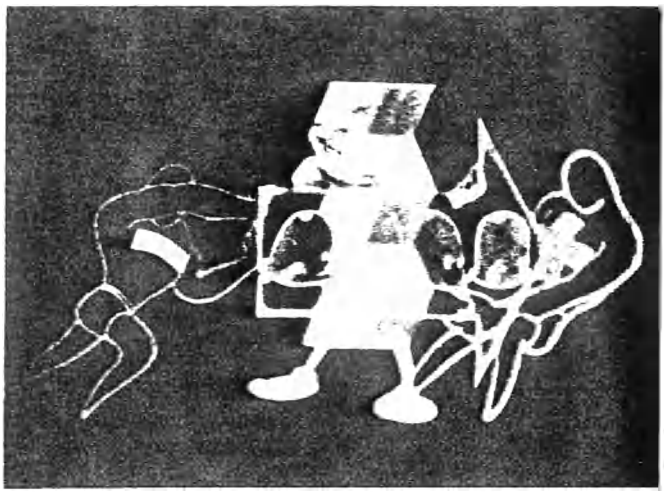
The latter part of the film covers magnetism and magnetic fields and how the electrons react in the magnetic fields of the generator and motor.

TYPE OF FILM	Sound motion, color 16 mm
RUNNING TIME	20 minutes
PRODUCED BY	Raphael G. Wolff Studios
PRODUCED FOR	General Electric Company
ORDER FROM	General Electric Company Advertising and Sales Promotion Division Schenectady 5, New York
PRICE	$150



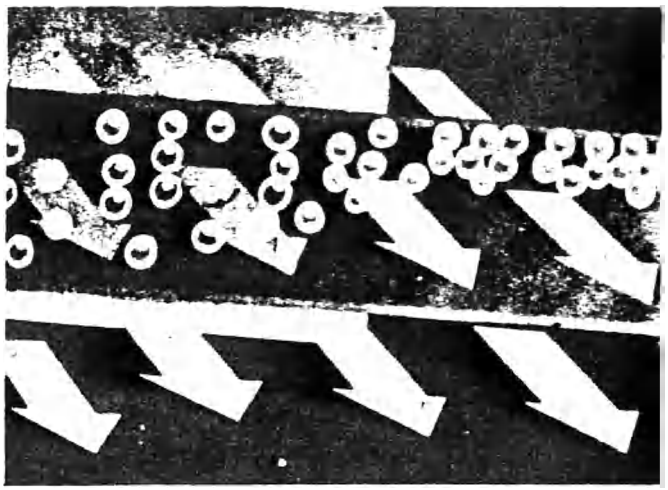
No. 344-2

Materials in which electrons move about freely are good conductors.



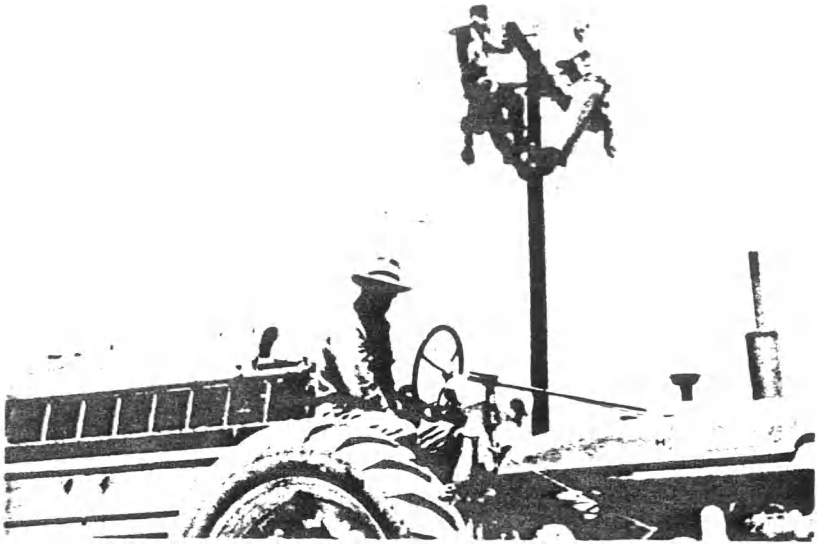
No. 344-3

A balance of pressure, current and resistance exists in all electric circuits - Ohm's law.



No. 344-4

Electrons moving in a wire in a magnetic field are deflected from their original course.



PARTNERS IN PROGRESS

PURPOSE:

To tell the story of farm progress in the South and of the strides made by Southern Bell in providing telephone service for rural areas.

SYNOPSIS:

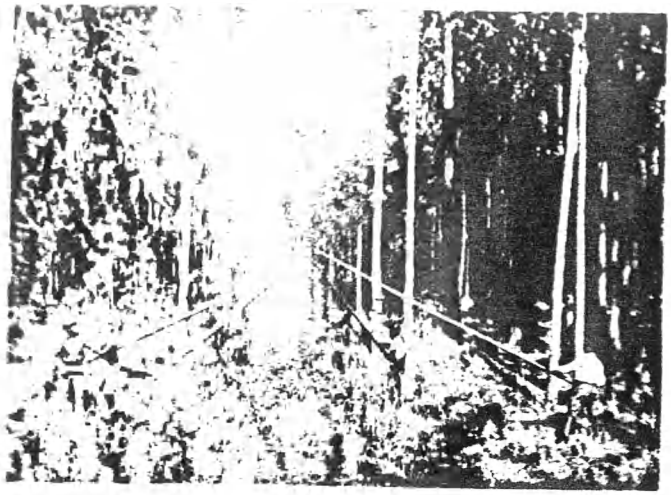
This film fills the need for a vehicle keyed directly to the South and the accomplishments of Southern Bell in meeting the South's rural telephone needs.

The picture opens with beautiful color scenes depicting the South's rural areas and farmlands. Modern trends are pointed up showing how the South has mushroomed from a simple cotton-picking country to what it represents today with its modern farming, new tools, new methods and soil conservation programs.

Side by side with this rural progress in the South are the advances made by the telephone company. Poles went up, wire strung into place and installations made - all part of the expansion program.

The progress of the Southern farmer and that of Southern Bell are paralleling each other toward a more productive and better Southland.

TYPE OF FILM	Sound motion, 16mm Kodachrome
RUNNING TIME	20 minutes Year Made: 1949
PRODUCED BY	Charles D. Beeland Company
PRODUCED FOR	Southern Bell Telephone and Telegraph Co.
ORDER FROM	Public Relations Department Southern Bell Telephone and Telegraph Co. Hurt Building, Atlanta 1, Georgia
PRICE	$105



No. 345-2

A construction crew blasts holes for telephone poles.



No. 345-3

Mary Alice McMullen displaying these big prize products of her parents' chicken farm.



No. 345-4

Often the rural voice highway is an aerial cable strung, mile after mile, across the countryside.



No. 346

MOBILE TELEPHONES

PURPOSE:

To explain to employees and the public how mobile telephone service works and show the equipment in action as an integral part of the telephone service of the nation.

SYNOPSIS:

The story opens with dramatic scenes of mobile service in action. Both highway and urban service are portrayed. Easy to understand explanations of the services are made even more interesting by animation. The complete paths of calls are traced through equipment and through the air. The film holds a lot of interest for every telephone user besides those actively participating in mobile service.

As another example of Bell System progress, it concludes by showing how the service is expanding into links that will ultimately form a nation-wide network.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1949
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Mobile Telephones" (Quantity) Film, (Nitrate or Safety), 35mm, "Mobile Telephones"
PRICE	See Price List included in this catalog.



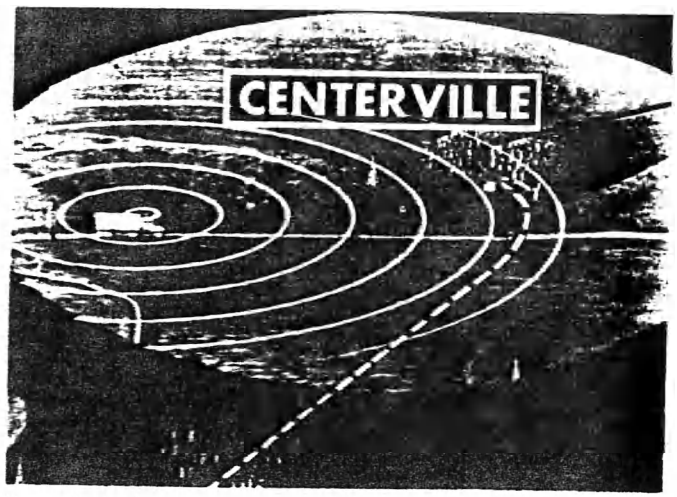
No. 346-2

Animation showing the path of a telephone call from an office building to an automobile on the highway.



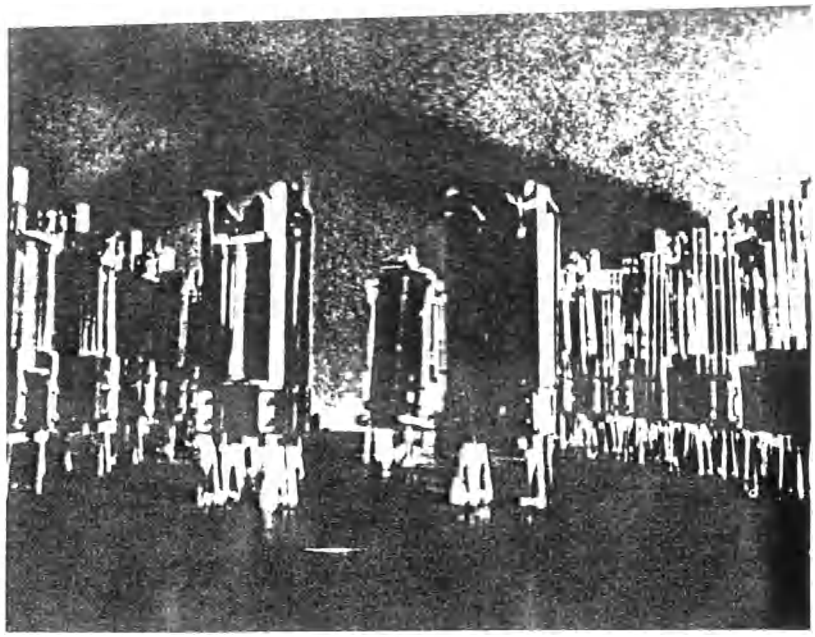
No. 346-3

Saving hours of time, the dispatcher calls one of his trucks to make a non-scheduled pick-up.



No. 346-4

Broadcast waves emanating from a truck are picked up by a land station and then sent over land lines.



PARADE OF THE RELAYS

PURPOSE:

To stress the importance of the relay in telephone switching systems.

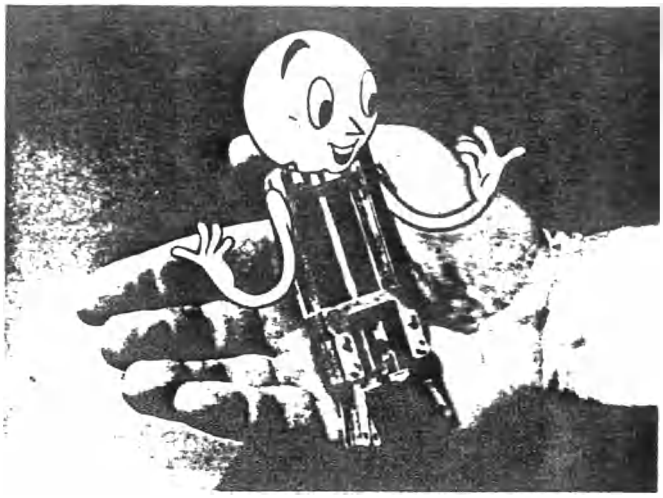
SYNOPSIS:

Hands, head and feet appear magically on a "U" type relay as a central office man prepares to install it. The relay begs a few minutes to talk to the audience before being placed in service in a crossbar sender. In telling his story, he explains the function of a telephone relay and the part it plays in telephony.

By means of motion picture trick photography the relay produces many different types of the telephone relay family. They are arranged in rows on a desk top, and at a signal from our "U" type relay they perform a military-like march which ends as they walk off the desk top into space. There is also a "trick assembly" of a relay, which is done by stop motion photography.

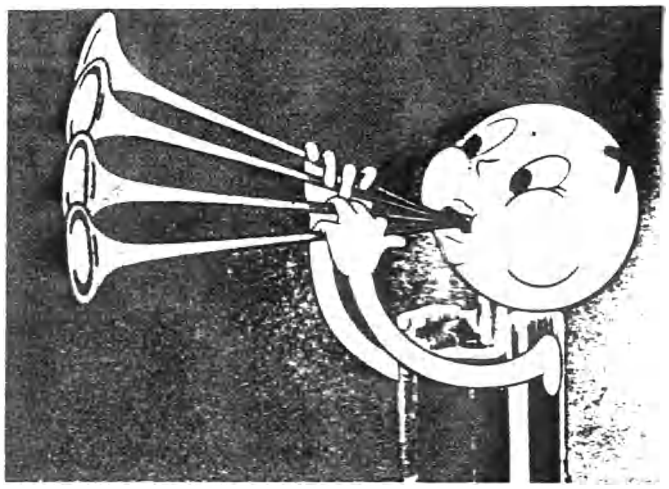
The picture concludes when the relay is installed in a crossbar sender. He waves "goodbye" to the audience as he says, "We'll be serving you."

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1949
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Parade of the Relays" (Quantity) Film, (Safety or Nitrate), 35mm, "Parade of the Relays"
PRICE	See Price List included in this catalog.



No. 347-2

Magically developing head, arms and feet the relay comes to "life."



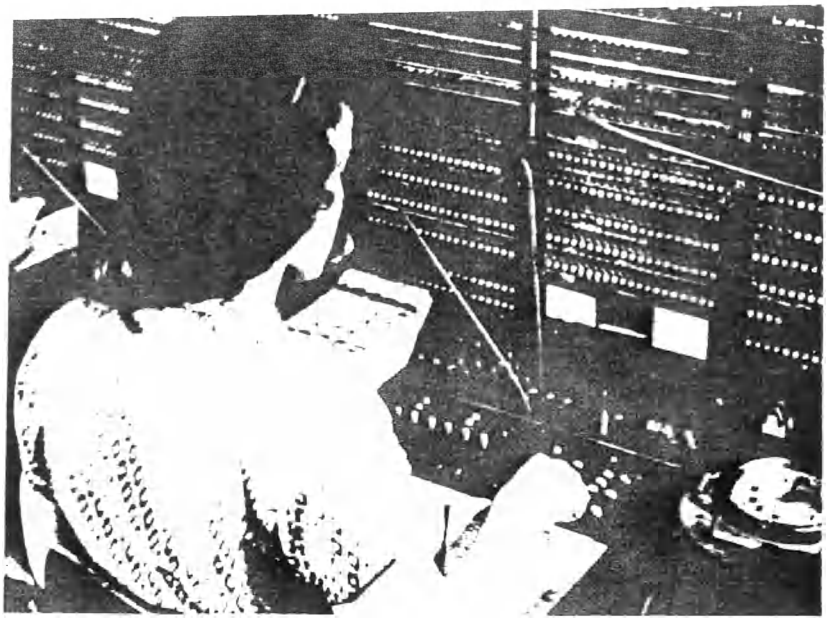
No. 347-3

Conjuring up several horns, our relay "hero" sounds a call that marks the beginning of the relay parade.



No. 347-4

Our little hero listens to sage advice from an historical "Grandpa" relay.



SPEEDING SPEECH

PURPOSE:

To explain to the general public and to employees what operator toll dialing is and how it improves service to customers.

SYNOPSIS:

An opening sequence of a business man making a long distance call to Chicago establishes pictorially the speed with which a call goes through when handled by operator toll dialing.

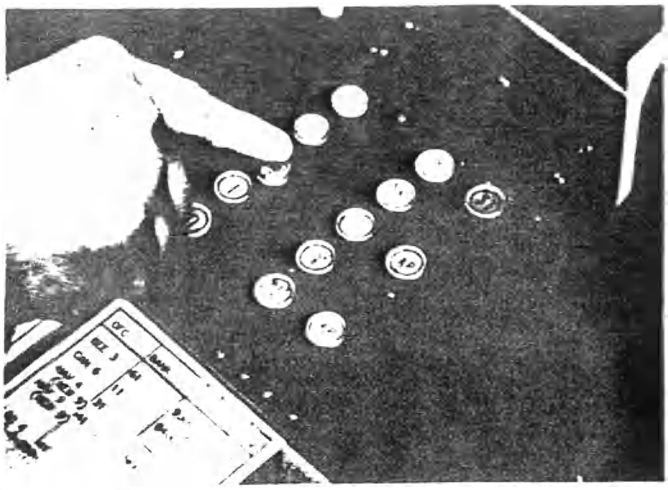
After showing how the operator handled his call, an animation sequence compares the former with the new method.

Then the crossbar switches, the marker and the sender are seen, and the tones used in signaling are heard.

Short scenes showing the research, development, manufacture and installation of the equipment underscore the role of Bell Telephone Laboratories and Western Electric in the Bell System.

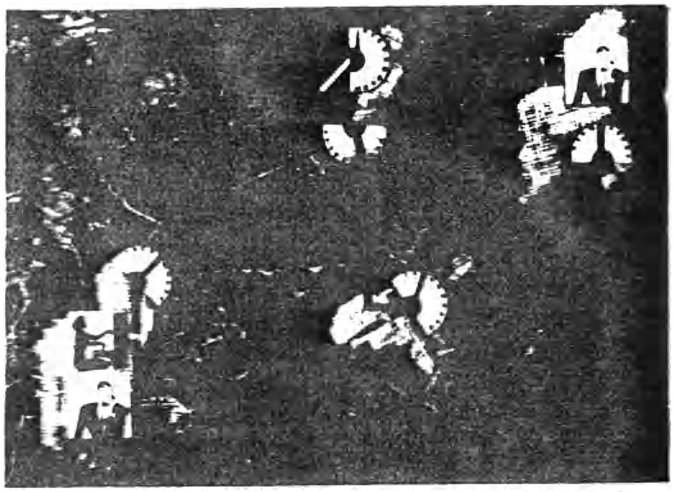
The film uses the theme of operator toll dialing to emphasize the part future planning plays in continuing to provide the best possible service at the least possible cost.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1949
PRODUCED BY	Sound Masters, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Speeding Speech" (Quantity) Film, (Safety or Nitrate), 35mm, "Speeding Speech"
PRICE	See Price List included in this catalog.



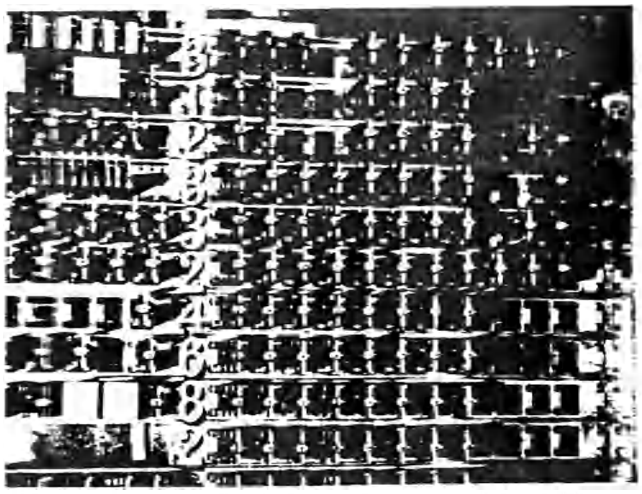
No. 348-2

"Dialing" on a keyset - which is faster than a dial.



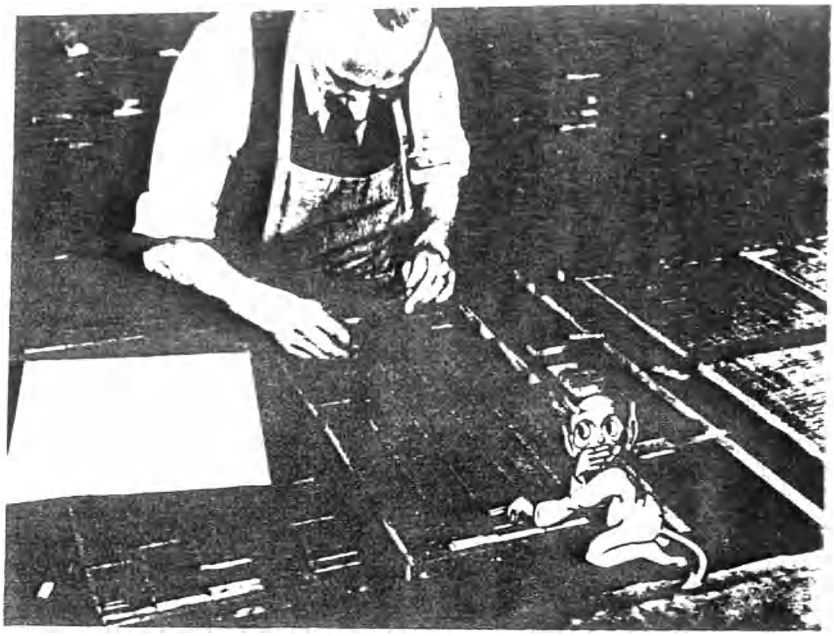
No. 348-3

Progress of a call through the toll dialing system.



No. 348-4

The sender registers and remembers the number - and directs the setting up of the connection.



BETTER WRIGHT THAN RONG

PURPOSE:

To promote directory accuracy among all employees concerned with listings.

SYNOPSIS:

The film follows a directory listing from the customer's first contact with the representative to the printing step in the directory. The service order is followed through the typing to Plant assignment and then to the directory department through sorting and verification. The principal steps in printing are then described - linotyping, galley and printing itself. The classified listing is also discussed.

The steps are retraced from the standpoint of the points at which listing errors are likely to occur. For this purpose a cartoon imp representing errors is introduced to describe what may happen.

The film ends on an appeal for cooperation in care and alertness to insure correct listings.

TYPE OF FILM	Sound slide.
RUNNING TIME	20 minutes Year Made: 1948
PRODUCED BY	Associated Screen Studios, Montreal, Canada
PRODUCED FOR	The Bell Telephone Company of Canada
ORDER FROM	Film Supervisor, Information Department Bell Telephone Company of Canada, 1050 Beaver Hall Building, Montreal 1, Canada.
PRICE	$9.50 f.o.b. Montreal

80 FRAMES



No. 349-2

The Plant assignment clerk assigns the circuit number.



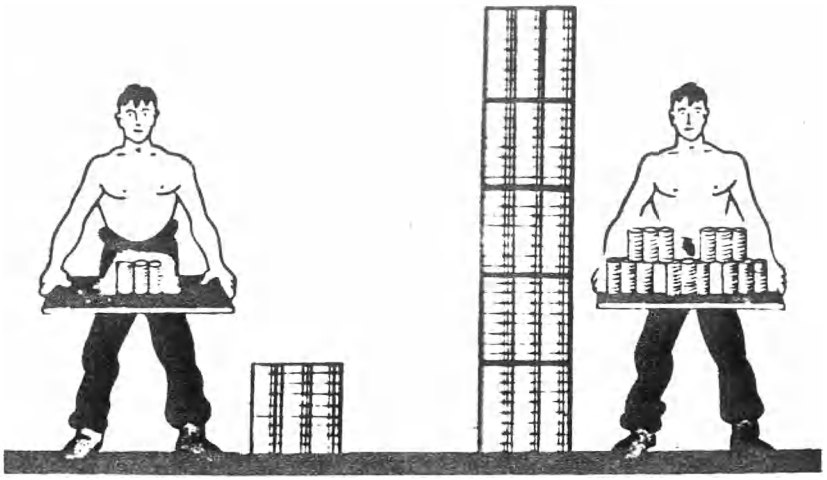
No. 349-3

Orders including listing information are sorted in the Directory Department.



No. 349-4

The printer checks the galley-proof.



PRODUCTIVITY— KEY TO PLENTY

PURPOSE:

To demonstrate that productivity is the keystone of a lasting prosperity.

SYNOPSIS:

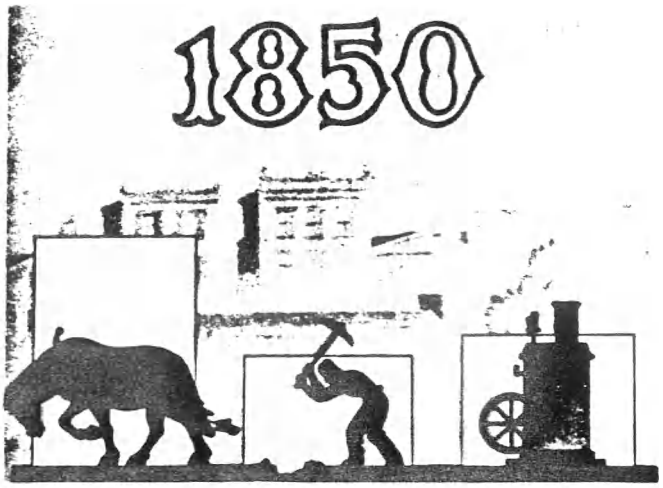
This film is an explanation of what productivity is and how it affects our standard of living. Ways of living are contrasted for 1850 and today. The gradual development of new energy sources and new industrial techniques is pictured. Finally, the film shows in both live action and animation how income, leisure, and the good life as Americans know it, rest on a base of constantly rising output per man-hour which, in turn, rests on the use of greater and greater power and new techniques.

TYPE OF FILM	Sound motion 16mm
RUNNING TIME	20 minutes Year Made: 1949
PRODUCED BY	Encyclopedia Britannica Films, Inc.
PRODUCED FOR	The Twentieth Century Fund
ORDER FROM	Encyclopedia Britannica Films, Inc. 450 West 56th Street New York 19, N. Y.
PRICE	~~$76.50~~ $85



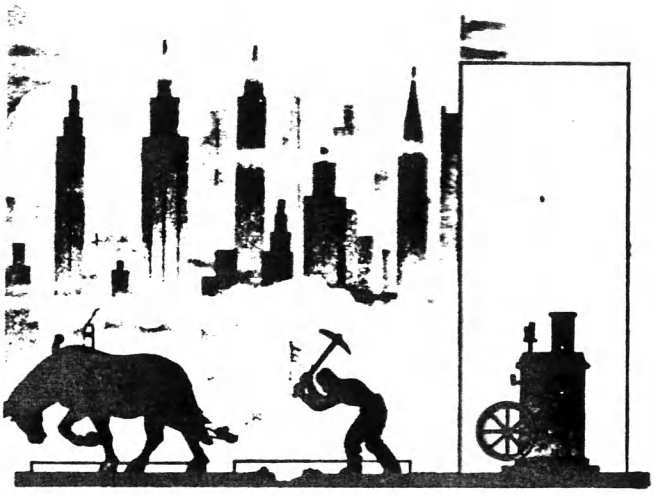
No. 350-2

Comparison of productivity of American and Russian worker.



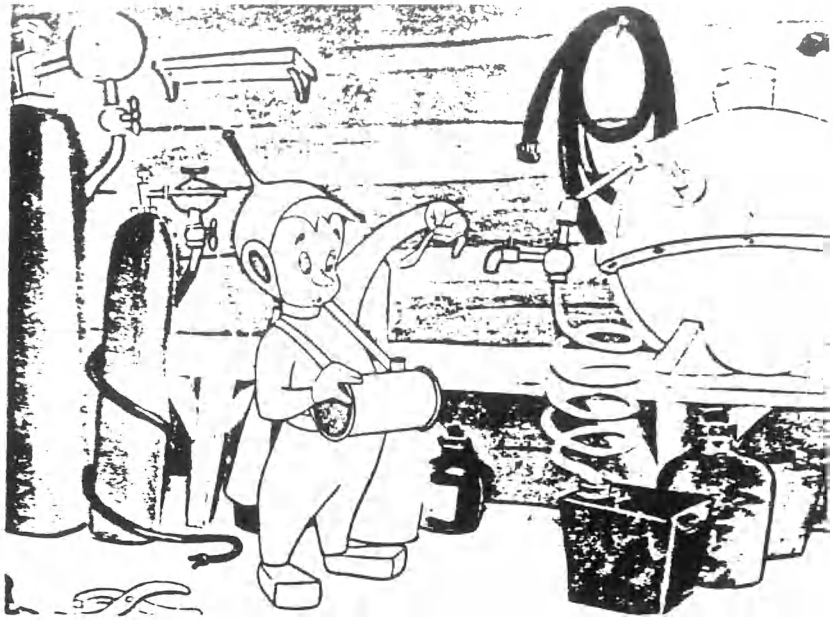
No. 350-3

In 1850 horse-drawn power predominated in this country.



No. 350-4

Today machine power predominates.



No. 351

GOING PLACES

PURPOSE:

To aid in the education of the American people in the American system and way of life.

SYNOPSIS:

"Defining the profit motive and dramatizing the part it has played in the economic development of our country, this film stresses the need for continued industrial profits if our economic vitality is to endure. It utilizes a somewhat light, humorous, yet instructive approach to this important phase of our American way of life."

TYPE OF FILM	Sound motion, Technicolor, 16mm
RUNNING TIME	10 minutes Year Made: 1949
PRODUCED BY	John Sutherland Productions
PRODUCED FOR	Harding College
ORDER FROM	Motion Picture Division Harding College, Searcy, Arkansas
PRICE	$125.



No. 351-2

Freddie goes to work to make his dreams come true - an easier and quicker way to make soap!



No. 351-3

As the company grows, it brings the rail road and other businesses to town. Increased property taxes from the thriving community help to build better schools, streets, parks, playgrounds and waterworks.



No. 351-4

The employee working for a profitable business can own his own home, and have plenty of leisure to enjoy the peace and quiet of family life.



No. 352
Revised

ADVENTURE IN TELEZONIA

PURPOSE:

To help children understand correct and courteous use of the telephone. Directed toward the middle elementary school grades.

SYNOPSIS:

The film pictures the experience of Bobby, a ten-year old boy who has lost his dog, Bounce. In his excitement, Bobby fails to use the telephone correctly and attracts the attention of a marionette character, Handy, who offers to help. Handy escorts Bobby to the fanciful land of Telezonia, where the marionette inhabitants try to track down Bounce by telephone. As each call is made, Handy points out to Bobby some point of correct or courteous use of the telephone. Bounce is finally located through a correctly made telephone call by Bobby himself.

The motion picture is part of a package of teaching materials which can be used together or independently:

(1) A silent filmstrip, "How We Use The Telephone," with Handy reviewing the teaching points of the film. The teaching points are lettered on the frames.

(2) A children's booklet, "The Telephone and How We Use It."

(3) A teacher's manual, "A Guide for Teaching Correct Telephone Usage."

(4) Telephone instruments and local directories supplied by the local company.

TYPE OF FILM	16mm sound motion, color Year made: 1949 35mm filmstrip, color
RUNNING TIME	17 minutes (motion picture)
PRODUCED BY	Bil Baird Marionettes
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House.
ORDER WORDING	(Quantity) Film, 16mm, "Adventure in Telezonia". (Quantity) Filmstrip, 35mm, "How We Use the Telephone". (Quantity) Booklet, "The Telephone and How We Use It". (Quantity) Booklet, "A Guide for Teaching Correct Telephone Usage".
PRICES	For motion picture film and filmstrip, see Price List included in this catalog. For booklets, see General Supplies Price List, Section 4.



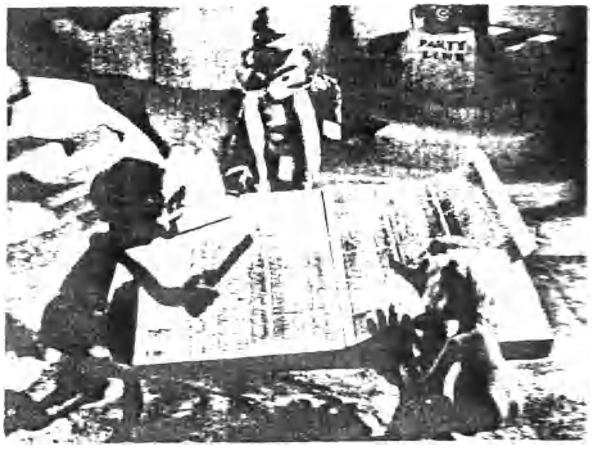
No. 352-2

ALWAYS LISTEN reminds us to always listen for the dial tone.



No. 352-3

HANDY points out that we should give the other person plenty of time to answer.



No. 352-4

The MAYOR cautions that we should always use the directory when we are not sure of the number.



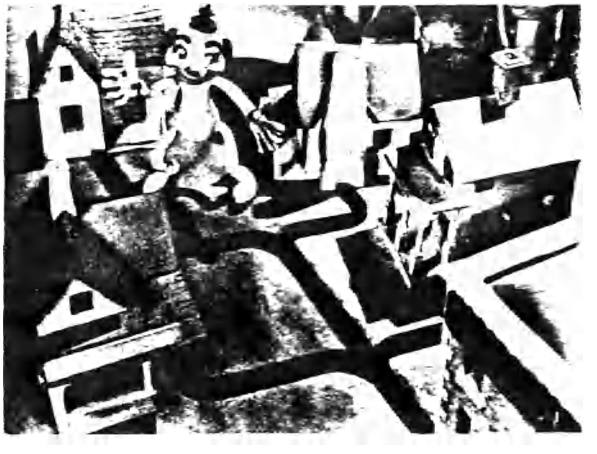
No. 352-5

READY shows that when we hear the busy signal we should hang up right away.



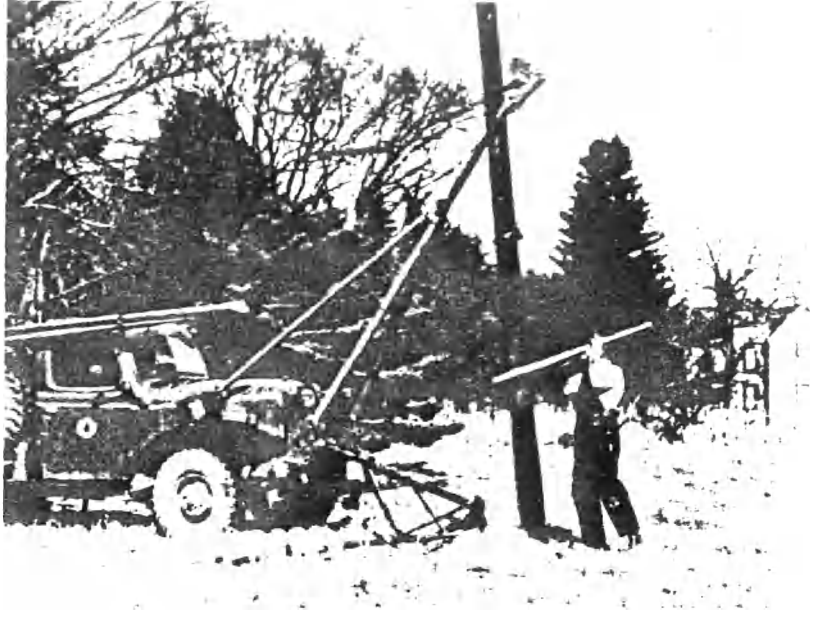
No. 352-6

The MAYOR reproves MUMBLE-VOICE for not talking clearly and pleasantly.



No. 352-7

HANDY explains how a party line works.



TELEPHONE SCREEN REVIEW (NUMBER 9)

PURPOSE:

To inform employees and the public of new developments, progress and improvements in telephone service.

SYNOPSIS:

EASY DOES IT. Saving time and trouble, a versatile one-ton vehicle has been adapted to perform a wide variety of jobs, including digging holes, setting poles, pulling in cable and reclaiming wire.

PLANNERS FOR TOMORROW. Telephone equipment must be planned to meet the specific needs of a community. Engineers of the Western Electric Company cooperate with Telephone Company engineers to plan central office equipment for the particular job it must do.

MIDNIGHT DEBUT. A manual type exchange is replaced by a new dial system offering expanded and improved telephone service. Scenes show some of the detailed preparation required as well as the actual cut-over from the old system to the new.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1949
PRODUCED BY	Willard Pictures, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 9" (Quantity) Film, (Safety or Nitrate), 35mm, "Telephone Screen Review No. 9"
PRICE	See Price List included in this catalog.



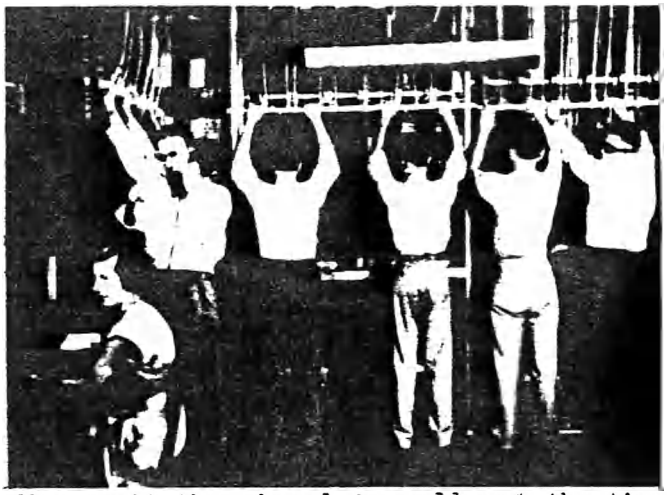
No. 353-2

The versatile two-man construction truck and its portable digger are made to order for digging in ground reasonably free of rocks.



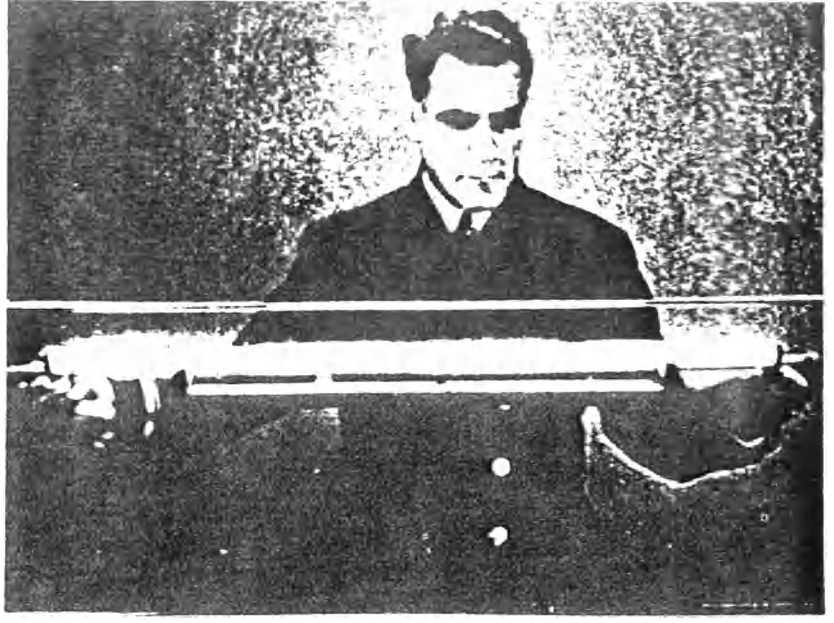
No. 353-3

Planning in advance by Western Electric engineers helps fill the specific needs for central office installations.



No. 353-4

Men await the signal to pull out the tiny fuses - making the manual system for Catonsville a thing of the past.



No. 354

RADIO TECHNICIAN TRAINING

Standing Waves on Transmission Lines MN-1540k

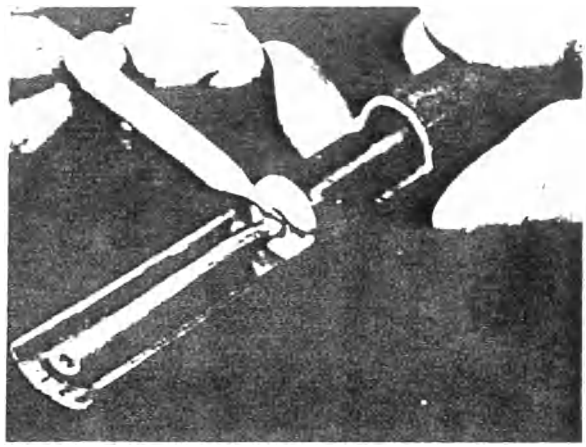
PURPOSE:

To explain the causes of transmission loss due to standing waves.

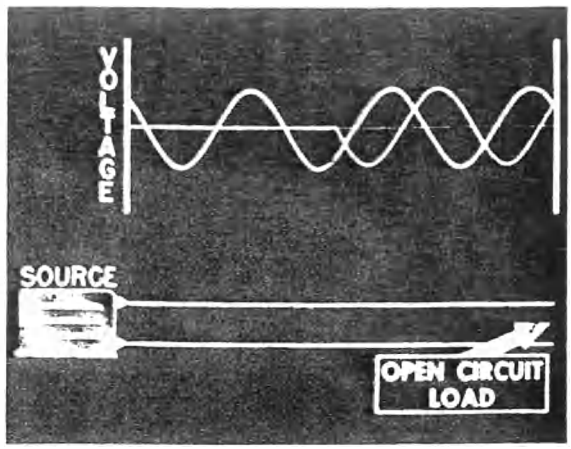
SYNOPSIS:

By means of animated drawings and live demonstrations, this film explains the effect on coaxial transmission lines of standing waves, what causes them, and how they can be prevented by proper matching of impedances.

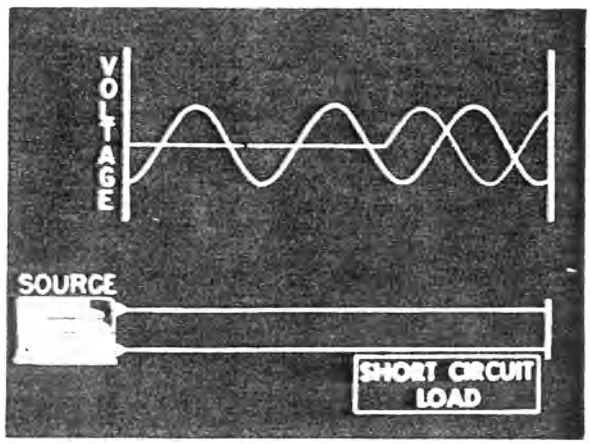
TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	20 minutes Year Made: 1945
PRODUCED BY	Loucks and Norling Studios
PRODUCED FOR	U. S. Navy
ORDER FROM	Castle Films 1445 Park Avenue New York 29, New York
PRICE	~~$33.00~~ 41.29



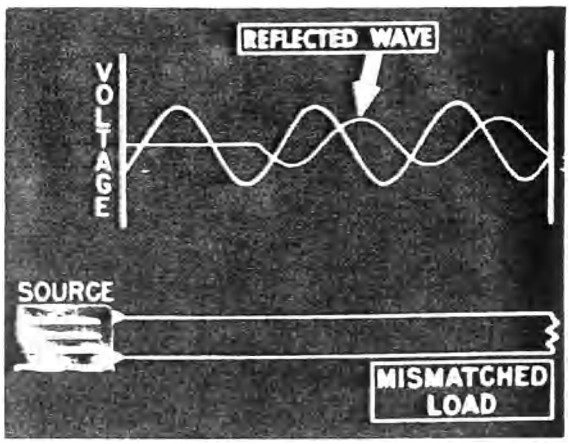
No. 354-2
Carbon deposit on the coaxial insulator shows voltage flashover caused by standing waves.



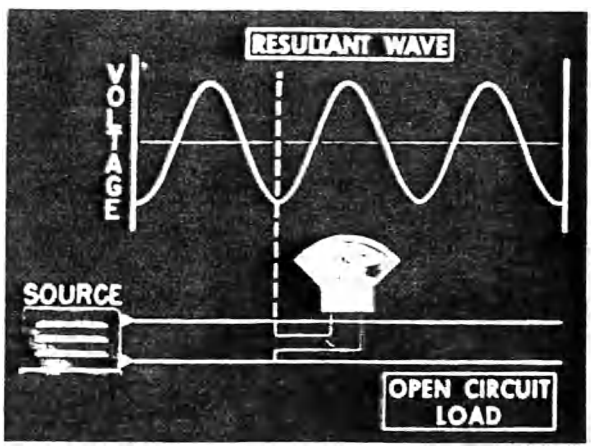
No. 354-3
With an open circuit load the waves are completely reflected.



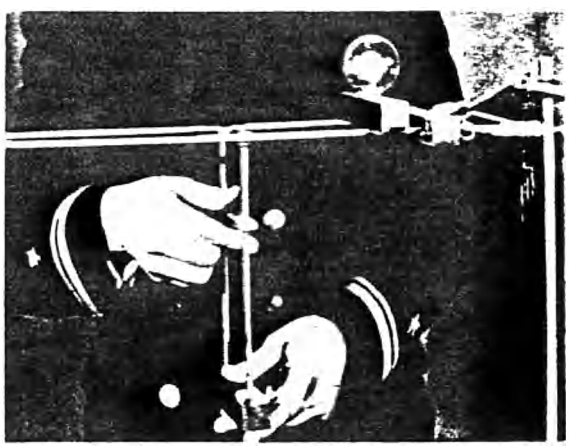
No. 354-4
With a short circuit load the reflected wave is inverted.



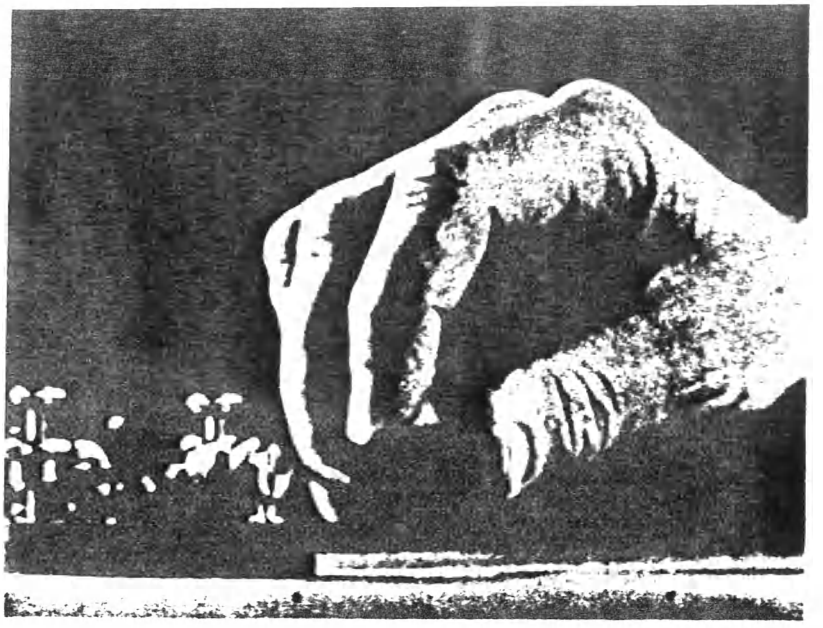
No. 354-5
With a mismatched load the wave is partially reflected.



No. 354-6
The original and reflected moving waves create stationary resultant or "standing" waves.



No. 354-7
Balancing stubs correct mismatched impedances.



RADIO OPERATOR TRAINING

The Technique of Hand Sending MN-2621b. Rhythm, Speed and Accuracy in Hand Sending MN-2621c

PURPOSE:

To explain the principles of proper and effortless hand sending.

SYNOPSIS:

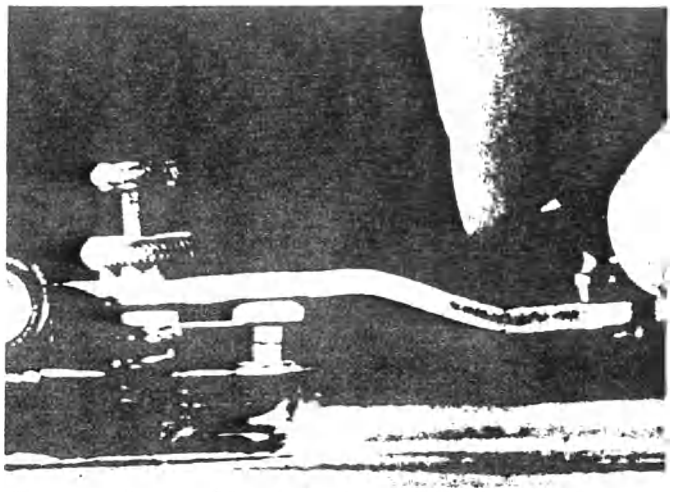
MN-2621b

Covers the importance of key adjustment and the proper position of the body with particular attention to arm, wrist and finger motion.

MN-2621c

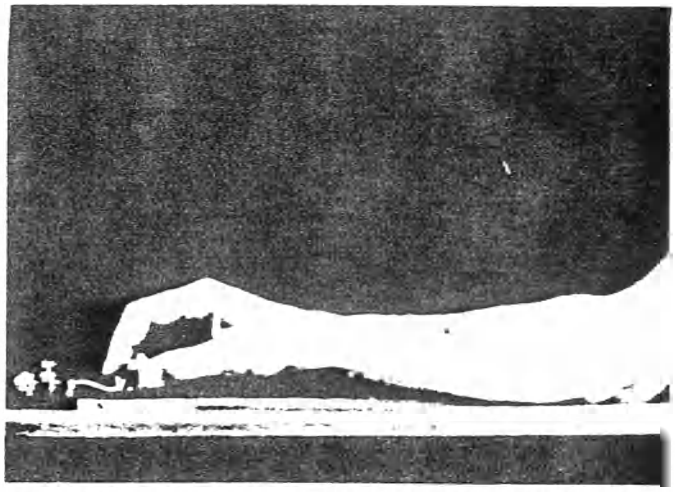
Covers, in detail, the spacing of dits, dahs, and spaces between letters and words. Shows the results of irregular spacing.

TYPE OF FILM	Sound motion, 16mm	Year Made:	1944
RUNNING TIME	MN-2621b 9 minutes	MN-2621c	20 minutes
PRODUCED BY	U. S. Navy		
PRODUCED FOR	U. S. Navy		
ORDER FROM	Castle Films 1445 Park Avenue New York 29, New York		$2.71
PRICE	MN-2621b $12.28	MN-2621c	~~$16.76~~



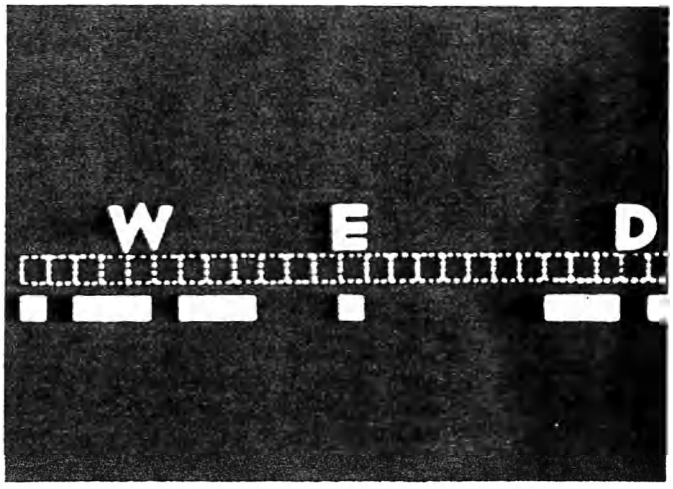
No. 355-2

Proper key adjustment avoids irregular spacing and reduces fatigue.



No. 355-3

The thumb and second finger grasp the rim of the knob. Pressure is applied with the forefinger.



No. 355-4

Spacing is figured in multiples of the "dit."



ENTERPRISE

PURPOSE:

To explain free enterprise in easily understandable terms through the experiences of real people in exercising their right as free Americans to solve their economic problems under our democratic system.

SYNOPSIS:

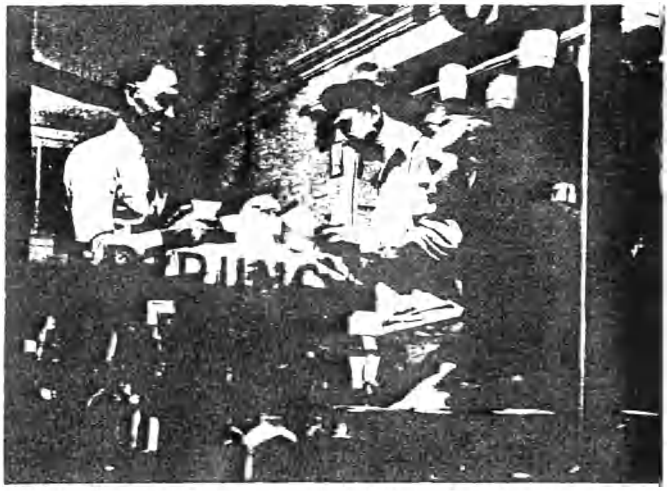
"Enterprise" tells how two war veterans had an idea for restoring the prosperity of their hometown, Buchanan, Georgia. It tells how the people of the town, "through a risky, imaginative undertaking raised themselves by their bootstraps," bringing a new industry to town to replace the growing of cotton when the soil had failed.

TYPE OF FILM	Sound motion, color, 16mm
RUNNING TIME	31 minutes Year Made: 1949
PRODUCED BY	Caravel Films, Incorporated
PRODUCED FOR	Cluett, Peabody and Co.
ORDER FROM	Modern Talking Picture Service, Inc. (Offices located in 16 cities)
PRICE	$225



No. 356-2

David Eaves (left) and Hardy McCalman examining the remnants of a once-rich cotton-producing area, Buchanan, Georgia.



No. 356-3

Fund Raising in Buchanan, Georgia.



No. 356-4

Buchanan, Georgia, from the school house.



EASY ON THE EYES

PURPOSE:

To promote eye safety.

SYNOPSIS:

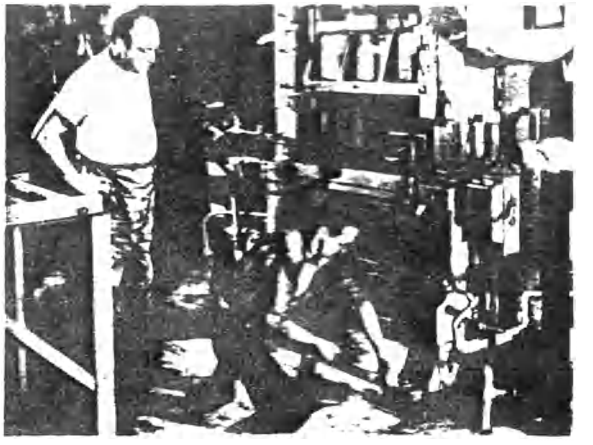
The tragedy of blindness and the seemingly innocent situations that can result in loss of eyesight are emphasized throughout this film. Incidents portrayed are located in the factory environment. Safety glasses and goggles are suggested as the only solution to the problem.

TYPE OF FILM	16mm Sound Motion Slide
RUNNING TIME	15 minutes Year Made: 1950
PRODUCED BY	Sarra Productions, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 20 N. Wacker Drive Chicago, Illinois
PRICE	$45.00



No. 357-2

Eye injuries often occur in locations where an accident is least expected.



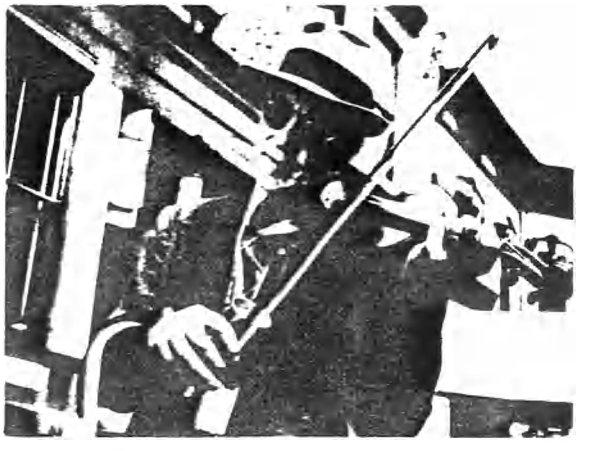
No. 357-3

The foreman thought he was safe enough. His safety glasses saved his eye.



No. 357-4

A blind person can become self-supporting only after long and discouraging practice.



No. 357-5

For every blind person who is successful, there are thousands who fail.



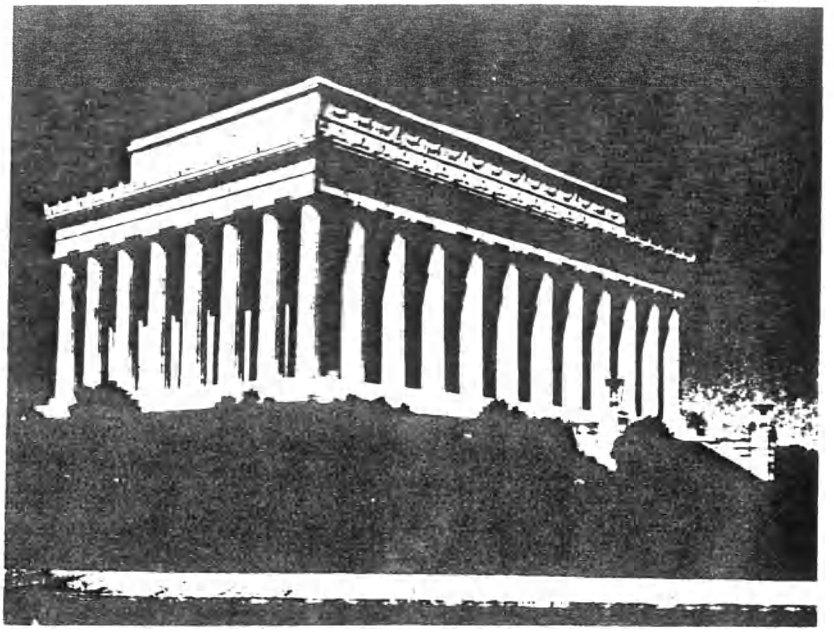
No. 357-6

Immediate first aid treatment is essential no matter how serious the injury.



No. 357-7

Safety glasses and goggles have been designed for every situation.



OF THIS WE ARE PROUD

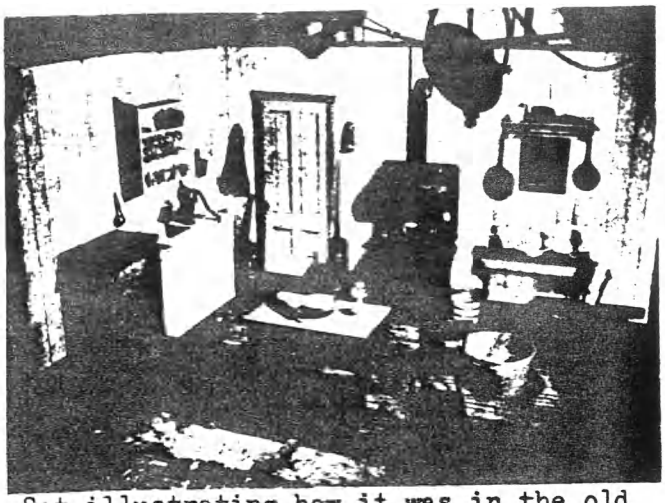
PURPOSE:

To explain free enterprise in easily understandable terms.

SYNOPSIS:

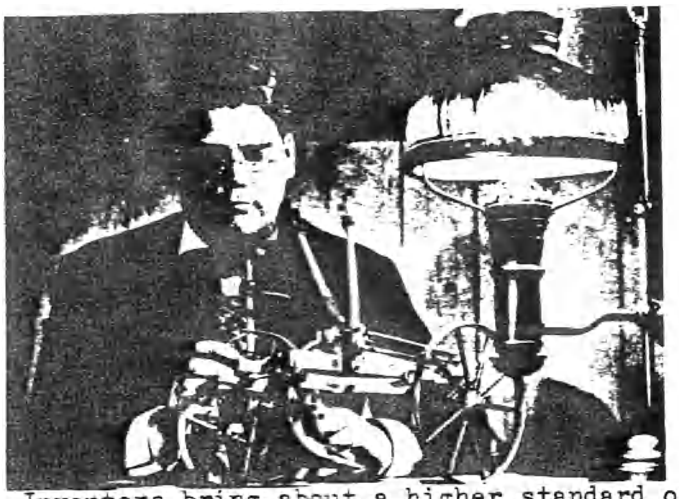
The film portrays the American way of life and shows the progress this country has made toward higher standards of living through the experiences of real people in exercising their right as free Americans to solve their economic problems under our democratic system.

TYPE OF FILM	Sound motion, color, 16mm
RUNNING TIME	23 minutes Year Made: 1949
PRODUCED BY	Raphael G. Wolff
PRODUCED FOR	Nash Kelvinator Corporation
ORDER FROM	Nash Kelvinator Corporation Film Service 14250 Plymouth Road Detroit 32, Michigan
PRICE	$170 Also available on free loan from the Kelvinator Film Service Library



No. 358-2

Set illustrating how it was in the old days.



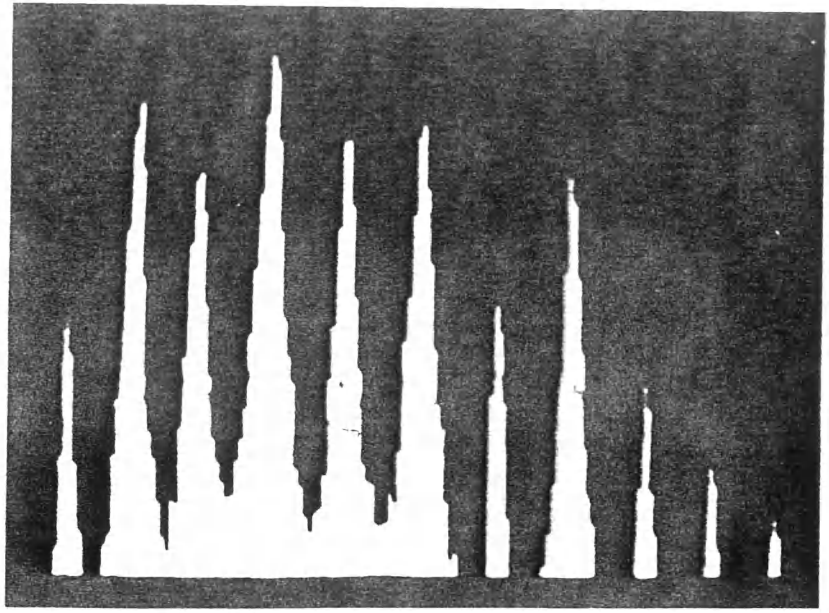
No. 358-3

Inventors bring about a higher standard of living.



No. 358-4

"Of This We Are Proud."



ACTION PICTURES OF SOUND

PURPOSE:

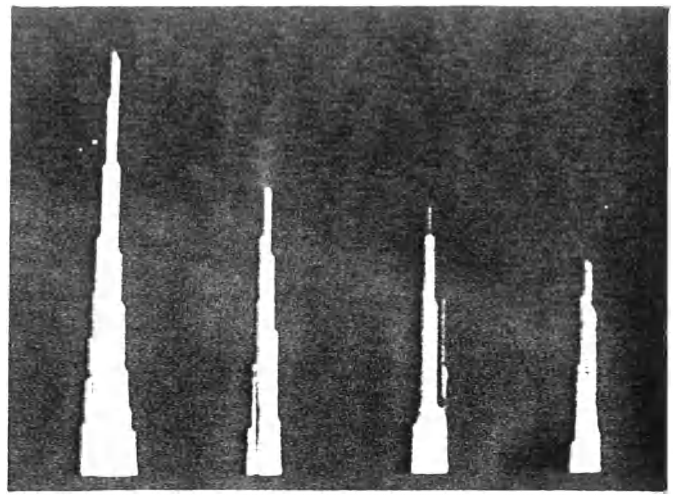
To illustrate a new method of analyzing the frequency components of sound.

SYNOPSIS:

This picture was planned and produced by the Research Department of Bell Telephone Laboratories to illustrate the use of the newly developed cathode ray sound spectroscope. The spectroscope shows on a cathode ray tube screen frequency spectra of speech, music and other sounds taken at selected instants of time. In making the film, spectra of the various sounds used were photographed at intervals of 1/24 second. A sound track of the original sound was then added in synchronism so that the sounds are seen and heard simultaneously.

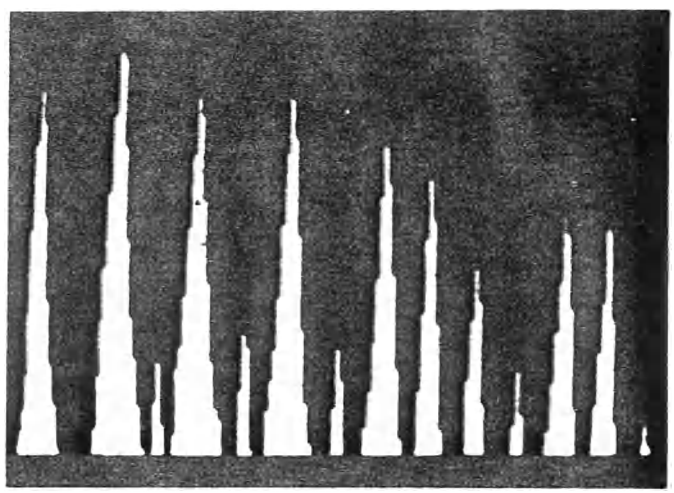
The film first explains the purpose and action of the spectroscope and then gives examples of its use in analyzing speech sounds, telephone signals, and instrumental music.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	14 minutes Year Made: 1949
PRODUCED BY	Bell Telephone Laboratories, Inc.
PRODUCED FOR	Bell Telephone Laboratories, Inc.
ORDER FROM	Precision Laboratories 21 West 46th Street New York, New York Attention: Mr. Papalia
PRICE	$20.00



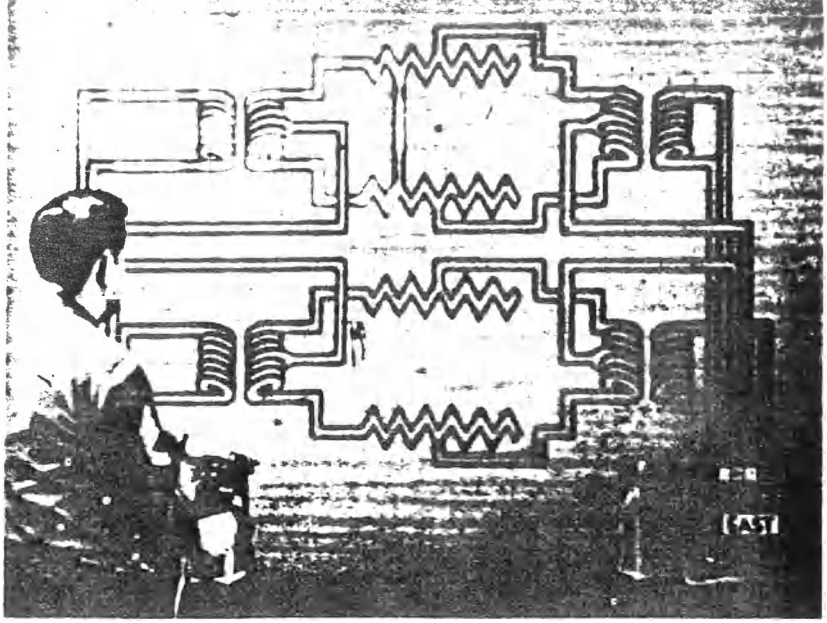
No. 359-2

Spectrogram of a violin.



No. 359-3

Spectrogram of a clarinet.



THEORY OF SIMPLEX AND PHANTOM CIRCUITS

Part 1, TF 11-2062
and Part 2, TF 11-2063

PURPOSE:

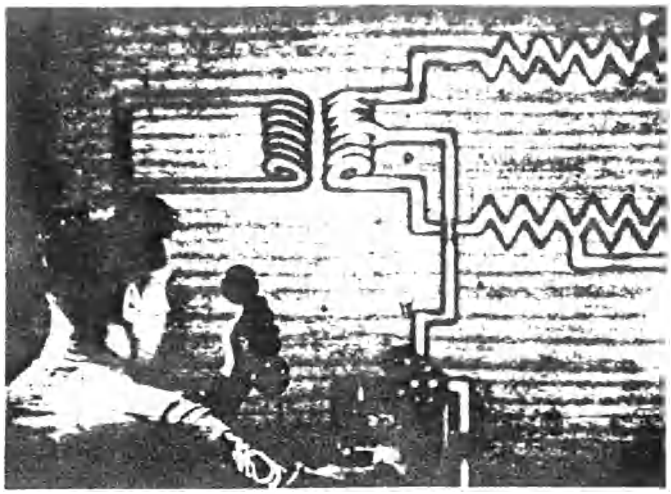
To outline theory of operation, and analysis and effect of various trouble conditions.

SYNOPSIS:

PART I - Using a live demonstration panel, this film explains the operation of the simplex circuit combining telephone and grounded telegraph. Various trouble conditions are introduced and their analysis and effect on circuit operation discussed.

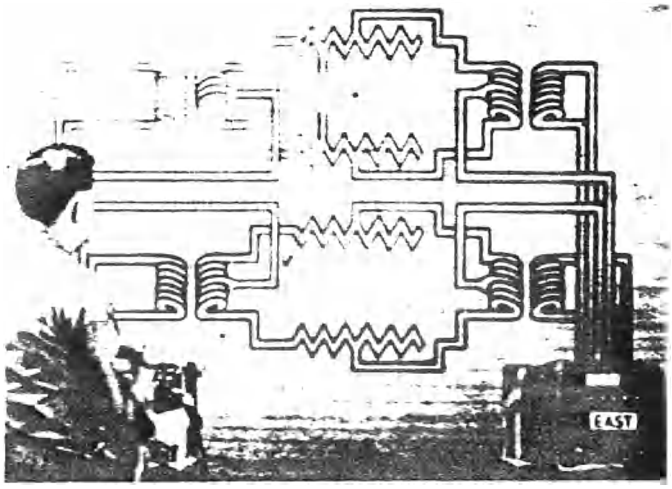
PART II - Using the same technique as Part I, this film covers the phantom circuit and shows the effect on operation of opens, shorts, crosses and unbalances.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	PART I - 13 minutes Year Made: 1944 PART II - 18 minutes
PRODUCED BY	U. S. Army Pictorial Service
PRODUCED FOR	U. S. Army
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Theory of Simplex and Phantom Circuits" - Part I (Quantity) Film(s), 16mm, "Theory of Simplex and Phantom Circuits" - Part II
PRICE	See Price List included in this catalog.



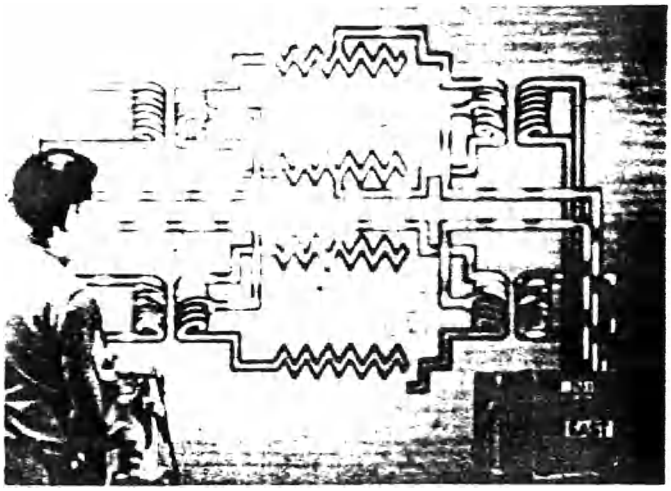
No. 360-2

Unbalance in a simplex circuit causes thumps in the telephone receiver when the telegraph key is opened and closed.



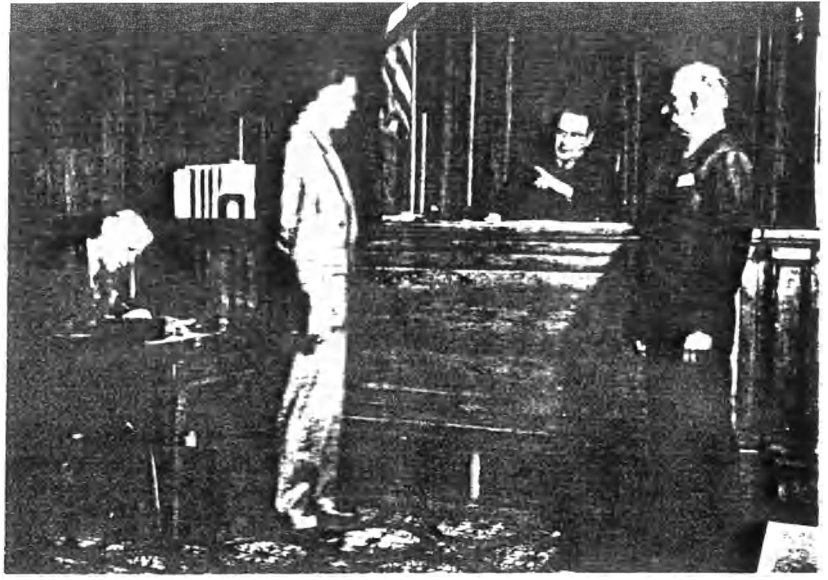
No. 360-3

A short in a side circuit affects only that circuit.



No. 360-4

An open in one side circuit causes mutual interference between one side circuit and the phantom.



DOORWAY TO DEATH

PURPOSE:

To show individuals some of their personal responsibilities toward home accident prevention.

SYNOPSIS:

This film shows how the family can cooperate in eliminating accident hazards in the home. It emphasizes the further need for continued individual effort to eliminate carelessness.

The first part is devoted to the various ways in which the Clarks, a typical American family, cooperate in removing home accident hazards. The emphasis here is on the unexpected pitfalls and unsafe personal acts that are easily overlooked. The latter part shows a series of imaginary courtroom scenes, in which careless people are tried and judged for neglectful acts in the home which resulted in serious accidents.

TYPE OF FILM	Sound Motion, Color, 16mm
RUNNING TIME	13 minutes Year Made: 1949
PRODUCED BY	Aetna Life Affiliated Companies
PRODUCED FOR	Aetna Life Affiliated Companies
ORDER FROM	Aetna Life Affiliated Companies Motion Picture Bureau James F. Goyette Hartford 15, Connecticut
PRICE	$76.00; rental free



No. 361-2

Mrs. Clark and her daughter go through an accident prevention booklet to plan a survey of hazards in their home.



No. 361-3

Mrs. Clark recognizes the hazard of a frayed cord.



No. 361-4

It's too bad. Who would think that a fall from a chair would kill her?



HIDDEN GOLD

PURPOSE:

To reduce the amount of waste caused by improper ordering and return of equipment and materials. Referred to in Mr. Waidlich's letter of March 23, 1950 to General Plant Managers.

SYNOPSIS:

Produced by the New York Telephone Company, this film stresses:

1. The time and labor cost resulting from disconnecting returned items and untangling cords.
2. The needless damage and repairs caused by improper packing.
3. The waste in returned small items that could be avoided by sorting in the field.
4. Misuse of tools.
5. Waste involved due to ordering more material than is needed.

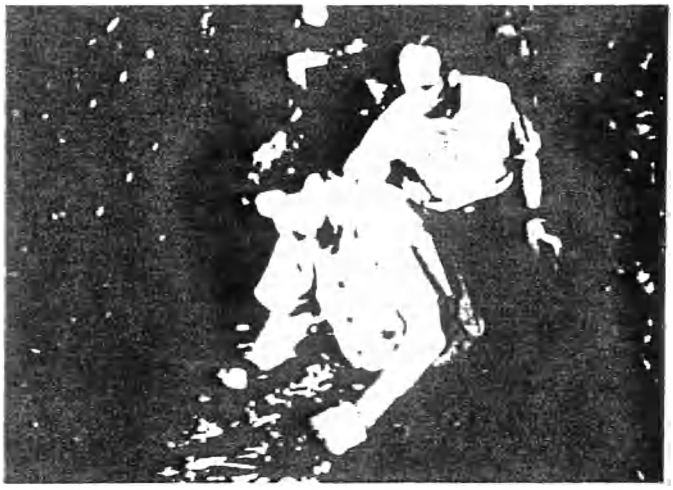
TYPE OF FILM	Sound motion, color, 16mm
RUNNING TIME	19 minutes Year Made: 1949
PRODUCED BY	New York Telephone Company
PRODUCED FOR	New York Telephone Company
ORDER FROM	New York Telephone Company Public Relations Department 140 West Street New York 7, New York
PRICE	$135 f.o.b.

No. 362-2



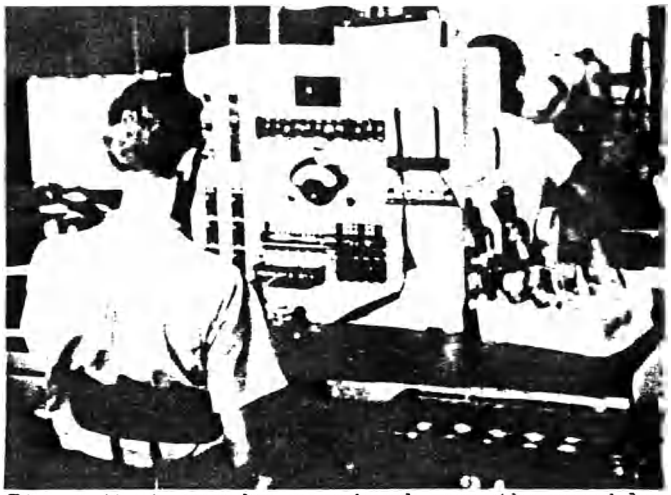
Improper return of cords results in a tangled mass that increases time and labor costs.

No. 362-3



Useable items must be sorted and replaced in stock.

No. 362-4



Items that can be repaired are thoroughly tested.



SAFE AS YOU THINK

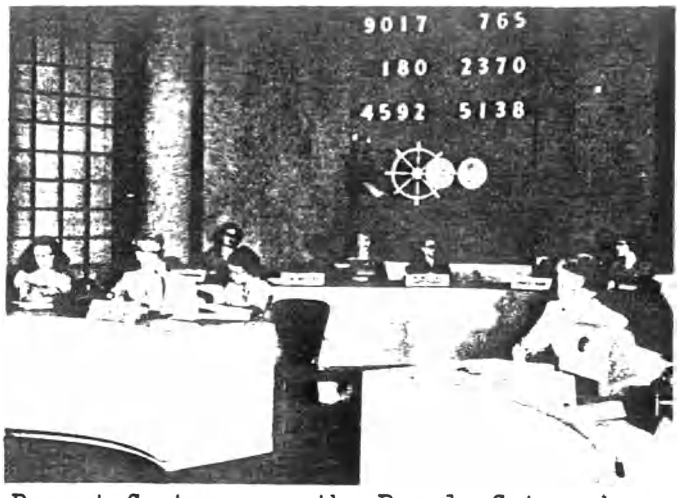
PURPOSE:

To promote proper attitude toward safety.

SYNOPSIS:

A dramatic presentation designed to prove that accidents are always caused by carelessness and do not "just happen." An everyday citizen who is about to have an accident is whisked away to the pearly gates. Here he is taken on a field trip and, after seeing a number of on-the-job and off-the-job accidents, is finally convinced that he cannot "out-luck" accident hazards. He promises to change his ways but it is too late - his own accident must run its course - and the heavens are full of people who would have liked a second chance. Film won National Safety Award for 1949 in field of general safety.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	28 minutes Year Made: 1949
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	General Motors
ORDER FROM	General Motors Corporation 1775 Broadway New York 19, New York
PRICE	$36.49



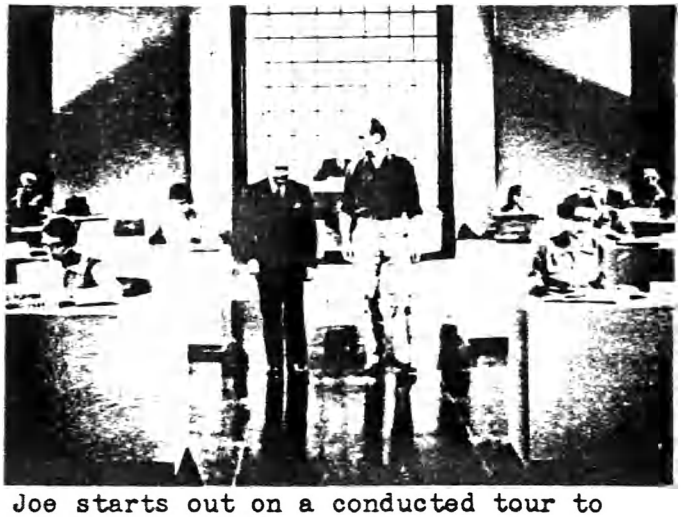
No. 363-2

Report Center near the Pearly Gates where busy workers record accident deaths and injuries.



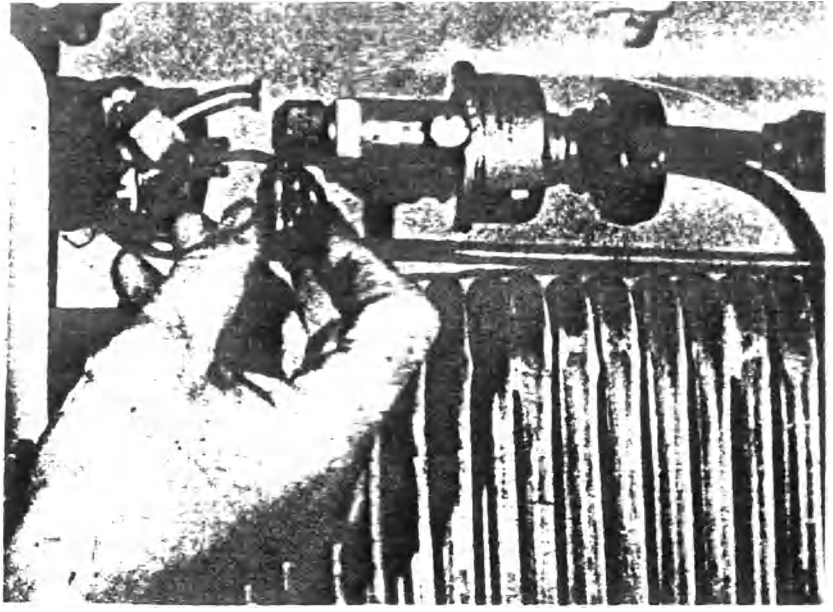
No. 363-3

The Pearly Gates safety concessionaire fails to sell people at the County Fair on the idea of not taking chances.



No. 363-4

Joe starts out on a conducted tour to learn that accidents are caused by carelessness, not bad luck.



REFRIGERATION

Adjusting and Checking The Expansion Valve

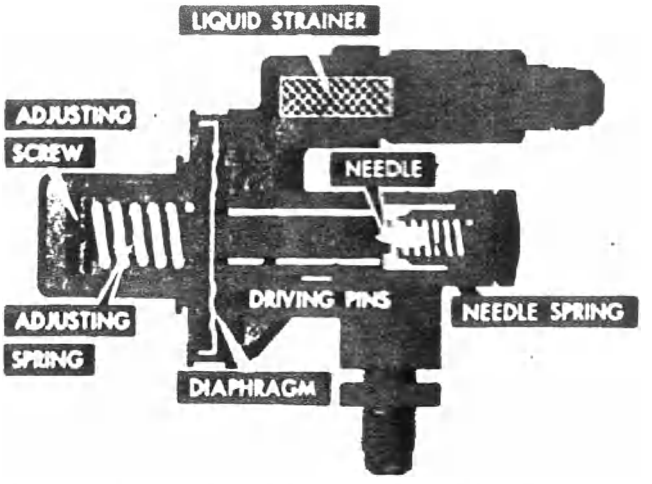
PURPOSE:

Training of maintenance men in fundamentals of operation and adjustment of expansion valves.

SYNOPSIS:

Live photography and sectionalized drawings are used to show the construction and operation of the bellows type and diaphragm type expansion valves. Covers adjusting and servicing in considerable detail.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	19 minutes
PRODUCED BY	Frederick Rockett Company
PRODUCED FOR	U. S. Office of Education
ORDER FROM	Castle Films 1145 Park Avenue New York 29, New York
PRICE	~~$32.87~~ 4322



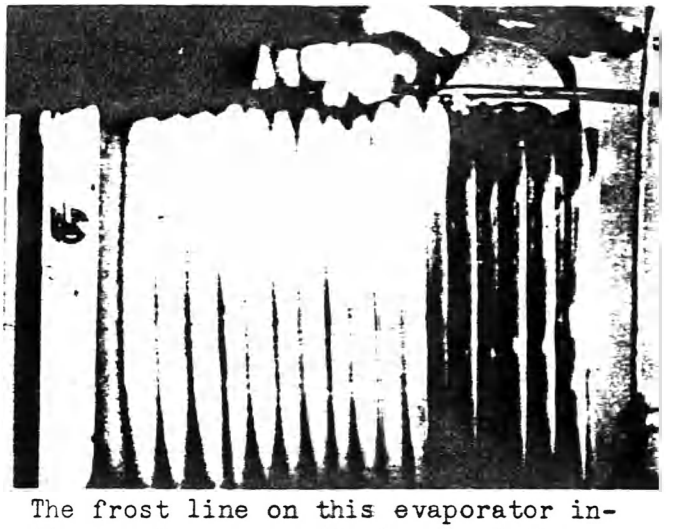
No. 364-2

Internal construction of the diaphragm type expansion valve.



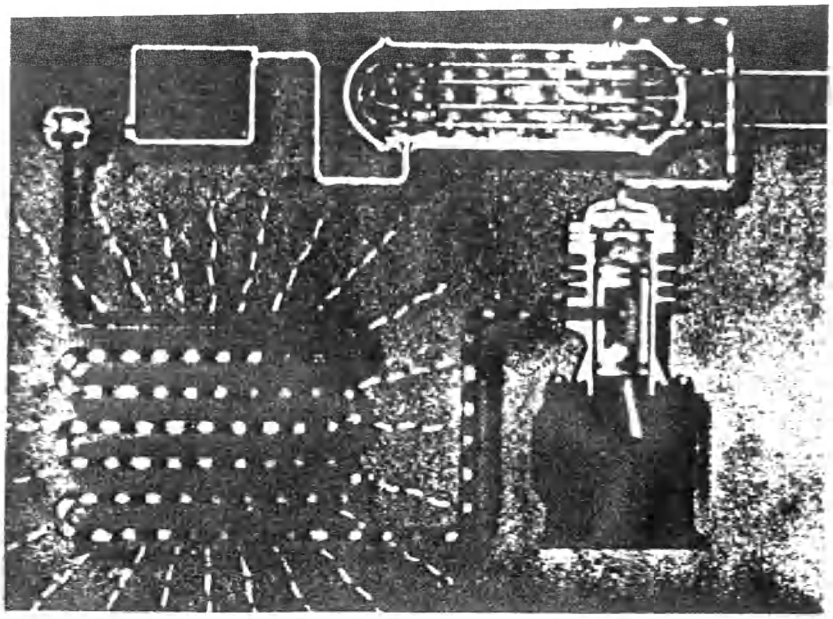
No. 364-3

The bellows of the bellows type valve should be checked for leaks.



No. 364-4

The frost line on this evaporator indicates improper adjustment of the expansion valve.



MECHANICAL REFRIGERATION

How It Works
M N = 2246 a

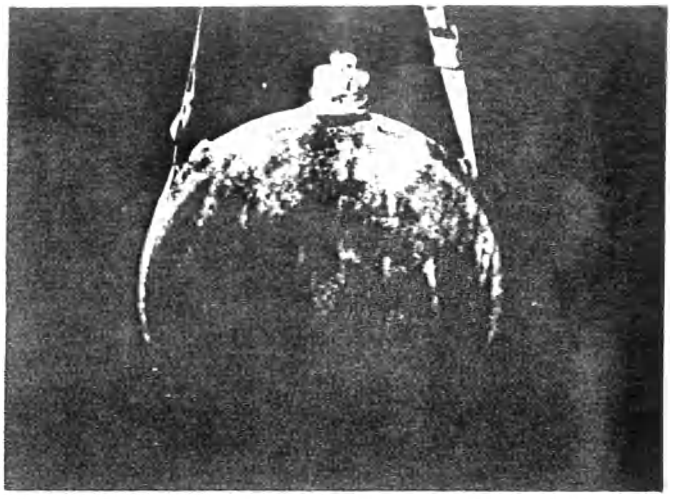
PURPOSE:

Fundamentals of refrigeration theory and operation.

SYNOPSIS:

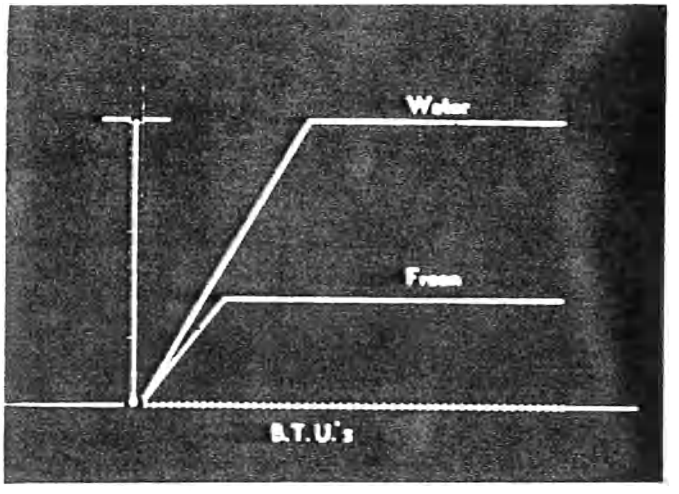
Using laboratory experiments and animated diagrams the film explains the law of heat flow, evaporation and condensation, the B.T.U., and latent heat. The complete refrigeration cycle is then outlined - liquid refrigerant under pressure, the thermal expansion valve, evaporation and absorption of latent heat, compression and release of latent heat, and the receiver. Film concludes with scenes of actual equipment in operation. Presents the theory of refrigeration clearly and in easily understood terms.

TYPE OF FILM	Sound motion, 16mm	
RUNNING TIME	22 minutes	Year Made: 1944
PRODUCED BY	Jam Handy Organization	
PRODUCED FOR	U. S. Navy	
ORDER FROM	Castle Films 1445 Park Avenue New York 29, New York	
PRICE	~~$28.56~~ 39.70	



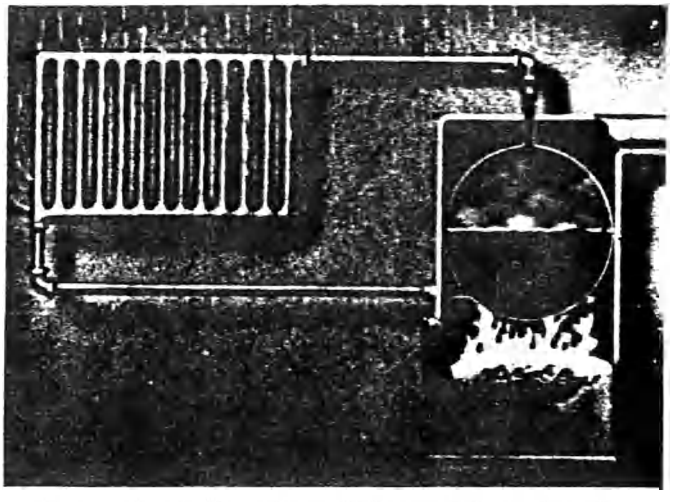
No. 365-2

The wet canvas cover of a canteen illustrates the cooling effect of evaporation.



No. 365-3

Comparison of temperatures at which water and Freon change to gas.



No. 365-4

The principle of refrigeration, heat exchange, is illustrated by this typical boiler and radiator.



LAST DATE

PURPOSE:

To promote safe driving practices, particularly among teen-age drivers. Referred to in Mr. N. W. Kingsley's letter of May 3, 1950 to General Plant Personnel Supervisors.

SYNOPSIS:

A young girl whose face has been permanently disfigured tells the story of the wild automobile ride that resulted in her tragedy. The film dramatically portrays the consequence of "Teenicide" which is defined as "the fine art of killing one's self by recklessness, bravado and immature judgment before reaching the age of 20." Although produced as part of a crusade to save the lives of young drivers, the lessons in the film should be valuable to drivers of all ages. Received first place award for 1949 by the National Safety Council.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	22 minutes Year Made: 1949
PRODUCED BY	Wilding Picture Productions, Inc.
PRODUCED FOR	Lumberman's Mutual Casualty Company
ORDER FROM	Public Relations Department Lumberman's Mutual Casualty Company Mutual Insurance Building Chicago 40, Illinois
PRICE	Obtainable on loan, or purchase for $32.00



No. 366-2

Nick invites the gang to ride in his 90-mile an hour "monster."



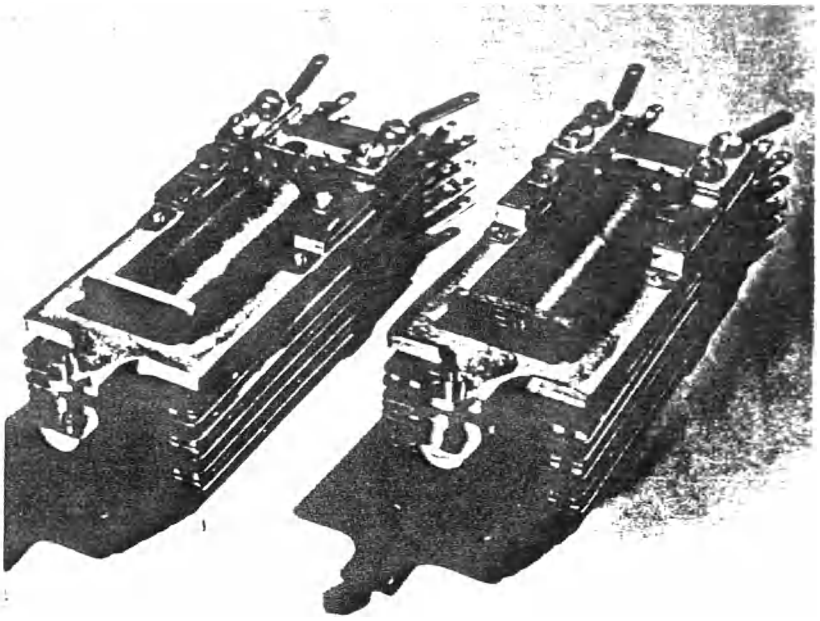
No. 366-3

Jeanne accepts the invitation - the inevitable crash occurs.



No. 366-4

Horribly disfigured, Jeanne realizes that she has had her "last date."



TELEPHONE RELAYS "U" AND "Y" TYPE

Part I and Part II

PURPOSE:

To show the development and manufacture of U and Y type relays and their operation under proper and improper adjustment conditions. Referred to in Mr. Waidlich's letter of June 5, 1950 to General Plant Managers.

SYNOPSIS:

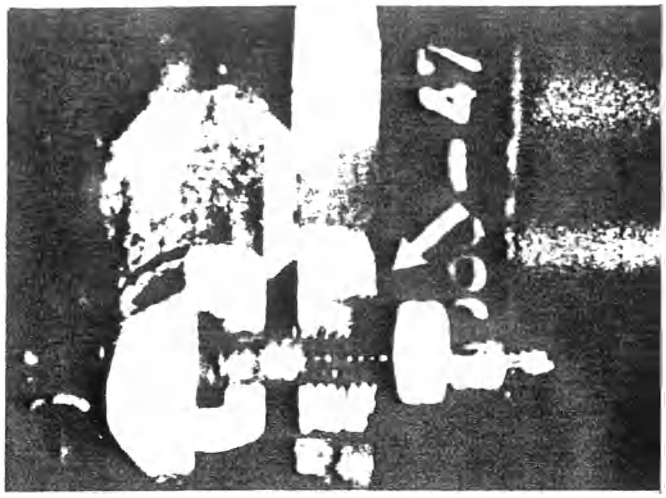
Part 1, devoted principally to background information, includes:

1. The importance of relays and the value of performing a complete adjustment job in accordance with practices.
2. The development of relays and the manufacture of the U and Y type.
3. Physical and electrical improvements introduced in the U and Y type relay, and tests under way to effect further improvements.

Part 2 includes high speed (Fastax) photography and information stressing the action of relays under various adjustments.

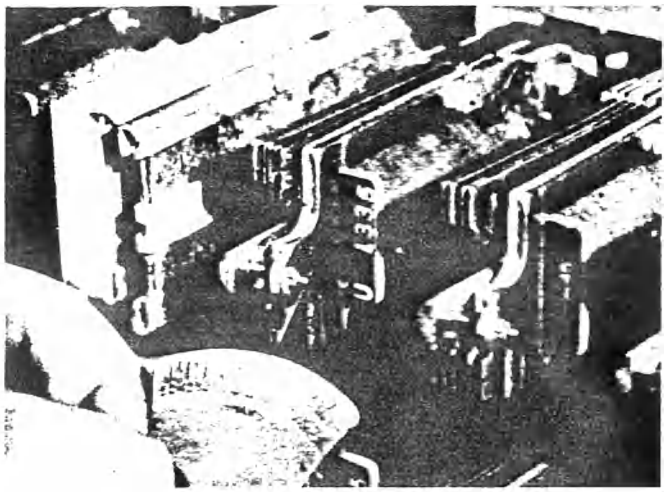
1. Physical and electrical differences between the U and Y relays.
2. Review of more common causes of relay trouble.
3. Improvements made since early U and Y type relays.
4. Effect of magnetic interference from adjacent relays.
5. The importance of following circuit requirement tables and Bell System Practices.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	PART I - 19 minutes Year Made: 1950 PART II - 25 minutes
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm "Telephone Relays - "U" and "Y" Type" - PART I (Quantity) Film(s), 16mm "Telephone Relays - "U" and "Y" Type" - PART II
PRICE	See Price List included in this catalog.



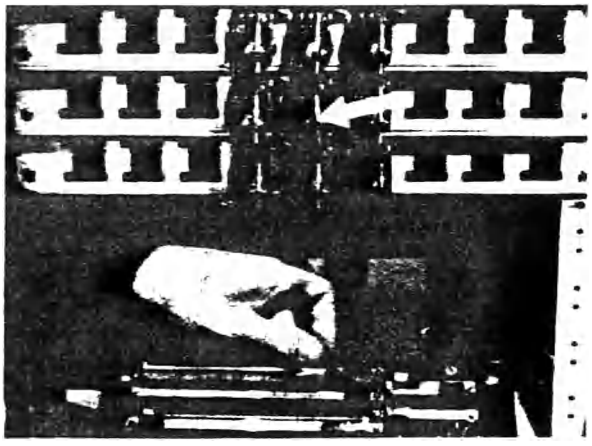
No. 367-2

High speed photography clearly shows armature bounce.



No. 367-3

The 70-type gram gauge must be used properly or incorrect readings result.



No. 367-4
Relay adjustment may be critically affected by magnetic interference from adjacent relays.



No. 367-5
A Bell Laboratories engineer calls attention to the importance of following circuit requirement tables and Bell System Practices.



STORY WITHOUT END

PURPOSE:

To tell the public and employees that the Bell System is continually expanding and improving telephone service.

SYNOPSIS:

The Transistor Display in a Telephone Exhibit is used to set the stage for a look into the future of telephone service. The forward-looking tradition of the business is established in two historical incidents:

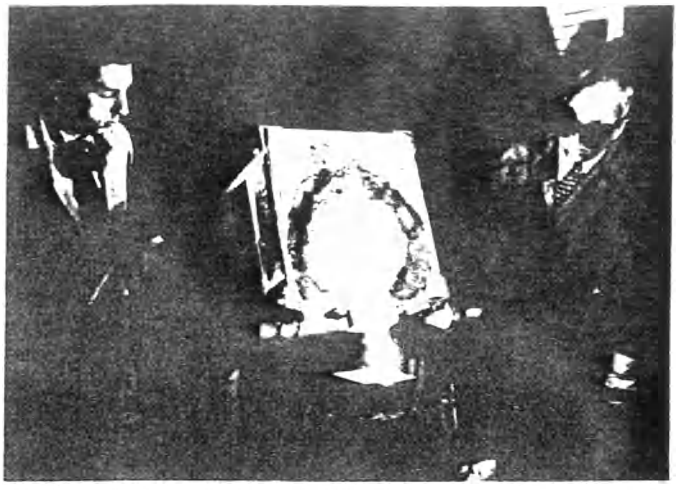
1. Alexander Graham Bell's prophecy of the ever-increasing scope and usefulness of telephone service;
2. The introduction of dial service in the early 1920's as a solution to many problems that threatened to restrict the future of telephone service.

The telephone team is also shown in action looking toward the future:

... working to improve and expand telephone service in rural areas;
... developing and applying micro-wave radio relay systems;
... expanding the cable network with coaxial;
... developing A.M.A;
... in the Bell Laboratories and Western Electric plants where artificial crystals are developed and manufactured in quantities far exceeding the limits set by the natural quartz supply.

The picture concludes on the note that the future of the telephone business is bright and rich with promise.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	18 minutes Year Made: 1950
PRODUCED BY	Pathescope Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Story Without End" (Quantity) Film(s), (Safety or Nitrate), 35mm, "Story Without End"
PRICE	See Price List included in this catalog.



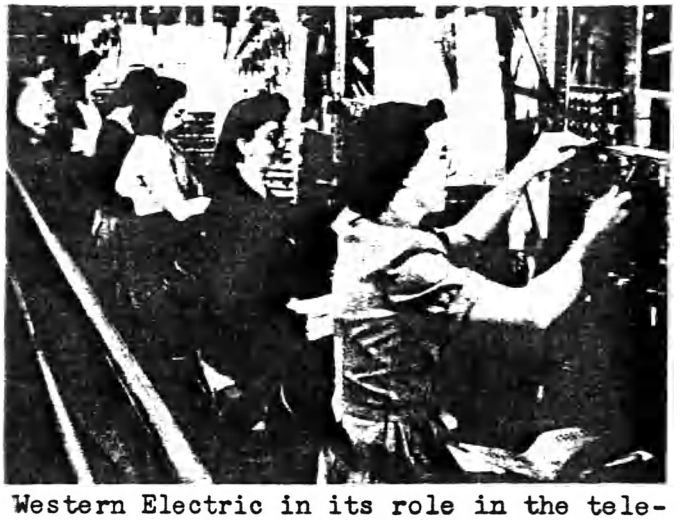
No. 368-2

Scientists of the Bell Laboratories seeking ways to strengthen telephone wire.



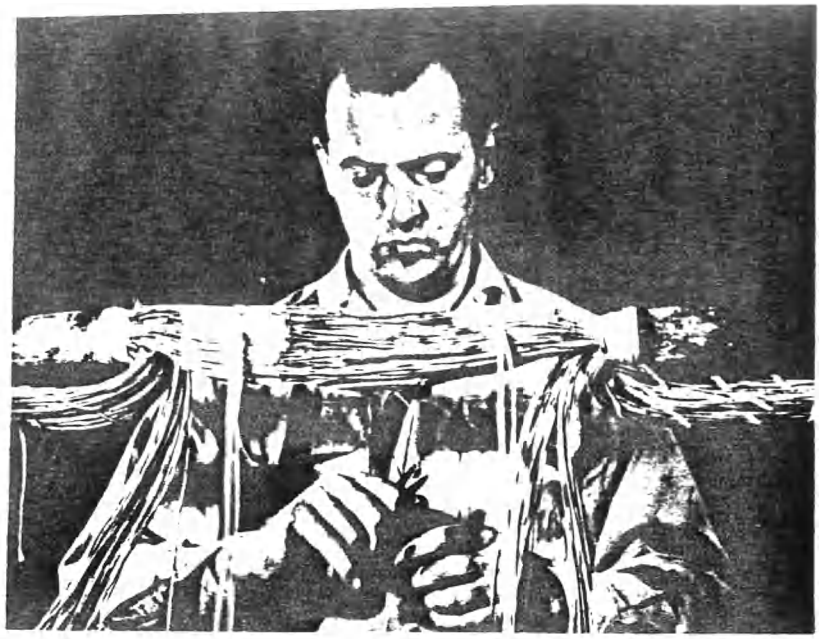
No. 368-3

The introduction of dial service was the solution to many problems that threatened to restrict the future of telephone service.



No. 368-4

Western Electric in its role in the telephone team manufactures and supplies tools and equipment to the telephone companies.



TELEPHONE SCREEN REVIEW (NUMBER 10)

PURPOSE:

To inform employees and the public of new developments, progress and improvements in telephone service.

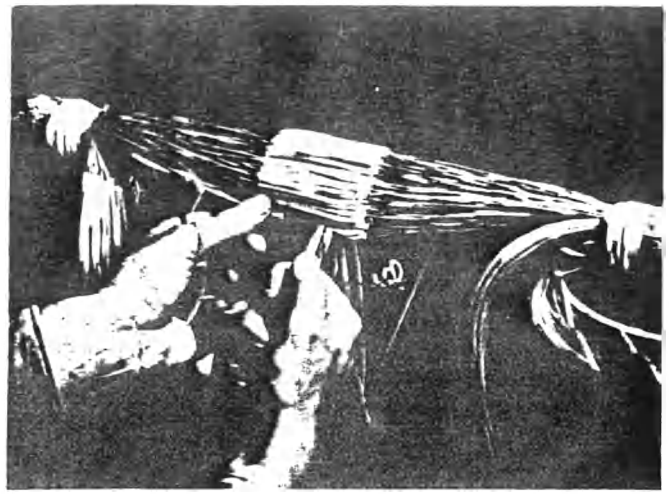
SYNOPSIS:

A STORY WITH A TWIST. The cable splicer plays an important role in making possible ever-growing, evermore efficient telephone service. Every day, with surgical precision, his skilled hands join countless wires in the unending job of building, expanding and repairing the nation's vast cable networks.

LAMP CAPS FOR TELEPHONE SWITCHBOARDS. These tiny lenses are as much a part of good telephone service as cables, electron tubes and handsets. Scenes at Western Electric Company show how precision manufacturing on a broad scale produces these important "big little things."

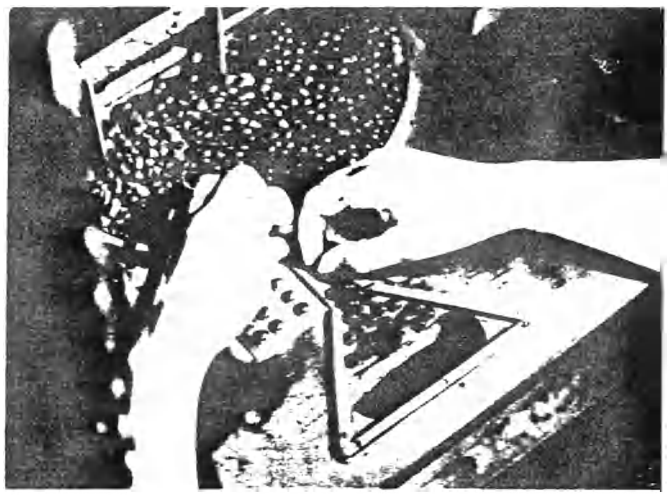
TO SCHOOL BY TELEPHONE. A new electronic method brings education to the home-confined child and enables him to participate in classroom discussions despite his handicap. It's another example of Bell System ingenuity in meeting the communications demands of the nation.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1950
PRODUCED BY	Pathescope Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Screen Review No. 10" (Quantity) Film, Theatrical Safety Stock, 35mm, "Telephone Screen Review No. 10"
PRICE	See Price List included in this catalog.



No. 369-2

In the cable splicer's skilled hands a new way of life is reflected.



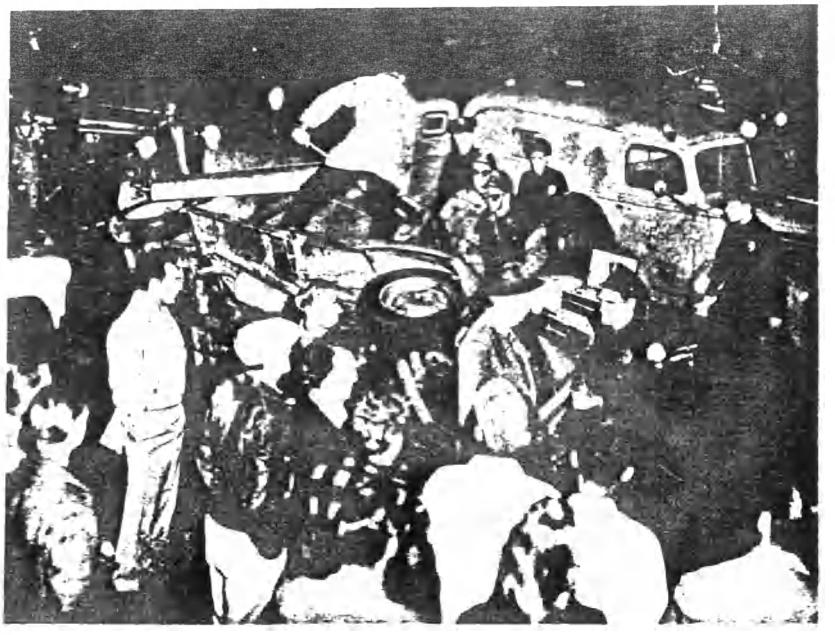
No. 369-3

The newly formed lenses are given a thorough visual inspection.



No. 369-4

With this new service, home-confined children can keep up with their classmates.



AND THEN THERE WERE FOUR

PURPOSE:

To promote safe driving practices.

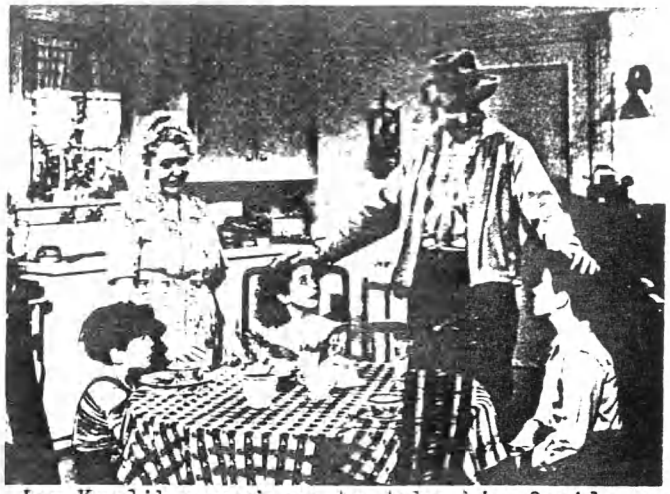
SYNOPSIS:

Narrated by James Stewart, this film presents a powerful appeal to drive safely on the nation's highways. The story revolves about five ordinary people who, in their own opinion, might commit minor traffic violations.

Pat Shelby drove with his wife to work, sometimes cut out of line without looking behind. Young widow, Peggy Sheridan, mother of two, was a little absent-minded. Truckdriver Joe Krolik hadn't gotten around to fixing his brakes. Dr. Harry Marks often exceeded the speed limit but not very much. Buddy McCall was only a kid but he took great pride in his expert manipulation of a "hot rod."

Danger and death rode behind the wheel with these five ordinary people and - only four returned.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	27 minutes Year Made: 1949
PRODUCED BY	Roland Reed Productions
PRODUCED FOR	Socony Vacuum Oil Company, Incorporated
ORDER FROM	Socony Vacuum Oil Company, Incorporated Film Library 26 Broadway, New York 4, New York
PRICE	$50



No. 370-2

Joe Krolik promises to take his family on a picnic - when he comes home.



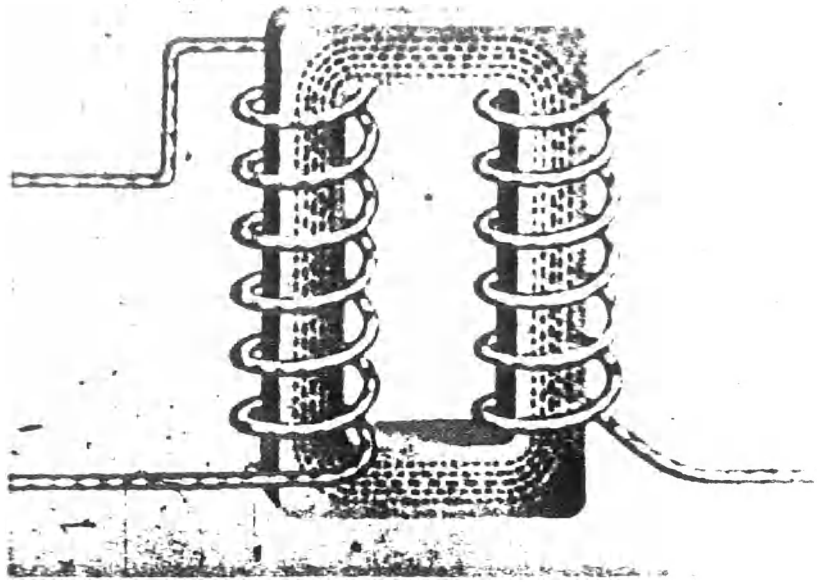
No. 370-3

The judge sentences Dr. Harry Marks to a day in the public school where he attends a safe driving course.



No. 370-4

Shelby fails to realize the anxiety his unsafe driving caused his wife.



ELECTRODYNAMICS

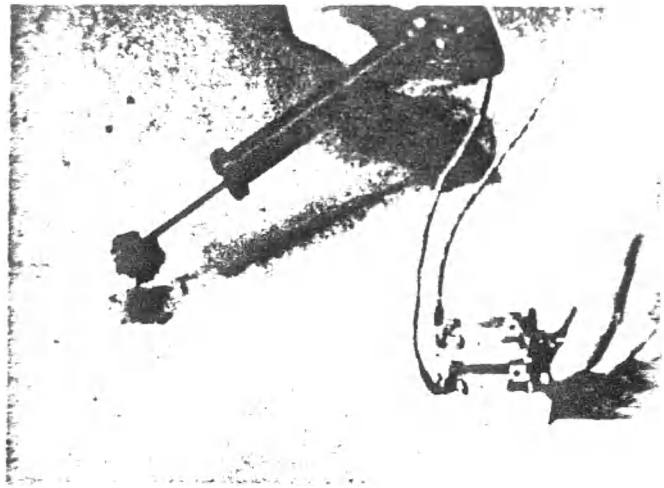
PURPOSE:

Basic training in fundamentals of electrodynamics.

SYNOPSIS:

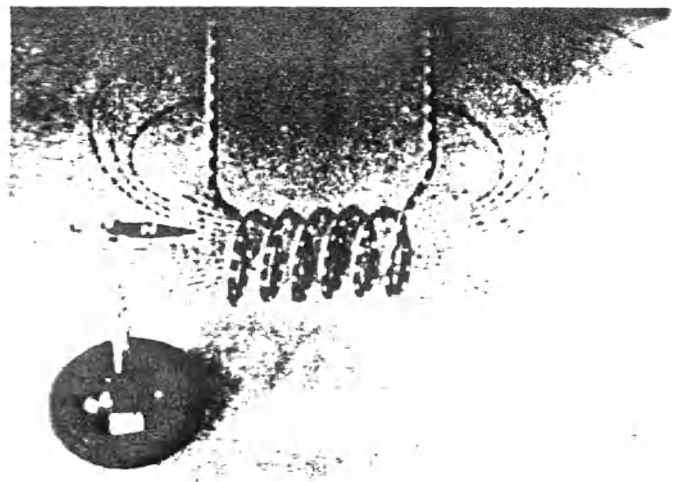
A series of laboratory experiments and animated drawings presenting in elementary fashion the theory and effect of natural and electromagnets, magnetic fields, electromagnetic induction and generation of DC and AC currents.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	10 minutes Year Made: 1936
PRODUCED BY	Encyclopaedia Britannica Films
PRODUCED FOR	Encyclopaedia Britannica Films
ORDER FROM	Encylcopaedia Britannica Films 1150 Wilmette Avenue Wilmette, Illinois
PRICE	~~$40.00~~ $50.00 Also available for rental



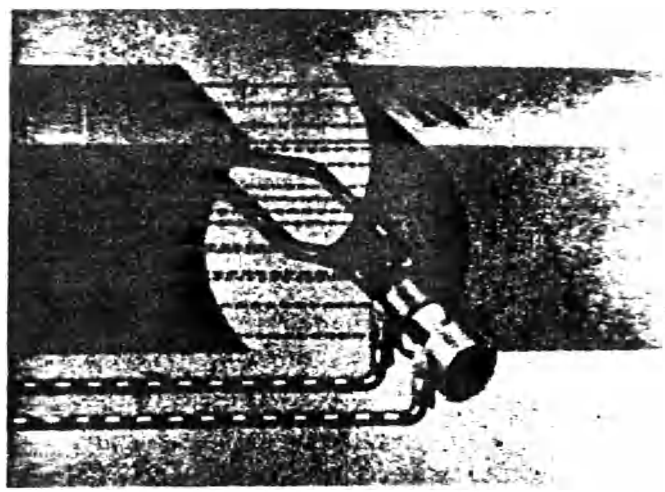
No. 371-2

Am electromagnet picks up iron filings in this demonstration.



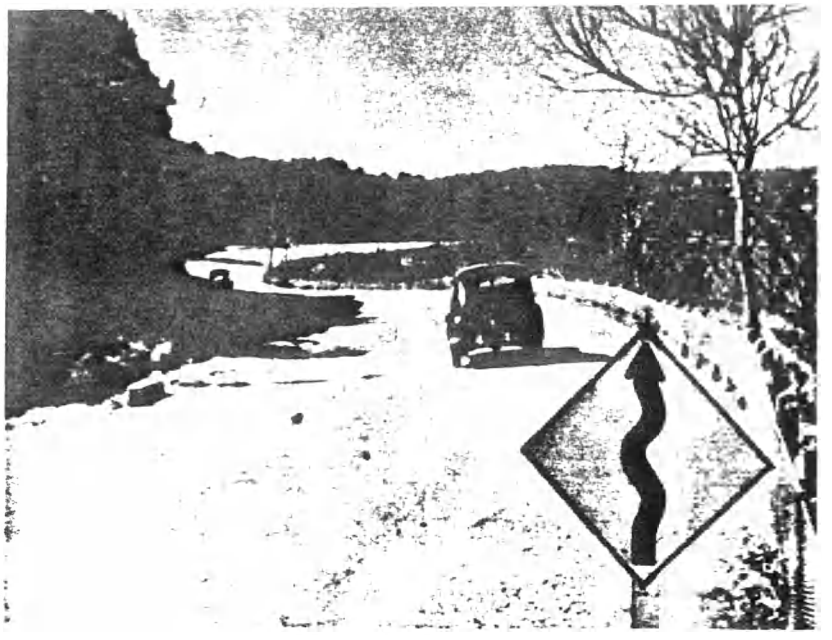
No. 371-3

Lines of force created by current in a coil of wire are indicated with a compass needle.



No. 371-4

The principles of electromagnetism and induction are used in generation of AC and DC current.



SIGNS OF LIFE

PURPOSE:

To promote safety on the highways.

SYNOPSIS:

This film stresses the importance of traffic signs, signals and markings as the way to safe and comfortable highway travel. Eddie Cantor, movie, radio and TV star, makes a personal appeal to observe these "Signs of Life."

Starting with an interesting account of the development of signs throughout the ages, the story continues with a discussion of the basic purpose of traffic signs. All signs portrayed conform with the "Manual on Uniform Traffic Control Devices."

TYPE OF FILM	Sound slide, 35mm
RUNNING TIME	15 minutes Year Made: 1947
PRODUCED BY	Sarra, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 20 North Wacker Drive Chicago 6, Illinois
PRICE	$4.50 plus postage



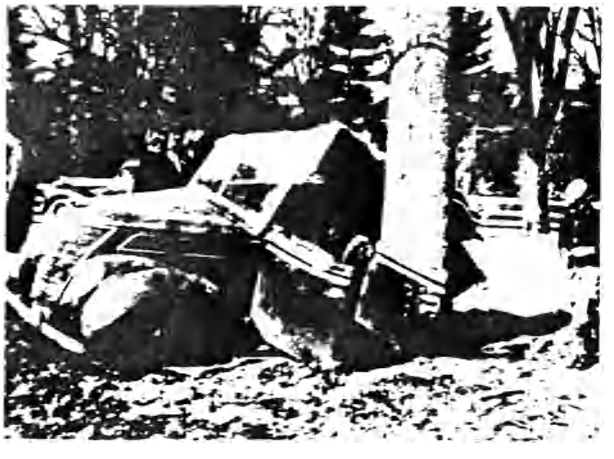
No. 372-2

Rhode Island posted the first "No Speeding" signs to slow down reckless horseback riders.



No. 372-3

One half of all city accidents occur at intersections.



No. 372-4

Many accidents result from improper passing or driving on the wrong side of the road.



No. 372-5

Standardization of highway signs throughout the nation will increase highway safety.



No. 373

THE FIRE THIEF

CAUSE FOR ALARM

PURPOSE:

For training the industrial worker in fire prevention and fire fighting.

SYNOPSIS:

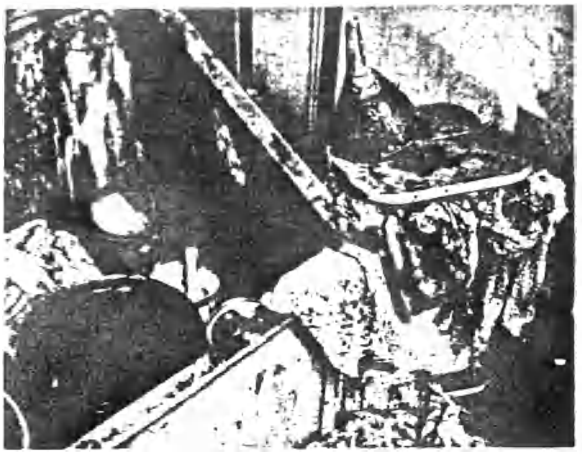
The Fire Thief

Stresses the importance of preventive measures to reduce loss of life, property and jobs. Covers good housekeeping, proper maintenance of equipment and use of tools, observance of safety measures and familiarization with fire apparatus and safety devices.

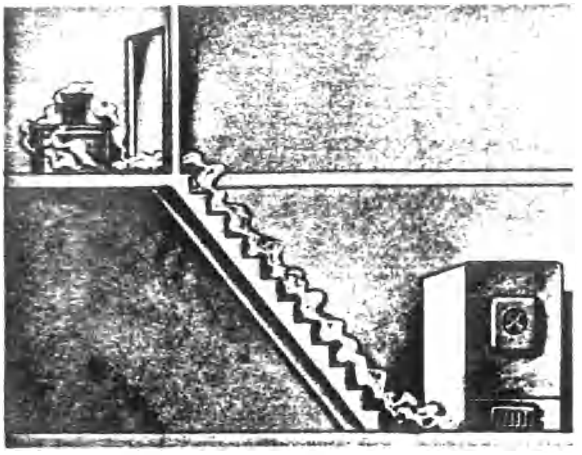
Cause for Alarm

Covers the techniques of fire fighting. Shows what to do, explains types of fires and the apparatus designed for each, demonstrates use of fire fighting equipment.

TYPE OF FILM	16mm Sound Motion and 35mm Sound Slidefilm		
RUNNING TIME	The Fire Thief - 15 min. Cause for Alarm - 10 min.		Year Made: 1950
PRODUCED BY	Sarra, Incorporated		
PRODUCED FOR	National Safety Council		
ORDER FROM	National Safety Council 425 North Michigan Avenue Chicago 11, Illinois		
PRICE FOR BOTH FILMS		Single Copy	2-9 Copies
	16mm	$52.00	$49.00
	35mm	$20.50	$19.50



No. 373-2
The value of good housekeeping is stressed in "The Fire Thief."



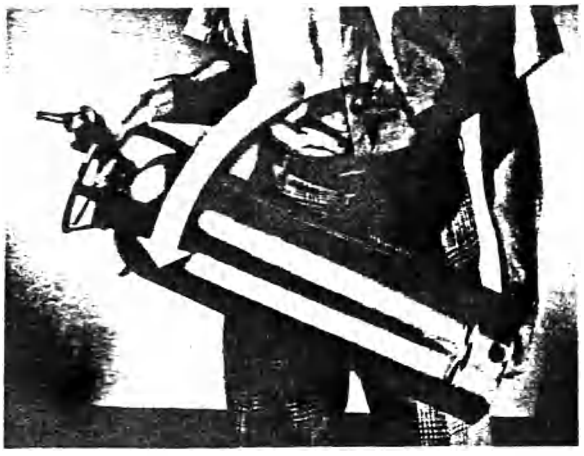
No. 373-3
Flammable vapors that are heavier than air may travel considerable distances.



No. 373-4
A fire chief refers to his report to point out the common causes of fires.



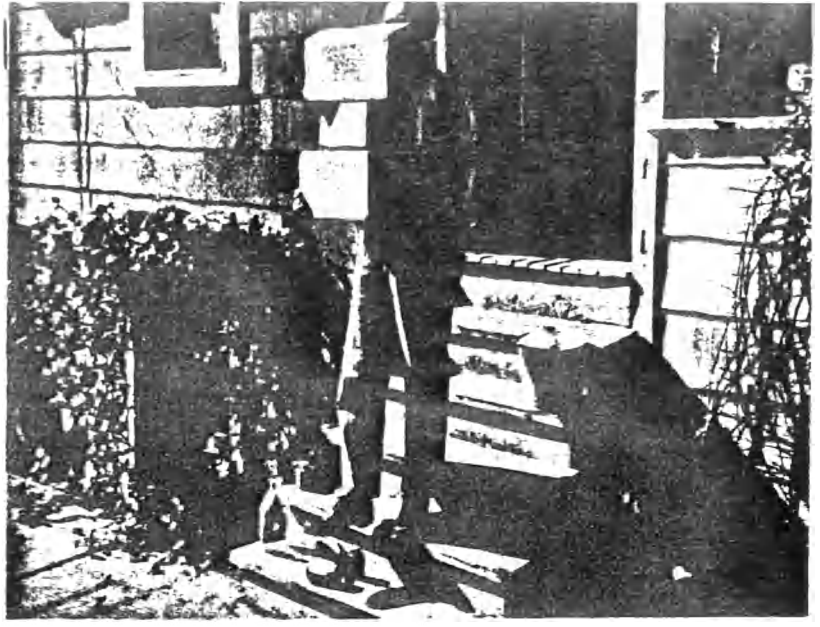
No. 373-5
Fires are classified depending on the material involved.



No. 373-6
Proper technique is demonstrated for each type of equipment.



No. 373-7
Fire apparatus loses much of its effectiveness when used on fires for which it is not designed.



No. 374
Revised

WHAT'S YOUR SAFETY I.Q.

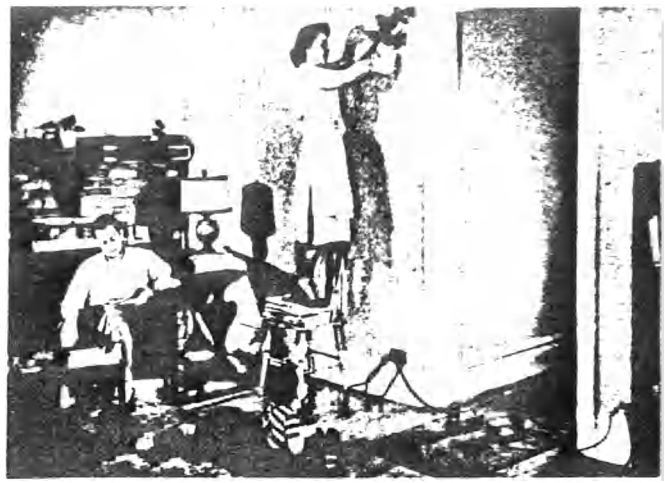
PURPOSE:

To stimulate safety consciousness.

SYNOPSIS:

Available in two versions, 16mm slide motion and 35mm sound slide, these films provide an opportunity for audience participation. Within a specified time limit, the audience is asked to identify accident hazards that may occur in the home, in traffic and in recreation.

TYPE OF FILM	Slide motion, 16mm Sound slide, 35mm
RUNNING TIME	14 minutes Year Made: 1949
PRODUCED BY	Sarra, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 20 North Wacker Drive Chicago 6, Illinois
PRICE	Slide motion, 16mm - $52.00 Sound slide, 35mm - $20.50 Also available at $5.00 a week rental from National Safety Council



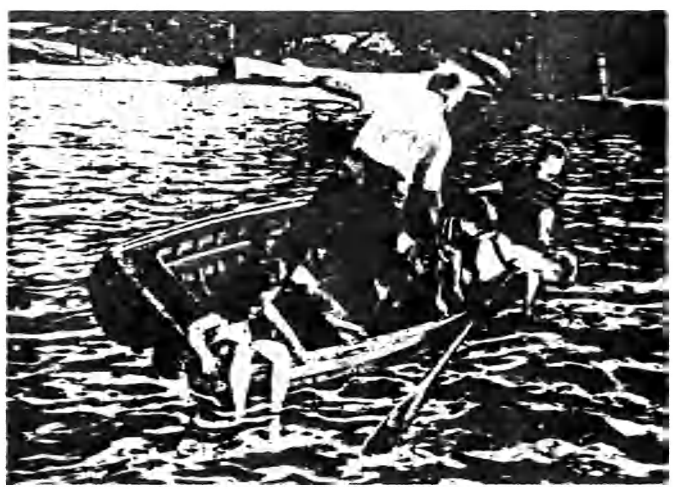
No. 374-2

How many accident hazards can you find in this happy scene?



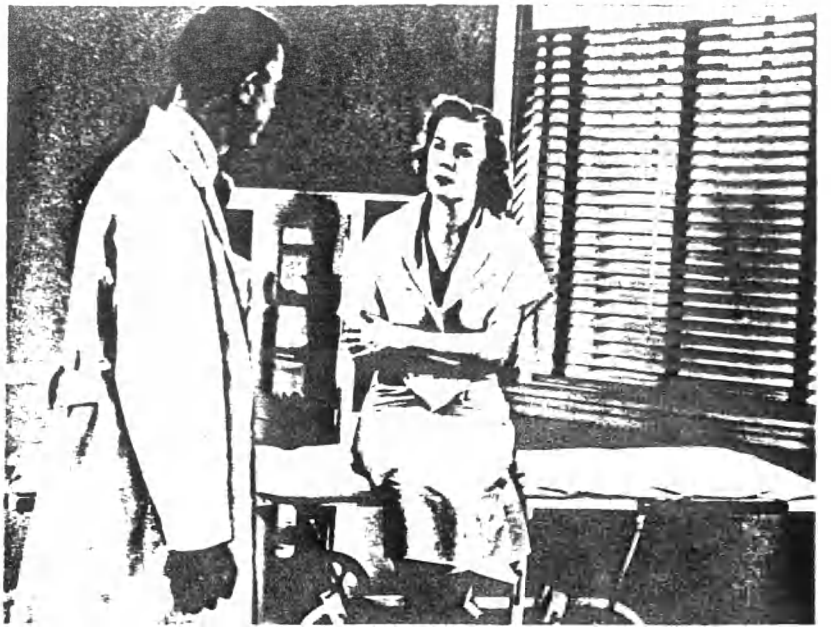
No. 374-3

What is your safety I.Q. on traffic hazards?



No. 374-4

Recreation can become a hazardous pastime.



No. 375

BREAST SELF-EXAMINATION

Purpose:

To educate women in the techniques of breast self-examination so that cancer may be detected during early development.

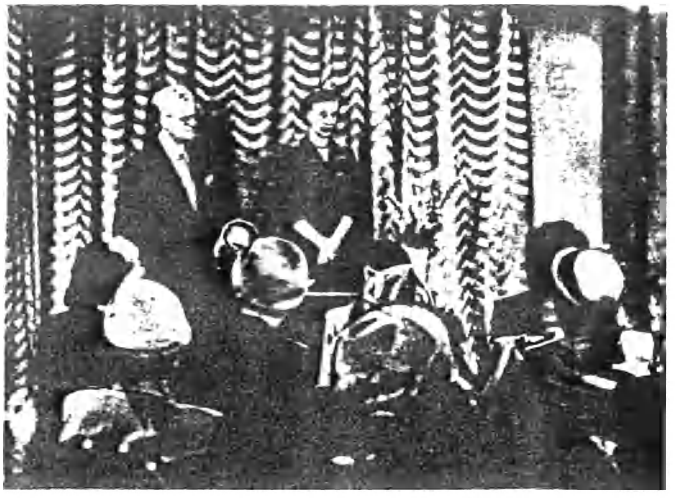
SYNOPSIS:

A physician explains to a Women's Club the importance of self-examination in detecting breast cancer during its early stages. One of the easiest types of cancer to detect, yet 50,000 cases develop each year and more than half result in fatalities because the disease is not discovered in time.

One of the members of the club is next seen at her own physician's office where he examines her for cancer and demonstrates the technique of breast self-examination. The woman returns home and shows how the examination can be made in the privacy of the home.

Scenes throughout the film are handled with dignity and restraint, which makes the film suitable for showing to lay women audiences.

TYPE OF FILM	Sound motion in color
RUNNING TIME	15-1/2 minutes Year Made: 1949
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	American Cancer Society, Incorporated
ORDER FROM	American Cancer Society, Incorporated 47 Beaver Street New York 4, New York
PRICE	$62.10 May be obtained on loan from local or state office of American Cancer Society.



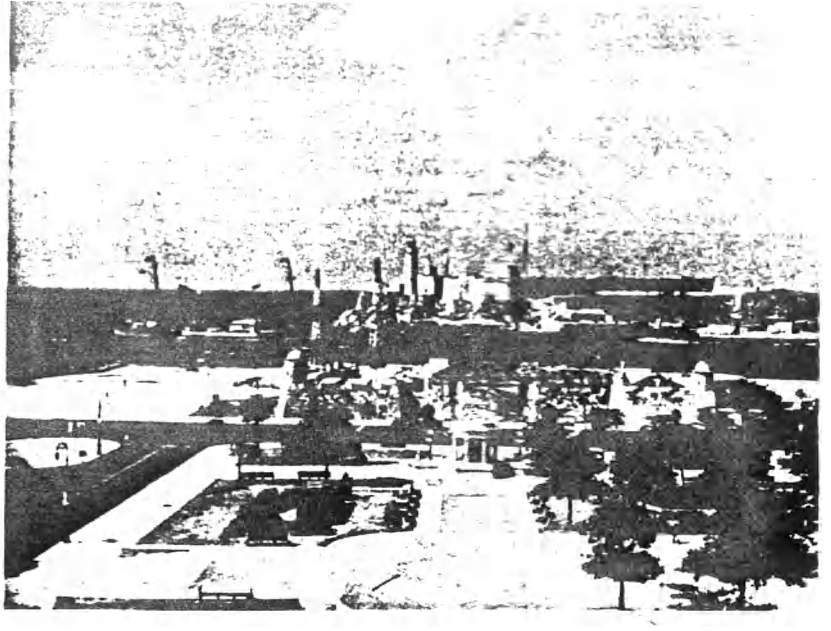
No. 375-2

At a meeting of the Women's Club, the program chairman introduces a doctor who will speak on cancer and explain the techniques of self-examination.



No. 375-3

In the privacy of home, a woman prepares to examine herself for possible breast cancer.



TELEPHONE CABLE TO CUBA

PURPOSE:

To show the new developments and construction techniques used in laying the new Key West-Havana underwater cables.

SYNOPSIS:

The story behind a newspaper article announcing that new telephone cables have been laid between Key West and Havana reveals the years of preparatory work necessary to make the job a reality.

Scenes from Bell Laboratories show the development of a tiny repeater designed to be built into the cable and sturdy enough to provide many years of dependable trouble-free service on the bottom of the Gulf of Mexico.

Dramatic shots taken aboard the Lord Kelvin, newest of cable laying ships, show step by step, the many phases of the cable laying job.

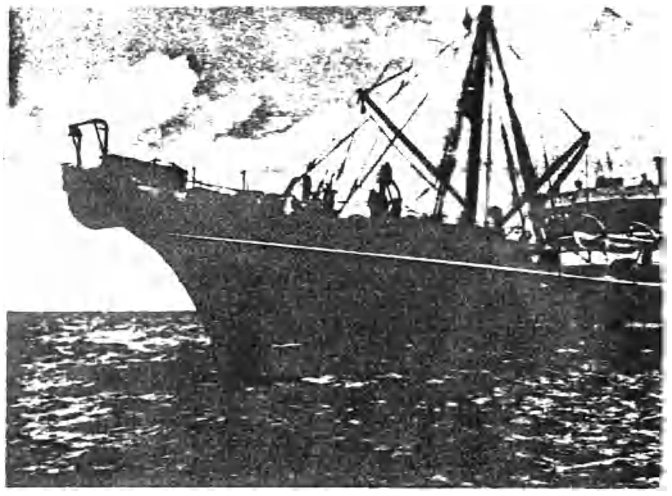
With the new submarine coaxial cables in service many more voice highways are added to meet the demand for more telephone service between the United States and Cuba.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	15 minutes Year Made: 1950
PRODUCED BY	A. T. & T. Co., Film-Radio-Display Division
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Telephone Cable to Cuba" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Telephone Cable to Cuba"
PRICE	See Price List included in this catalog.



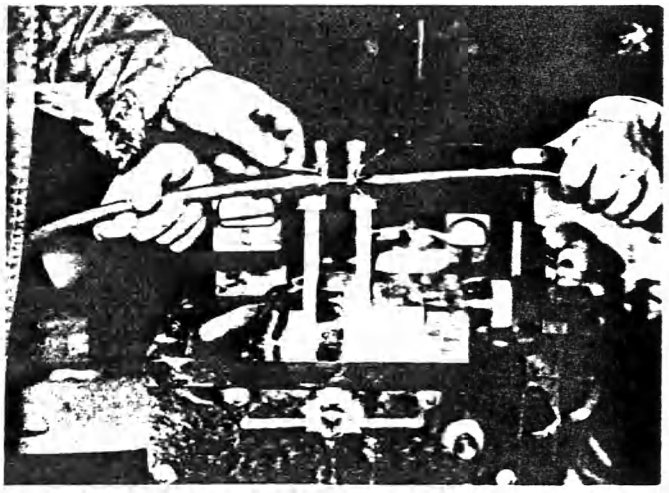
No. 376-2

Beach scene at Havana where cable ends were floated into shore attached to empty oil drums.



No. 376-3

The cable laying ship, Lord Kelvin, as cable is laid on the bottom of the Gulf of Mexico from its prow.



No. 376-4

The ends of the coaxial conductors are welded in the exacting process of splicing cable lengths.



No. 377

THE WORLD AT YOUR CALL

PURPOSE:

To underscore the high value - low cost of modern long distance telephone service.

SYNOPSIS:

The film contains scenes showing the glamour, the beauty, and the historical interest of many sections of the country, and includes one foreign city.

These locations are tied together in a series of episodes in which people make telephone calls for such reasons as romance, personal affairs, family ties, and business. The accompanying narration and the device of animation against a segment of the globe give continuity to four episodes and indicate the idea of travel. The locations include The White Mountains, New Orleans, Washington, D. C., Oak Creek Canyon, Arizona, Oregon, St. Augustine, London, and New York City.

The telephone story is woven into the film pictorially. Various types of instruments, of long distance services, of reasons why people use the telephone, and therefore the high value of telephone service, are shown and the film indicates that, wherever you may be, the marvels of modern travel and communication place the world at your call.

TYPE OF FILM	Sound motion, color, 16mm and 35mm
RUNNING TIME	10 minutes YEAR MADE 1950
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The World At Your Call"
	(Quantity) Film(s), Theatrical Safety Stock, 35mm, "The World At Your Call"
PRICE	See Price List included in this catalog.



From Washington, D.C.



a secretary calls

a dude ranch in Arizona to check on vacation reservations for her boss.



From the scenic White Mountains

a young vacationist telephones his sweetheart

in New Orleans to wish her a Happy Birthday.









THE FRIENDLY WAY

PURPOSE:

To present to all employees the meaning of good service to the customer, the business and themselves. For induction, initial or refresher training.

SYNOPSIS:

A series of incidents in various departments portrays good service in action on the daily job. They show how the friendliness, promptness and accuracy of the employee dealing with the customer support and are supported by the good service performance of those who work with equipment or on clerical operations. The emphasis is on people serving people, whatever their work. The one common "big job" of service is portrayed as the result of the "little things" on the daily job, to which each employee gives an "extra touch" of friendliness or alertness to prompt and effective action. As the narrator says: "Pleasant, dependable service from pleasant, dependable people - that's the heart of the telephone business, the basis for every procedure, however, routine. The big reason behind everybody's job is serving the customer in some vital way, no matter how remote from him the work may seem."

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	23 minutes Year Made: 1951
PRODUCED BY	Wilding Picture Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "The Friendly Way"
PRICE	See Price List included in this catalog



No. 378-2
Pleasant, dependable service ...



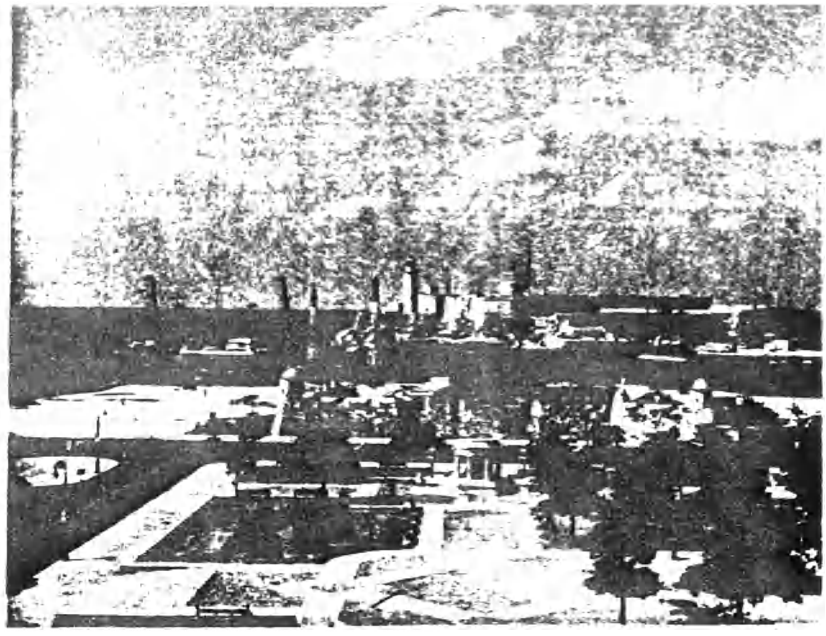
No. 378-3
from pleasant, dependable people.



No. 378-4
Everybody's job is service ...



No. 378-5
however remote from the customer it seems.



No. 379
See No. 376

TELEPHONE CABLE TO CUBA
(SHORT VERSION)

PURPOSE:

To show the new developments and construction techniques used in laying the new Key West-Havana underwater cables

SYNOPSIS:

The story behind a newspaper article announcing that new telephone cables have been laid between Key West and Havana reveals the years of preparatory work necessary to make the job a reality.

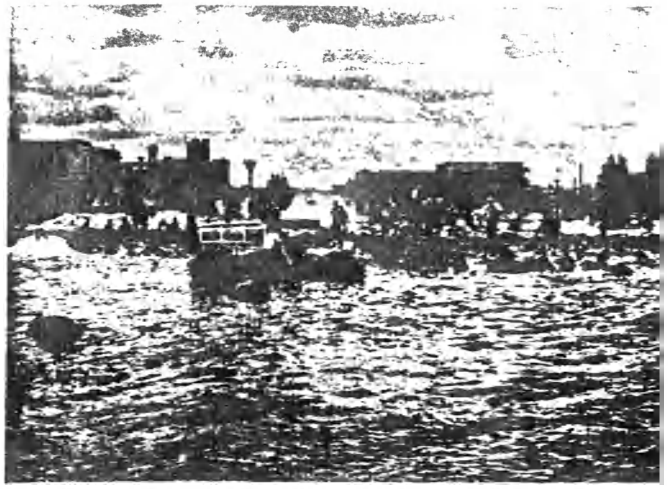
Scenes from Bell Laboratories show the development of a tiny repeater designed to be built into the cable and sturdy enough to provide many years of dependable trouble-free service on the bottom of the Gulf of Mexico.

Dramatic shots taken aboard the Lord Kelvin, newest of cable laying ships, show step by step, the many phases of the cable laying job.

With the new submarine coaxial cables in service many more voice highways are added to meet the demand for more telephone service between the United States and Cuba.

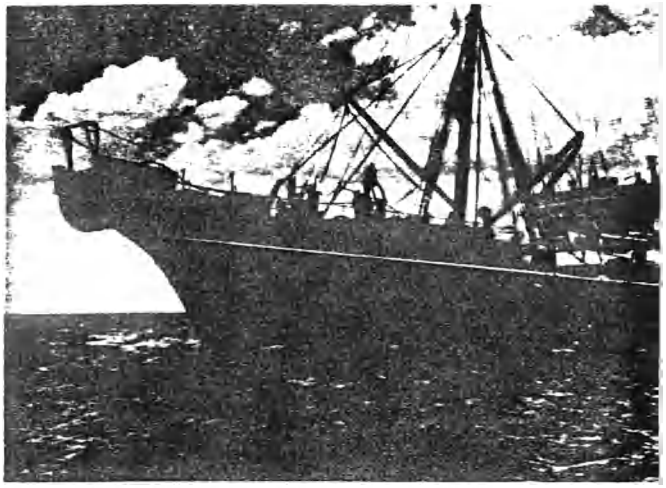
(Note) This short version was designed basically for theatrical and television use. The original version is better suited for 16mm audiences as it tells a more complete story.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1950
PRODUCED BY	A. T. & T. Co., Film-Radio-Display Division
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Telephone Cable to Cuba" (short version) (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Telephone Cable to Cuba" (short version)
PRICE	See Price List included in this catalog.



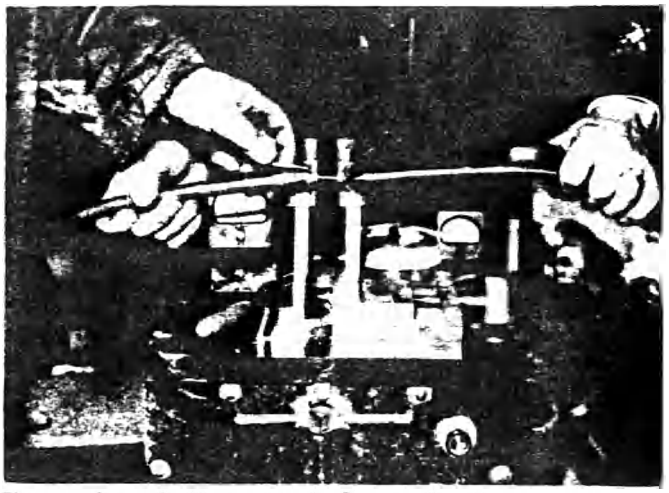
No. 379-2

Beach scene at Havana where cable ends were floated into shore attached to empty oil drums.



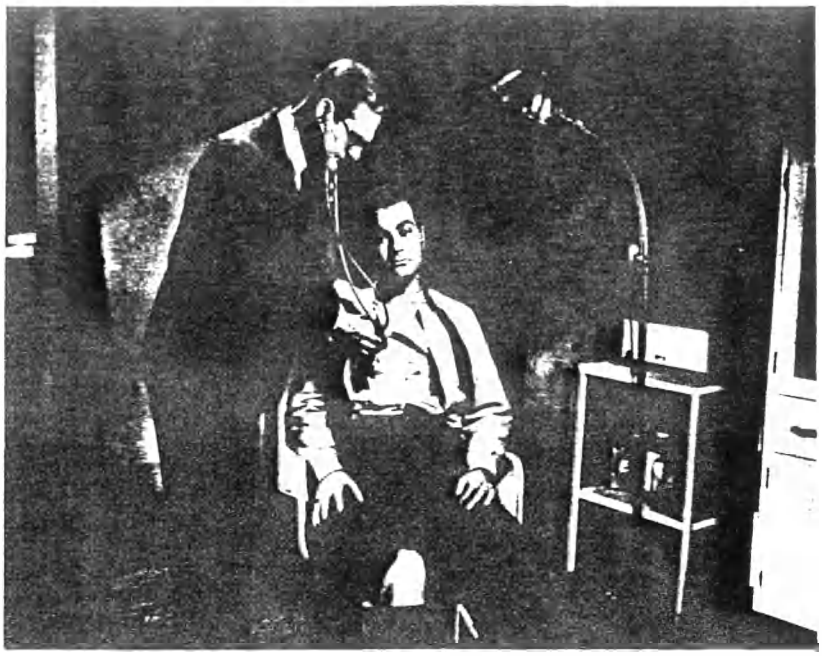
No. 379-3

The cable laying ship, Lord Kelvin, as cable is laid on the bottom of the Gulf of Mexico from its prow.



No. 379-4

The ends of the coaxial conductors are welded in the exacting process of splicing cable lengths.



No. 380

THE INNER MAN STEPS OUT

PURPOSE:

Human relations training for Supervisors.

SYNOPSIS:

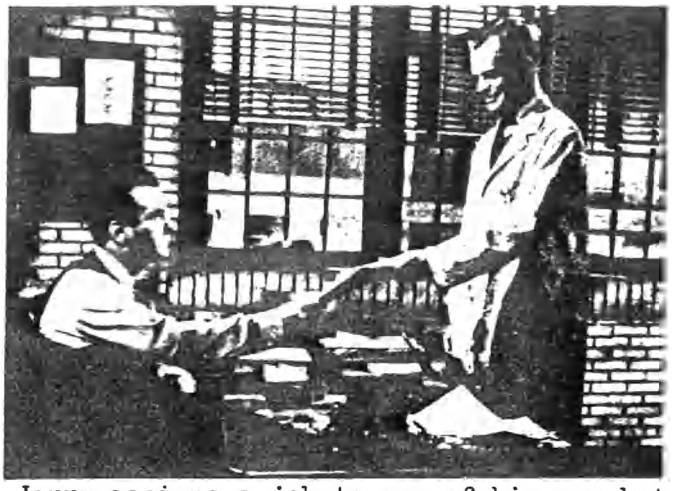
Jerry, a foreman at the plant, becomes so irritable and nervous that his wife finally insists that he go to Dr. Bryant. The doctor finds his physical condition satisfactory but his mental outlook below par.

Jerry admits that conditions at the plant are at the bottom of his trouble and recounts a number of incidents. In Jerry's opinion he has handled each case in accordance with accepted principles of good supervision but each backfired due to lack of cooperation by the person involved or by the front office.

Dr. Bryant explains that in each individual is an inner man - some prefer security, a feeling of belonging - others prefer attention, a feeling of importance.

Jerry returns home where he is met by his own inner man. Inner man goes over each of the plant incidents and shows how Jerry failed to recognize individual behavior in applying the principles of human relations.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	33 minutes Year Made: 1950
PRODUCED BY	Pathescope Productions
PRODUCED FOR	General Electric Company
ORDER FROM	Pathescope Productions 580 Fifth Avenue New York 19, New York
PRICE	$73.00



No. 380-2

Jerry assigns a job to one of his men but fails to recognize the conditions that cause differences in individual behavior.



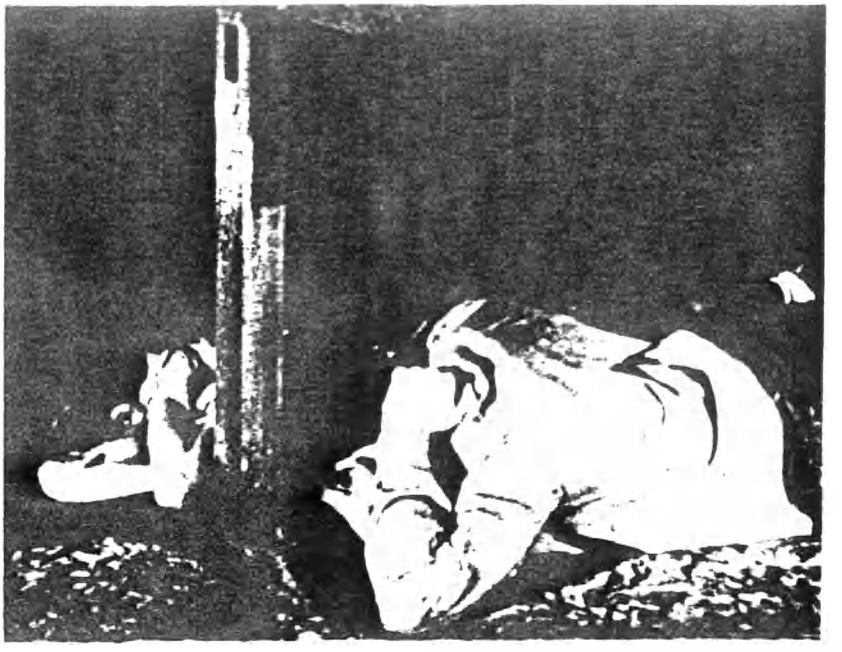
No. 380-3

Jerry applies one principle of good human relations, but nullifies it by ignoring another.



No. 380-4

The front office makes a last minute change in job specifications. Jerry lets his own anger affect his handling of the situation.



No. 381

YOU CAN BEAT THE A-BOMB

PURPOSE:

To inform the general public of the effects of A-Bomb blast and suggest protective measures.

SYNOPSIS:

Starting with a simple, brief explanation of radioactivity and its use in the fields of medicine and industrial production, the film then centers attention on the A-Bomb. The various civil defense measures and what the bomb can and cannot do are covered by way of introduction. Detail coverage is given to the proper protective measures to be taken in the home when warning is received. Protective measures are then covered if at home or in the street when a blast occurs without warning. Measures to be taken in connection with underwater burst are covered briefly.

This film approaches the problem in a practical and reassuring manner and is recommended for use throughout the Bell System.

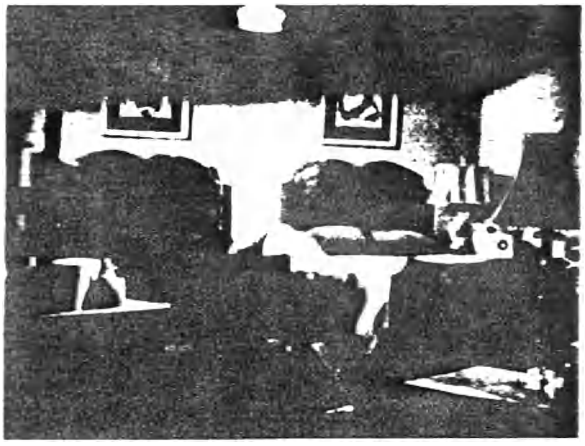
TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	15 minutes Year Made: 1950
PRODUCED BY	Emerson Film Corp. and Crystal Productions, Inc.
PRODUCED FOR	RKO Pictures
ORDER FROM	McGraw Hill Publishing Company 330 West 42nd Street New York, New York
PRICE	$80.00 for ten-year lease.



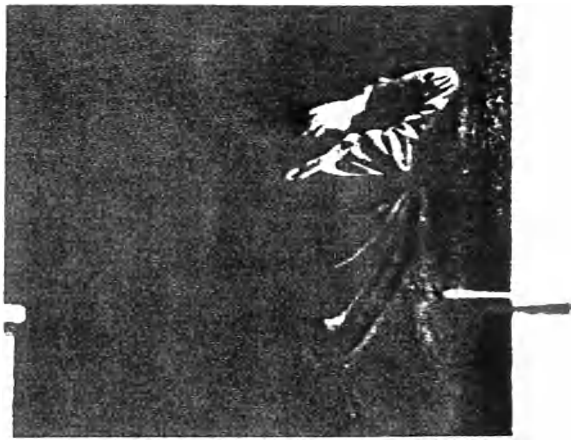
No. 381-2
When warning is received, shut off all appliances that may cause fire.



No. 381-3
A location is selected in the basement that will give protection from flying glass and radiation.



No. 381-4
Crawling under the bed provides good protection in cases of surprise attack.



No. 381-5
If outside, rush for the doorway of a concrete building.



No. 381-6
Lingering radioactivity is removed by removing clothing and washing exposed parts of the body.



No. 381-7
A civil defense worker measures radioactivity with an ion chamber.



No. 382

POWER FOR PEACE

PURPOSE:

To encourage better understanding and support of the Department of Defense so that its job of safeguarding world peace may be more effectively accomplished.

SYNOPSIS:

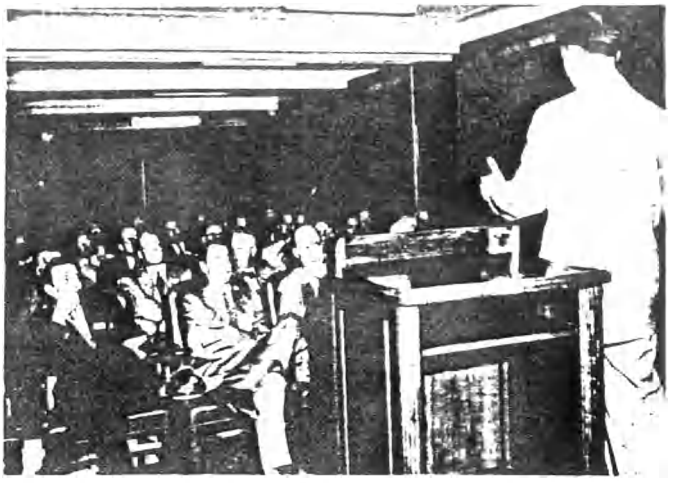
Through the medium of a Joint Civilian Orientation Conference, a brief but comprehensive review is presented of the Department of Defense and its integration with other government agencies and the community.

A typical business man, receiving an invitation to attend the conference, finally decides to go to increase his knowledge of defense problems and to fulfill his obligations as a citizen.

At the Pentagon Building he attends presentations by top civilian and military chiefs. For the field phase the guests are flown to each base for operational demonstrations. These include the Marine Corps, Quantico, Va; the Elgin Air Force Base; the Army's Infantry School, Fort Benning, Ga.; and the Navy's aircraft carrier F. D. Roosevelt.

Our typical business man decides in the final sequence that the Armed Services plus industry and the individual citizen give this nation its "Power for Peace."

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	18 minutes Year Made: 1950
PRODUCED BY	U. S. Navy Photographic Center
PRODUCED FOR	Department of Defense
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, New York
PRICE	~~$26.41~~ 36.34 Available on loan from the Armed Forces libraries.



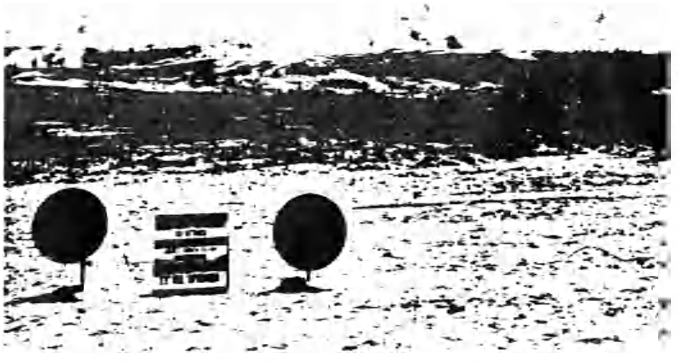
No. 382-2

The Honorable Frank Pace, Jr., Secretary of the Army, explains some of the Army's defense problems at the Joint Civilian Orientation Conference.



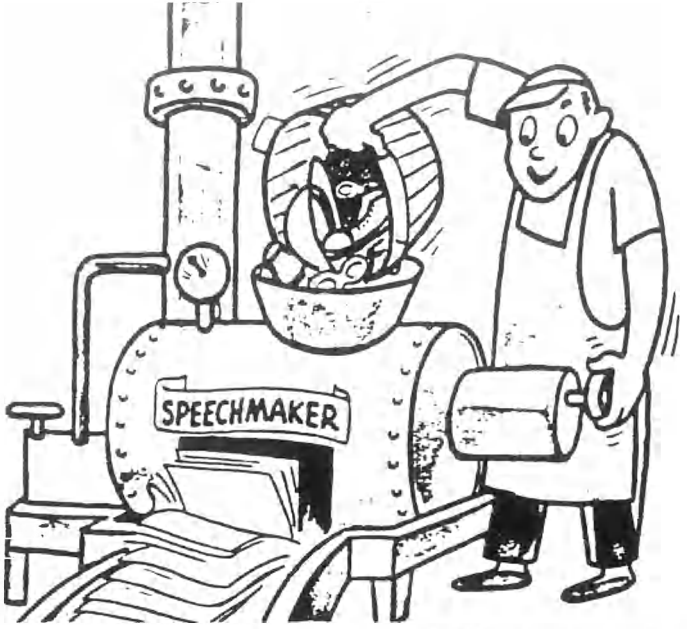
No. 382-3

The conferees watch a demonstration of helicopter support of Marine operations at Quantico, Va.



No. 382-4

At the Infantry School, Fort Benning, Ga., a battalion is shown in attack.



SPEAKING OF SAFETY

PURPOSE:

To promote supervisory effectiveness by increasing their confidence in their ability to speak before employee groups. Referred to in Mr. Kingsley's letter of February 14, 1951 to General Plant Personnel Supervisors.

SYNOPSIS:

Part 1. The Power of Speech. Introduces the subject of speaking before small or large groups. Explains the difference between the formal and working speech and discusses the purpose from the audience and speaker standpoints.

Part 2. Butterflies in Your Stomach. Explains the physiological reactions causing stage fright and shows how to overcome it.

Part 3. The Key to Good Speaking. Outlines four methods of preparing a speech.

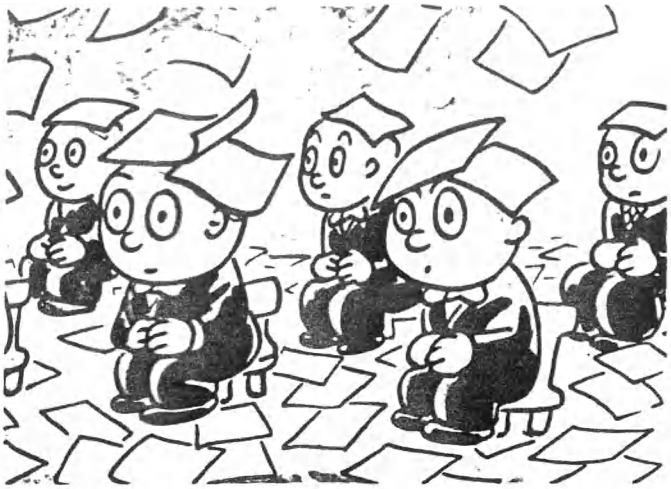
Part 4. On Your Feet. Explains how to stand, the purpose of moving around, what to do with the hands, where to look, etc.

Part 5. Now You're Talking. The details of actual speech making; vocabulary, phrasing ideas, friendliness, sincerity and enthusiasm.

Part 6. Ring the Bell. How to hold audience attention; use of speaker aids.

Note: Although safety is used as the subject in these films, the techniques presented apply to any subject.

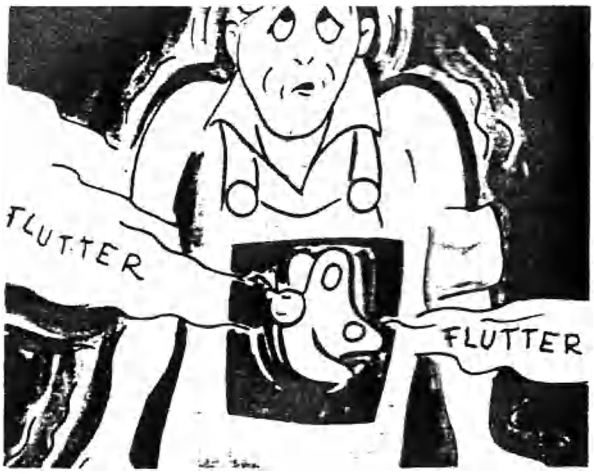
TYPE OF FILM	Sound slide, 35mm
RUNNING TIME	13 minutes each — Year Made: 1950
PRODUCED BY	Sarra, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 No. Michigan Avenue Chicago 11, Illinois
PRICE	$100 per set including instructor's manual



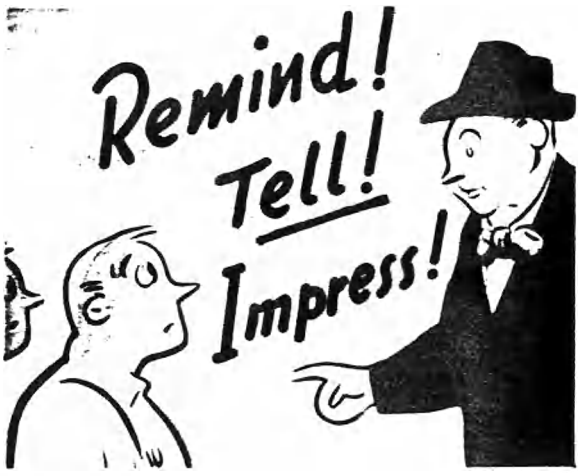
No. 383-2
Limit a talk to a few important ideas.



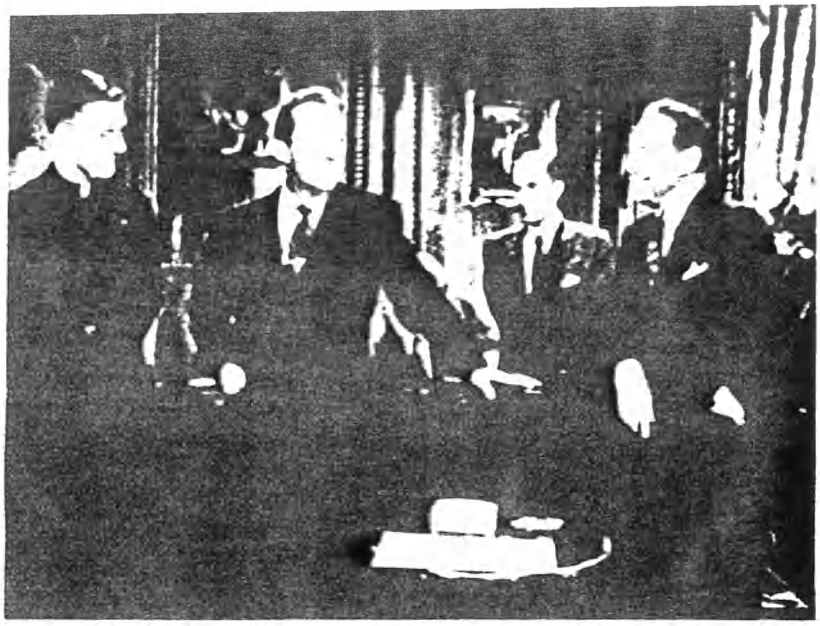
No. 383-3
One secret to making a good talk is - get comfortable.



No. 383-4
Butterflies are a natural reaction - every one has them.



No. 383-5
Good speaking is important if we are to get ideas across.



No. 384

YOU CAN CHANGE THE WORLD

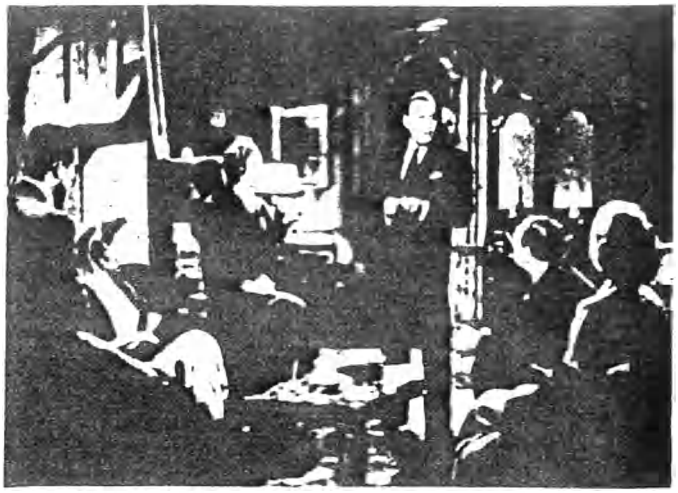
PURPOSE:

To enlist the active participation of individuals against those who are striving to disrupt world peace.

SYNOPSIS:

Sponsored by The Christophers, a non-sectarian organization pledged to actively participate in fighting the "less than one percent of humanity who have caused most of the world's major troubles," this film explains the purpose of the movement. It presents an appeal by Father James Keller for individual constructive action. The cast includes Jack Benny, Rochester, Bob Hope, Bing Crosby, Irene Dunne, Loretta Young and Ann Blyth.

TYPE OF FILM	Sound motion, 16mm	
RUNNING TIME	30 minutes	Year Made: 1949
PRODUCED BY	William Perlberg	
PRODUCED FOR	The Christophers	
ORDER FROM	The Christophers 18 E. 48th Street New York, New York	
PRICE	$30 each	



No. 384-2

A group gathers at the home of Jack Benny for an explanation of the Christopher movement.



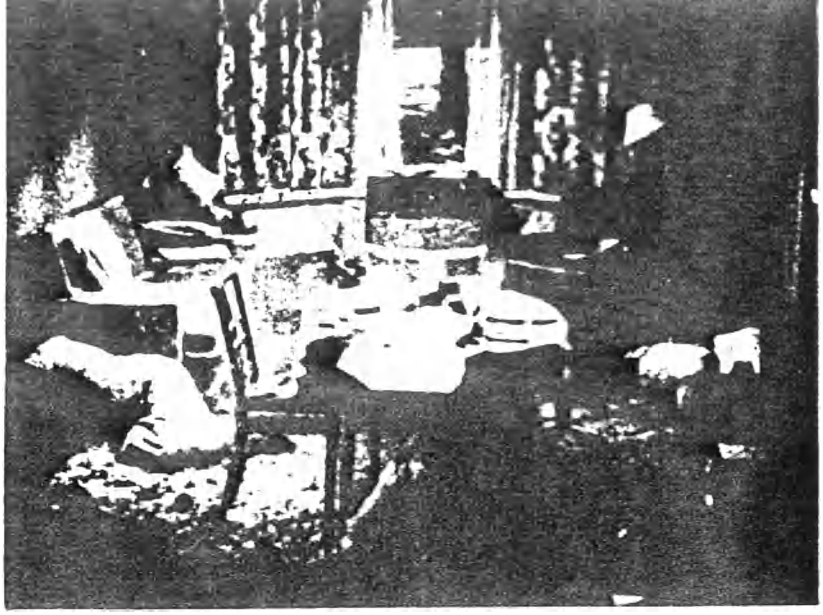
No. 384-3

Loretta Young recites a passage from the Declaration of Independence.



No. 384-4

Bob Hope calls from Houston, Texas to lend his support to the movement.



SURVIVAL UNDER ATOMIC ATTACK

PURPOSE:

Public education regarding protection against atomic attack.

SYNOPSIS:

This film is the first of a series of nine official FCDA films covering protective measures against atomic attack. It is based on the U. S. Government booklet, "Survival Under Atomic Attack."

The film is introductory to the series and gives rather general coverage to the effects of the bomb and correct protective procedures in the home and on the street.

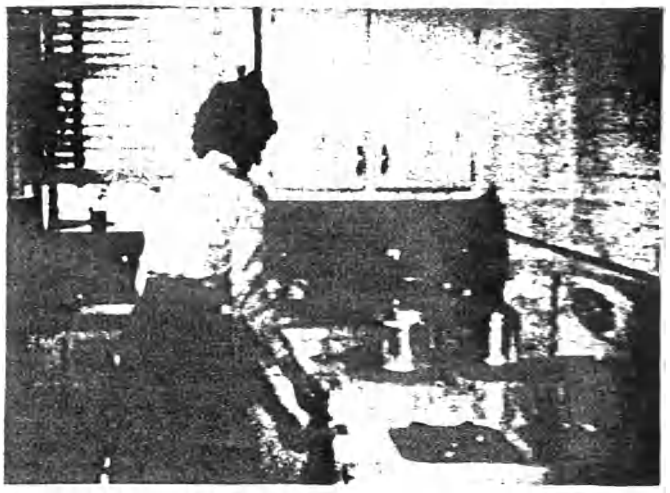
A silent slide film which may be purchased separately or as a part of a program kit which includes a leader's manual is also available through Teletran, Inc. These, however, are not officially approved by FCDA.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	8 minutes Year Made: 1951
PRODUCED BY	Castle Films
PRODUCED FOR	U. S. Civil Defense
ORDER FROM	United World Films, Inc., 1445 Park Avenue, New York, New York or
	Teletran, Incorporated, 480 Lexington Avenue New York, New York
PRICE	Motion Picture - $17.50
	Silent Slide - 3.00
	Program Kit - 5.00



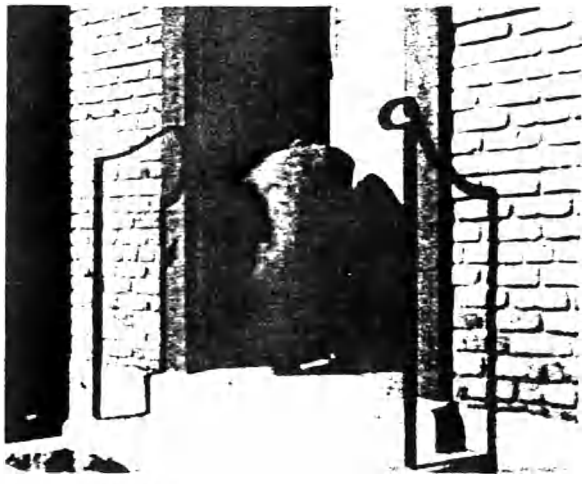
No. 385-2

Select a location in the basement - prepare for an emergency.



No. 385-3

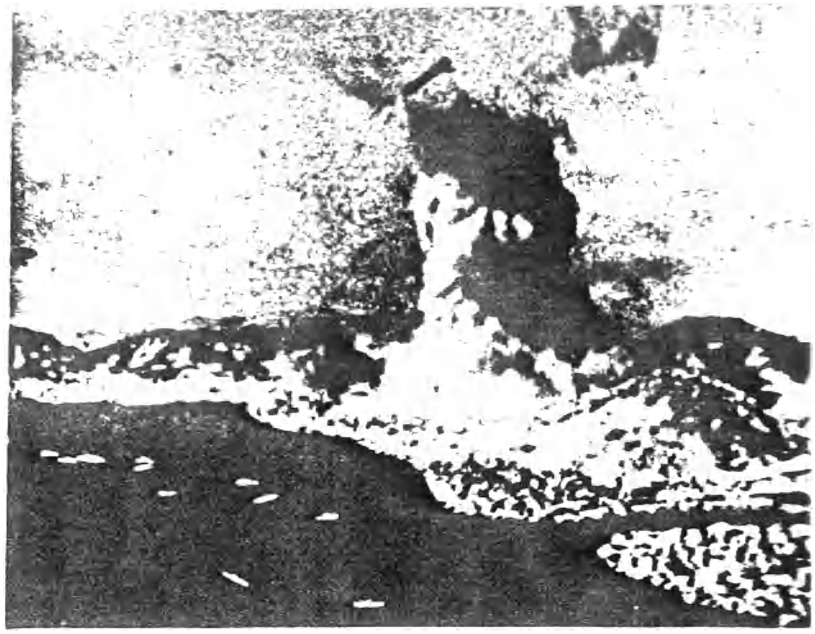
Turn off electrical appliances, gas and water when the alert sounds.



No. 385-4
If out in the street, seek protection in the nearest shelter or doorway.



No. 385-5
Wash well with soap and water to remove radioactive moisture or dust.



No. 386

SELF PRESERVATION IN AN ATOMIC BOMB ATTACK

PURPOSE:

To show individual methods of self-preservation.

SYNOPSIS:

The motion picture opens in a classroom with an Army Sergeant instructing a Marine, a Navy man and an Airman in the best on-the-spot protective measures to take in an atomic explosion. As the Sergeant speaks, the film dissolves into a simulated atomic attack on a typical U. S. city and the men enact three of the most common situations in which a serviceman away from his command might be found when the warning siren sounds. Each man effectively demonstrates what can and should be done to protect himself against an air or underwater explosion. The film also shows the relative effects of blast, heat and radiation.

This motion picture was produced primarily for military personnel; however, it contains valuable information for the general public and should be considered for preview to determine possible use in Bell System employee training.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	18 minutes Year Made: 1950
PRODUCED BY	Cascade Pictures of California
PRODUCED FOR	U. S. Armed Forces
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, New York
PRICE	~~$24.26~~ 32.98



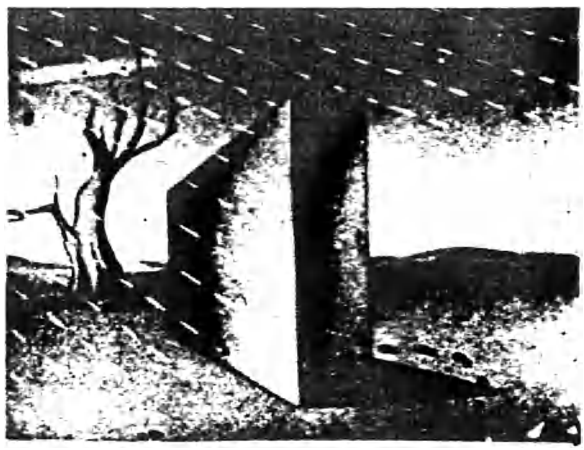
No. 386-2
When the alert sounds seek shelter immediately.



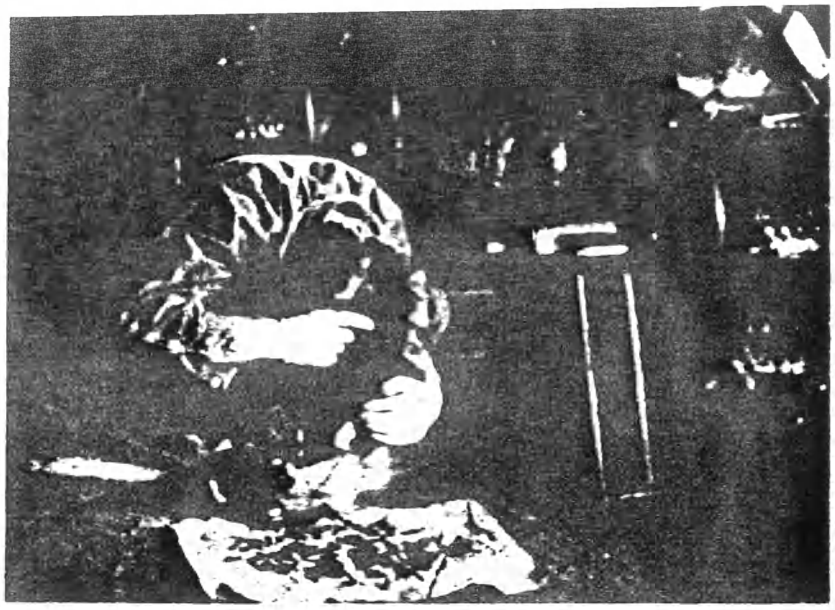
No. 386-3
In the home or office, close windows and draw the shades.



No. 386-4
The effects of radioactive mist from underwater burst is shown on a model city.



No. 386-5
Heat blast and radiation travel in straight lines.



No. 387
Revised

GUARDING AGAINST SABOTAGE

PURPOSE:

To alert the public and particularly industries to the possibility of sabotage.

SYNOPSIS:

Shows the more common methods and ingenious devices used by saboteurs. Lecturers demonstrate various devices and show typical examples of their use. Stresses particularly the importance of surveying industrial establishments for weak spots, checking personnel, and setting up reasonable safeguards.

This film, originally produced in 1943, was remade in 1951 and now presents the latest suggestions for guarding industrial plants against sabotage.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	30 minutes Year Made: 1951
PRODUCED BY	U. S. Signal Corps
PRODUCED FOR	Armed Forces
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, New York
PRICE	~~$46.46~~ $55.87



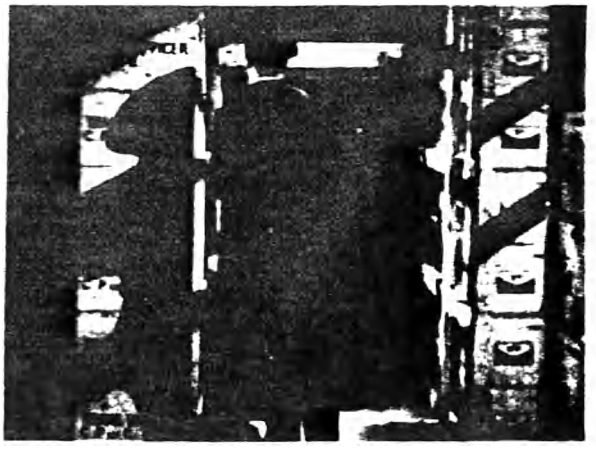
No. 387-2

The Narrator explains many of the clever devices used by the professional saboteur.



No. 387-3

An objective inspection of the plant to locate weak points is recommended.



No. 387-4
An incendiary pencil left in the stockroom will burst into flames when the workmen have gone home.



No. 387-5
Foreign material inserted in the gas tank can quickly ruin the motor.



OF MANY VOICES

PURPOSE:

To tell the story of the telephone's growth and development as it contributed to and kept pace with the nation.

SYNOPSIS:

The story is told principally in terms of three people. Of Paul Kendall, who is the fulfillment of yesterday; of Helen Larsen, who is the spirit of today; and of Jim Larsen, who is the promise of tomorrow.

In these three telephone employees the picture symbolizes the story of the thousands of men and women across the nation who are the Bell System.

Paul Kendall's career starts with the turn of the century when he first goes to work as a lineman's helper. As we follow Paul's progress to positions of greater responsibility, the story keeps pace with times showing hectic years of the '20's, World War I, the depression, World War II, and finally the great postwar expansion period.

Woman's place in the System has been dramatically portrayed in the part Helen plays in her early career as an operator. Faced with an emergency call, she experiences a warm personal satisfaction from knowing that she herself is responsible for saving a life.

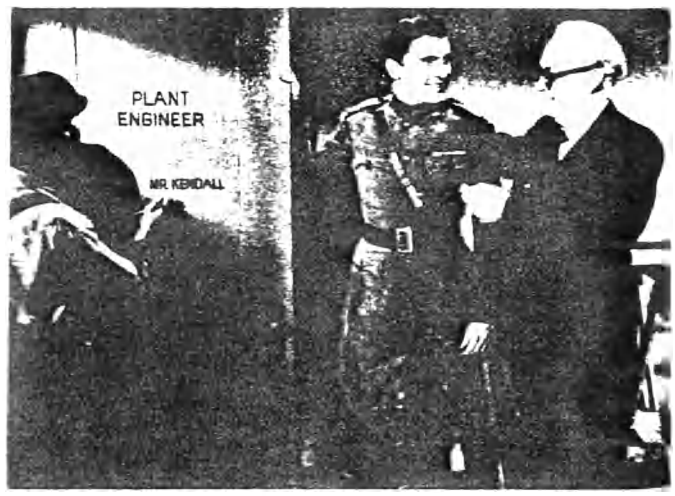
It is a story of no one section of the country or one group - or even one period. It seeks to capture the overall story of the Bell System paralleling the nation's growth in an interesting and entertaining manner.

TYPE OF FILM	Sound Motion, 16mm and 35mm
RUNNING TIME	35 minutes Year Made: 1951
PRODUCED BY	John Sutherland Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Of Many Voices" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Of Many Voices"
PRICE	See Price List included in this catalog.



No. 388-2

A terror-stricken boy's voice; a new operator; an emergency. Helen's quick thinking saves a life.



No. 388-3

After World War I, Paul Kendall returns to resume his work with the Bell System.



No. 388-4

At his retirement dinner Paul Kendall is pleased to welcome Helen and Jim Larsen, daughter and grandson of his first telephone boss.



MR. AND MRS. MILLIONTH

PURPOSE:

To record an outstanding milestone in American business showing the ceremonies held for the 1,000,000 stockholder of the Bell System.

SYNOPSIS:

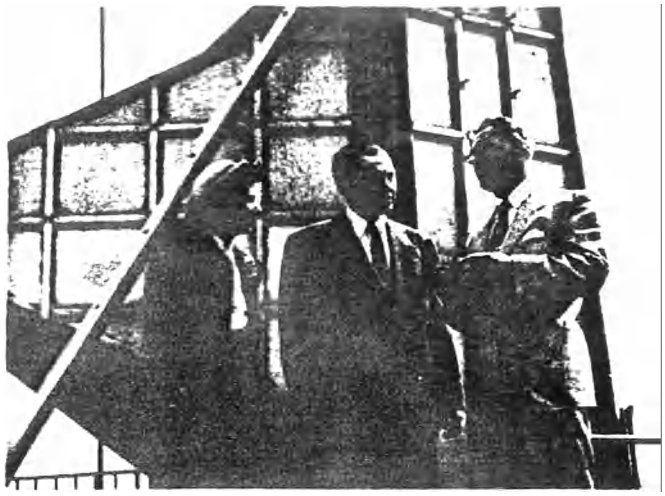
When Mr. and Mrs. Brady Denton of Saginaw, Michigan purchased their first shares of stock with the Bell System how little did they know what chain of events were in store for them.

Covering this milestone in American business our newsreel follows the Dentons on their trip to New York. We see them being presented with stock certificate No. 1,000,000 by the late Leroy A. Wilson, former president of A. T. & T. In the succeeding days we see the Dentons visiting the New York Stock Exchange, the overseas switchboard at Long Lines, Kearny Western Electric plant, and finally the Bell Laboratories at Murray Hill, N. J.

After a very busy week in New York, the Dentons board a plane which takes them back to their hometown thus ending an historic occasion of the first business to be owned by a million people.

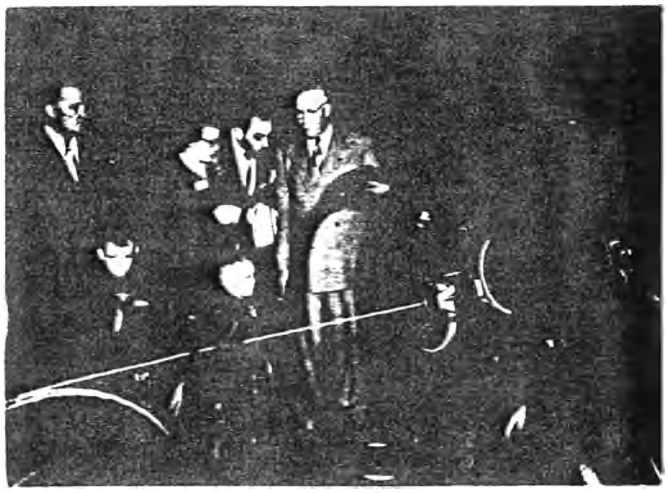
TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	6 minutes
PRODUCED BY	Murphy-Lillis Productions Year Made: 1951
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Mr. and Mrs. Millionth" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Mr. and Mrs. Millionth"
PRICE	See Price List included in this catalog.

No. 389-2



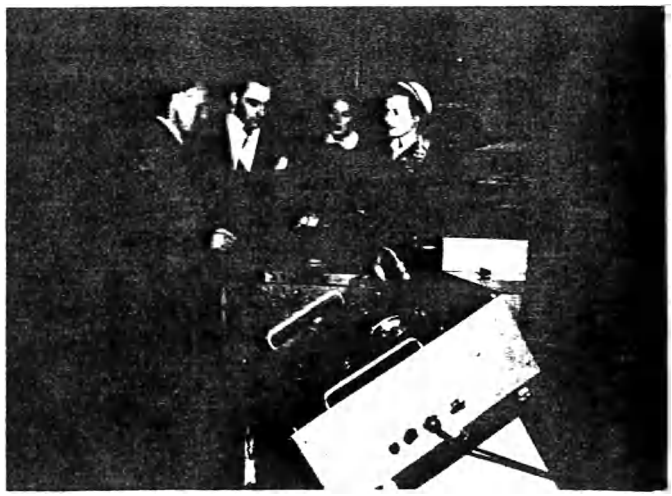
On the roof of the Long Lines building, Mr. and Mrs. Denton get a first hand look at a radio relay antenna with Walter Schwaikert acting as guide.

No. 389-3

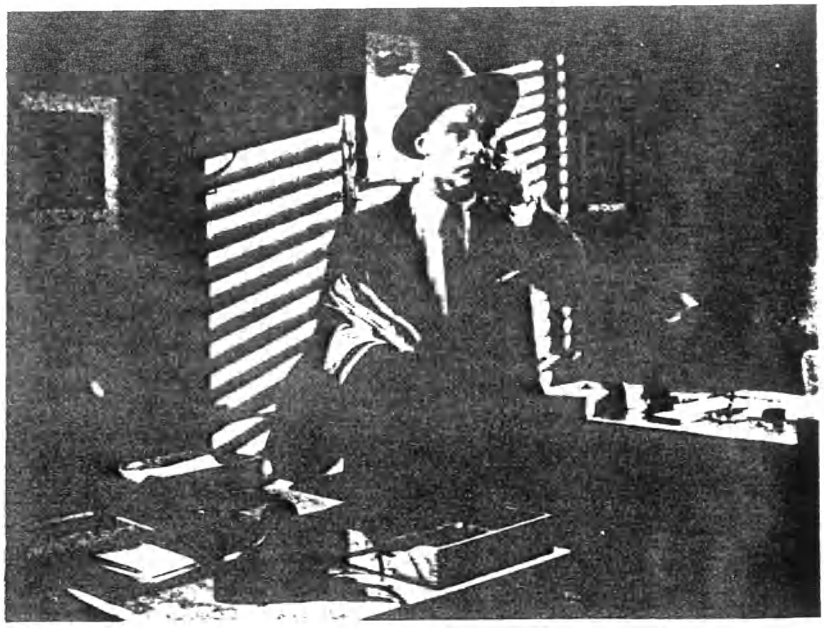


At Western Electric's Kearny works, the millionth stockholder family inspects a cable stranding machine.

No. 389-4



Mr. and Mrs. Denton visit the famed "dead room" at the Murray Hill plant of the Bell Telephone Laboratories.



THANKS FOR LISTENING

PURPOSE:

To illustrate and underscore the value of good telephone habits for business users.

SYNOPSIS:

Harry, the principal character, gets off to a poor start at the office one morning due to his bad telephone manners. In the subsequent fantasy, much to his amazement, his telephone speaks to him and suggests that he put himself in the place of other people in his organization to handle some of the calls they receive.

In several sequences Harry assumes roles ranging from stock clerk to boss and begins to grasp the importance of proper telephone usage. In realizing his errors he seeks to amend his ways so the telephone suggests he handle several difficult calls that might be received daily in several kinds of businesses.

At this point Harry becomes, successively, a doctor, hotel room clerk, railroad information clerk and department store adjuster.

In this process he corrects his ways and begins his day over in a more efficient and pleasant way.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	30 minutes Year Made: 1951
PRODUCED BY	Pathescope Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Thanks for Listening" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Thanks for Listening"
PRICE	See Price List included in this catalog



No. 390-2

Harry learns that his bad telephone habits irritate other people.



No. 390-3

To his amazement, Harry's telephone speaks to him and suggests he put himself in place of other people receiving calls.



No. 390-4

As a doctor, Harry now portrays perfect telephone technique.



FLOOD WATERS

PURPOSE:

To show the enormous task telephone people faced in restoring telephone service in the flooded areas of Kansas, Missouri and Oklahoma.

SYNOPSIS:

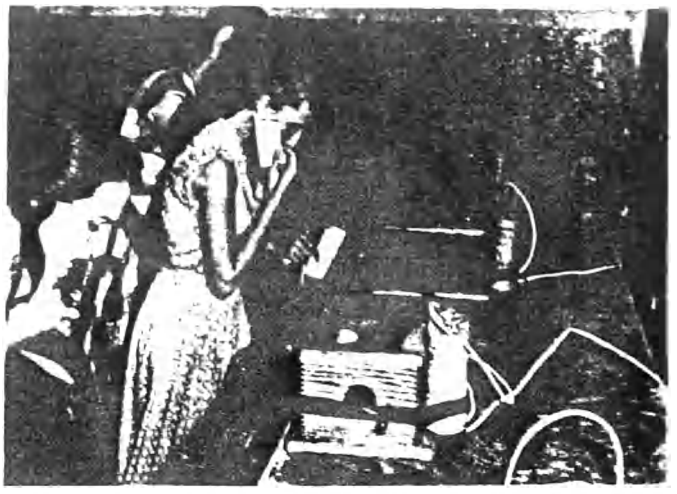
During the spring, the midwest had an abnormally heavy rainy season. Finally, rivers burst their banks and dykes and the Kansas, Missouri and Oklahoma areas were to experience one of the nation's worst floods.

Actual scenes show the flood swirling over the land and leaving in its wake a scene of desolation and destruction.

Telephone equipment suffered. Poles and wires were an almost hopeless tangle. Central offices were exposed to the mud and water. Then came the job of restoring telephone service so badly needed to direct rescue work.

Men and trucks from outside the stricken area are shown moving in to lend a hand and Western Electric's job of expediting supplies and equipment is also portrayed.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	10 minutes Year Made: 1951
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "Flood Waters" (Quantity) Film(s), Theatrical Safety Stock, 35mm, "Flood Waters"
PRICE	See Price List included in this catalog



No. 391-2

Four magneto telephones were used to place first emergency calls from Manhattan, Kansas, after flood waters had silenced central office.



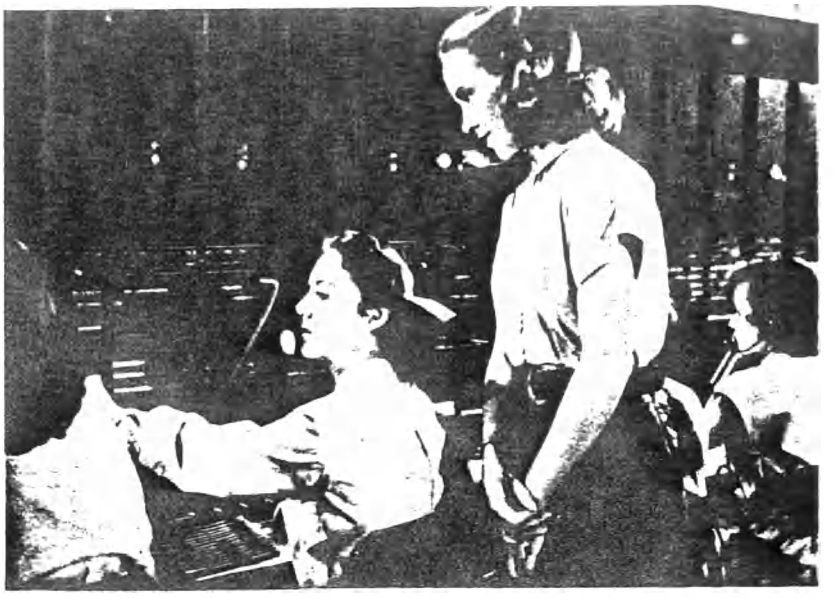
No. 391-3

Telephone crews from Texas await signal to start trip into flood damaged areas.



No. 391-4

Laying new cable for temporary service on Inter-City Viaduct after original cable was damaged by flood waters.



A THOUGHT FOR TOMORROW

PURPOSE:

To present various kinds of telephone jobs, particularly for women. Primarily for high school vocational guidance, and recruiting programs. Also for school people and students on visit to Telephone Company; to groups such as PTA's and Women's Clubs; to employees in all departments in connection with induction and recruiting through employees.

SYNOPSIS:

Returning from the movies, a high school girl and boy express indecision about what they will do after graduation. They are overheard by the girl's cousin, an assistant chief operator, who refutes the boy's contention that only "experts" are wanted in industry. As the cousin explains various kinds of telephone jobs the film depicts those jobs as though Carol, the high school girl, were entering the business herself. Though some men's jobs are shown, the emphasis is on those for women, on the many kinds of work they perform, that all jobs are good jobs, that the Company is a good place to work, and its people enjoyable to work with. Mention is also made of the personal qualities essential for the work as well as the adequacy of training. Average locations are portrayed throughout, so that the film will be suitable for small, medium or large communities. The film is informational in nature and devoid of recruiting appeal.

A take-home booklet for high school audiences is also available on separate requisition in the usual manner.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	19 minutes Year Made: 1951
PRODUCED BY	Pathescope Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "A Thought For Tomorrow" (Quantity) Film, Theatrical Safety, 35mm, "A Thought For Tomorrow"
PRICE	See Price List included in this catalog



No. 392-2

A local, long distance and information operator tell Carol about their job.



No. 392-3

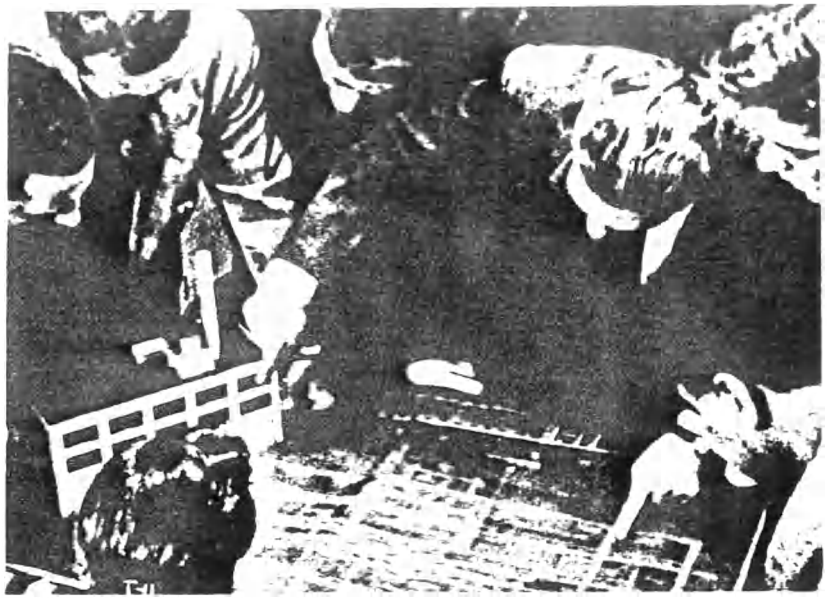
The Accounting supervisor shows Carol a pay check.



No. 392-4

The manager tells Carol about the business office.

No. 393



TARGET: U.S.A.

PURPOSE:

To show atomic bomb defense for plants and personnel.

SYNOPSIS:

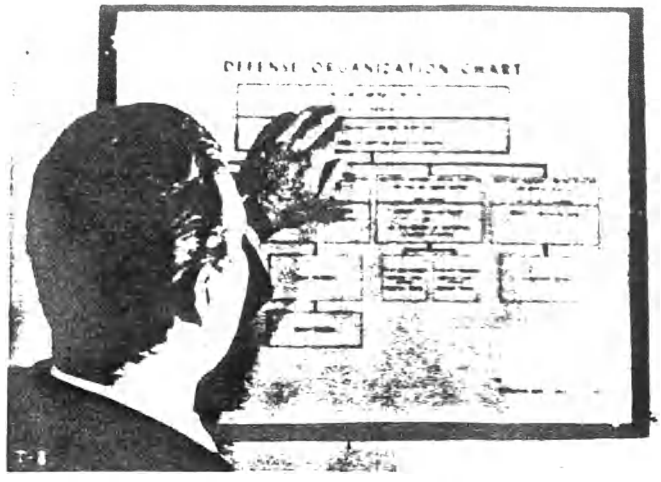
Using live action, animation, graphs and charts, this film shows the steps suggested to ready industrial plants, etc., against possible A-bomb attack.

The following items are covered although not in detail since the principal objective is to motivate rather than instruct.

How to protect personnel and property.
Setting up the plant defense program.
Location and construction of shelters.
Setting up control and first aid rooms.
Selection and recruiting of wardens and defense personnel.
Safeguarding records.

Bell System use would seem to be limited to supervision and CD personnel.

TYPE OF FILM	Sound motion, 16mm, color and B & W
RUNNING TIME	19 ~~22~~ minutes Year Made: 1951
PRODUCED BY	Cornell Film Company
PRODUCED FOR	Cornell Film Company
ORDER FROM	Cornell Film Company 1501 Broadway New York 18, New York
PRICE	Color - $200 per print B & W - $100 per print



No. 393-2

Organized planning - intelligent preparation for possible emergency.



No. 393-3

Organized action - many things can be done now.



No. 393-4

Organized drill - avoid possible panic.



HOW TO CATCH A COLD

PURPOSE:

To show how colds are caught and can be avoided.

SYNOPSIS:

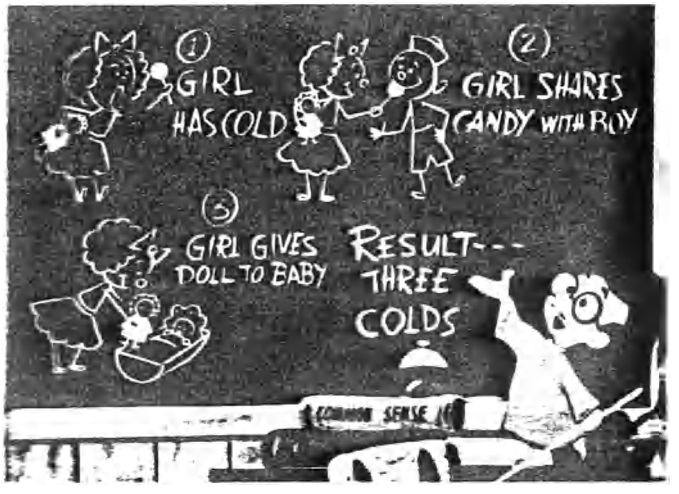
In humorous Disney cartoon, the film presents a character doing all the things that result in catching and spreading colds. When he is at last confined to bed, the film reviews for his consideration, how the cold could have been prevented. While the use of Kleenex is featured, the advertising is not too prominent.

TYPE OF FILM	16mm Sound Motion Color
RUNNING TIME	10 minutes Year Made: 1951
PRODUCED BY	Walt Disney Productions
PRODUCED FOR	Kleenex Tissues
ORDER FROM	Association Films, Inc. 35 West 45th Street New York, New York
PRICE	Available on loan basis only.



No. 394-2

Rest is essential to recovery.



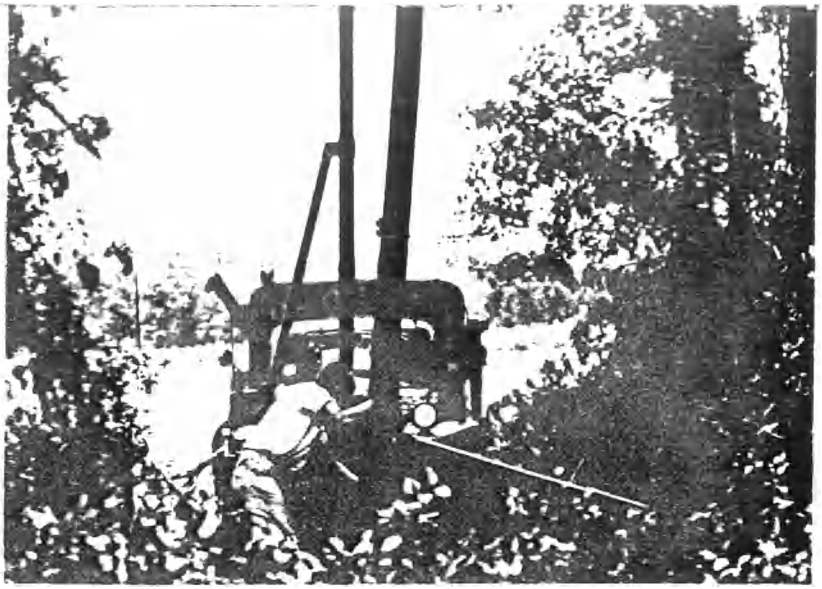
No. 394-3

Hcww colds are passed along.



No. 394-4

Cme way to catch a cold.



A STORY OF PROGRESS

PURPOSE:

To show how power tools and equipment are contributing to construction of rural telephone plant.

SYNOPSIS:

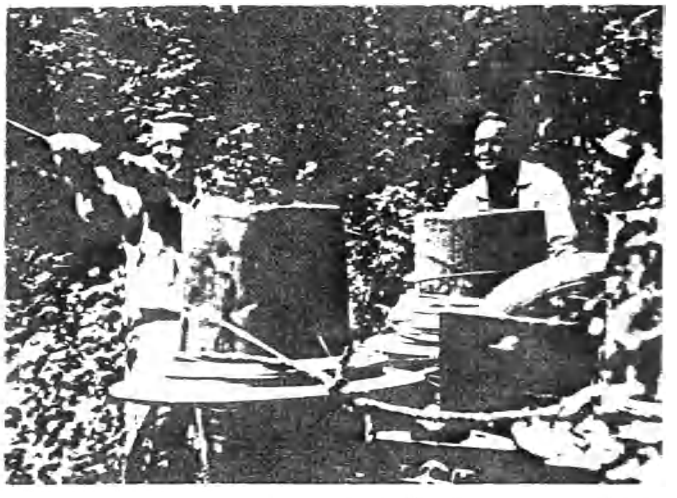
Located in the picturesque setting of Quinton, Virginia, this picture shows the operations involved in providing rural telephone service. Included are plant engineering, R.O.W. clearance, placing poles, stringing wire, and installing C.O. and station equipment. The Dodge Power Wagon and two man crew are featured throughout the construction sequences.

TYPE OF FILM	Sound Motion, Color, 16mm
RUNNING TIME	25 minutes Year Made: 1951
PRODUCED BY	Chesapeake and Potomac Tel. Co. of Virginia
PRODUCED FOR	Chesapeake and Potomac Tel. Co. of Virginia
ORDER FROM	General Plant Manager The C. & P. Tel. Co. of Virginia 703 E. Grace Street Richmond 19, Virginia
PRICE	May be obtained on loan basis



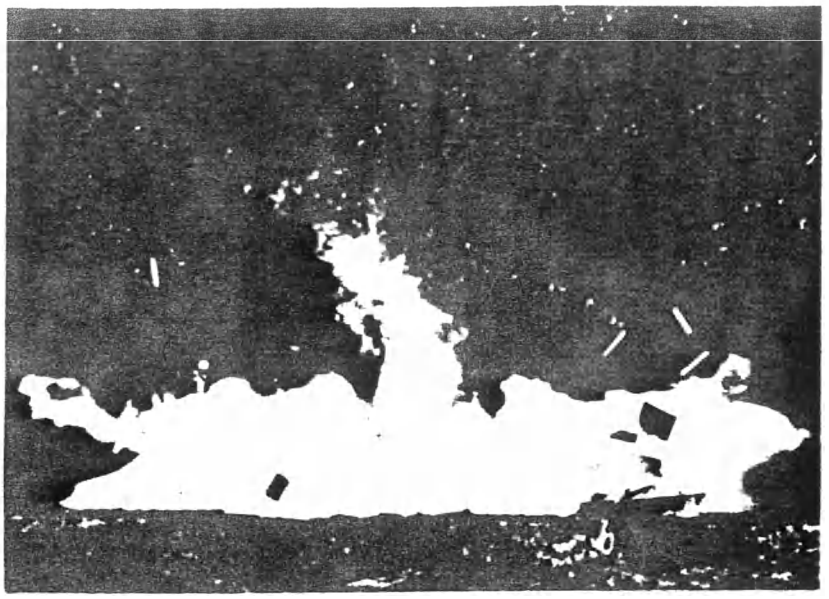
No. 396-2

The digger bites into the soft earth in a matter of seconds.



No. 396-3

Stringing open wire as telephone service is extended to another rural community.



EXPLOSION DANGER LURKS

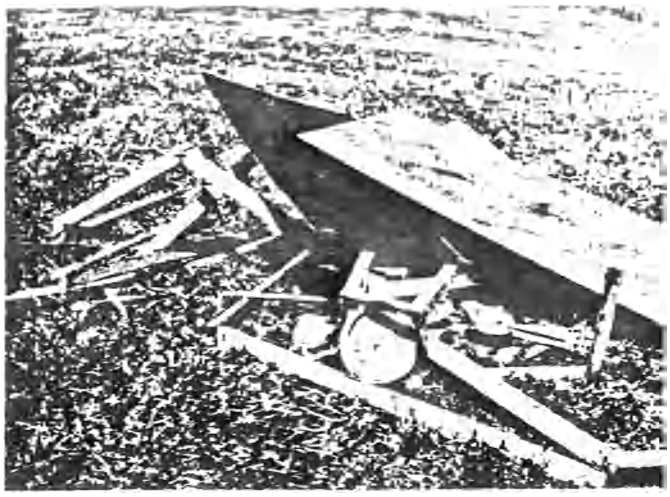
PURPOSE:

A Watts Regulator Company sales film for general use.

SYNOPSIS:

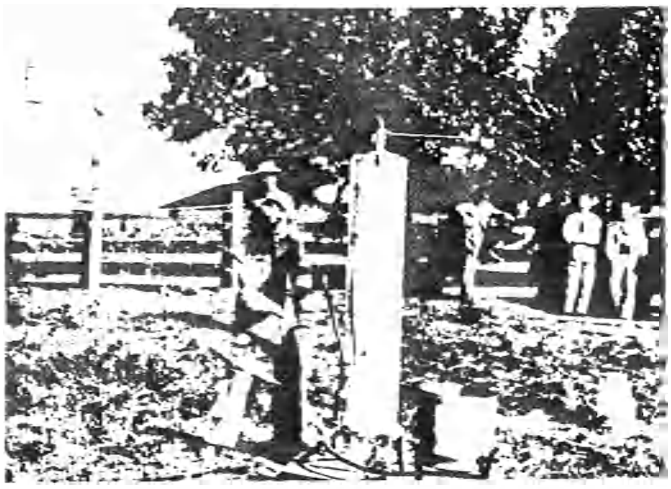
This film shows tests staged at Doylestown, Pennsylvania, by the Watts Regulator Company, to prove that ordinary pressure relief valves are not enough to prevent explosions of low pressure hot water tanks. Combined temperature-pressure valves are recommended. Tanks at varying pressures up to 80 lbs. are blown up by increasing the water temperature to a point above the atmospheric boiling point and then through some device, i.e., a leak, reducing the pressure to allow the water to flash into steam. An interesting film for industry and the home owner.

TYPE OF FILM	Sound motion, color, 16mm
RUNNING TIME	28 minutes Year Made: 1948
PRODUCED BY	Worcester Film Corporation
PRODUCED FOR	Watts Regulator Company
ORDER FROM	Worcester Film Corporation Worcester, Massachusetts
PRICE	$181.64 per print On loan from Watts Regulator Co. Lawrence, Massachusetts



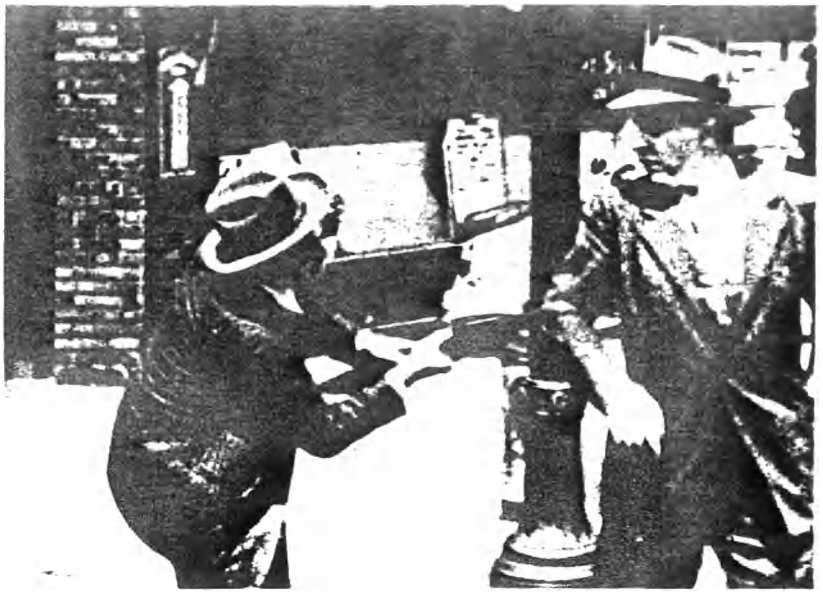
No. 397-2

All that is left of the demonstration shed after the low pressure hot water tank explodes.



No. 397-3

Proving that temperature as well as pressure is necessary to an explosion, the demonstrator with perfect safety drives a pick into a tank of cold water at 200 lbs. pressure.



A CLOSED BOOK

PURPOSE:

Stimulate safety consciousness on the part of the general public.

SYNOPSIS:

Dr. Atwell, whose wife is the unfortunate victim of a hit-run driver, is spurred to preach the principles of safety in his community. His insistence soon earns him the title of "pest." Eventually, however, he wins his point and gets his associates to recognize and practice safety.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	25 minutes Year Made: 1950
PRODUCED BY	Wilding Picture Productions
PRODUCED FOR	Farm Bureau Insurance Companies
ORDER FROM	Training Films, Inc. 150 West 54th Street New York, New York or Sponsor
PRICE	$50.00 f.o.b.



No. 398-2

"Horseplay" at the luncheon table starts off Dr. Atwell on another safety lecture.



No. 398-3

Dr. Atwell points out that a few minutes saved through speeding cannot possibly be worth a life.



No. 398-4

The "safety scoffer" becomes the victim of his own failure to follow Dr. Atwell's safety suggestions.



THE STEP BY STEP SWITCH - 197 TYPE SELECTORS

PURPOSE:

1. To show how calls are switched through a SxS office.
2. To show how the 197 type selector functions under conditions of proper and improper adjustment.
3. To illustrate the circuit operation of the 197 type selector.

SYNOPSIS:

Referred to in Mr. Giles' letter of August 6, 1951 to all General Plant Managers.

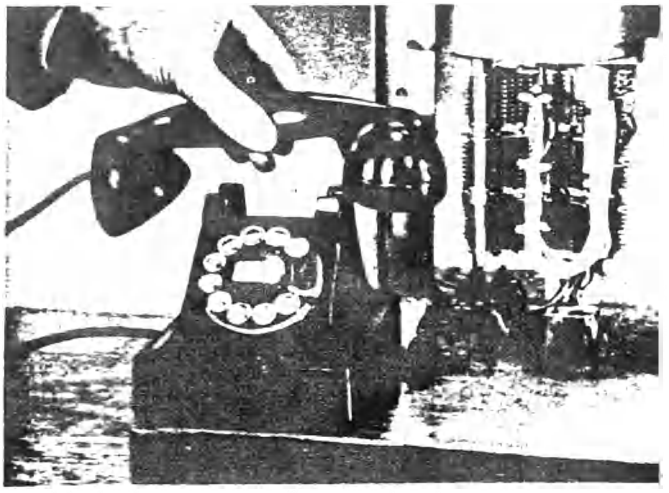
PART 1: Gives a general appreciation of the importance, complexity and cost of switching equipment in the average SxS office. Illustrates the path of a call by means of a demonstration unit, and stresses the importance of careful adherence to Bell System maintenance practices.

PART 2: Using the Fastax camera, this part shows the mechanical functioning of the 197 type selector under various conditions of adjustment. Again the importance of proper maintenance is stressed.

PART 3: Simplified animated drawings show the circuit operation of the 197 type selector during vertical and rotary stepping.

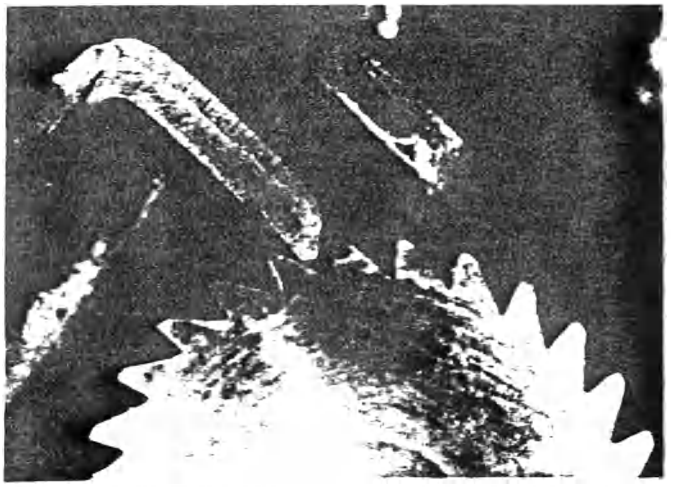
A discussion slidefilm is also provided.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	PART 1 - 8 minutes PART 2 - 37 minutes Year Made: 1951 PART 3 - 22 minutes
PRODUCED BY	Audio Productions, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "The Step by Step Switch-197 Type Selectors" - PART 1, PART 2, PART 3 and Slidefilm, Discussion, 35mm (Quantity) Film, 16mm, "The Step by Step Switch-197 Type Selectors" - PART 1, PART 2, or PART 3. (Quantity) Slidefilm, Discussion, 35mm Silent - "The Step by Step Switch-197 Type Selectors
PRICE	See Price List included in this catalog.



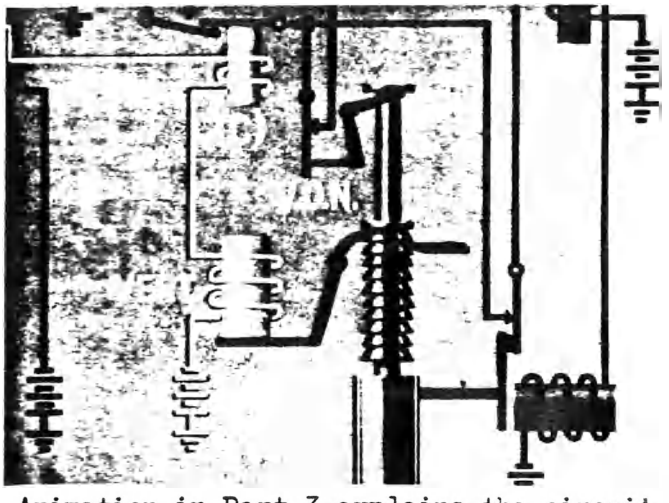
No. 399-2

A dial demonstration unit is used in Part 1 to trace the path of a call through SxS equipment.



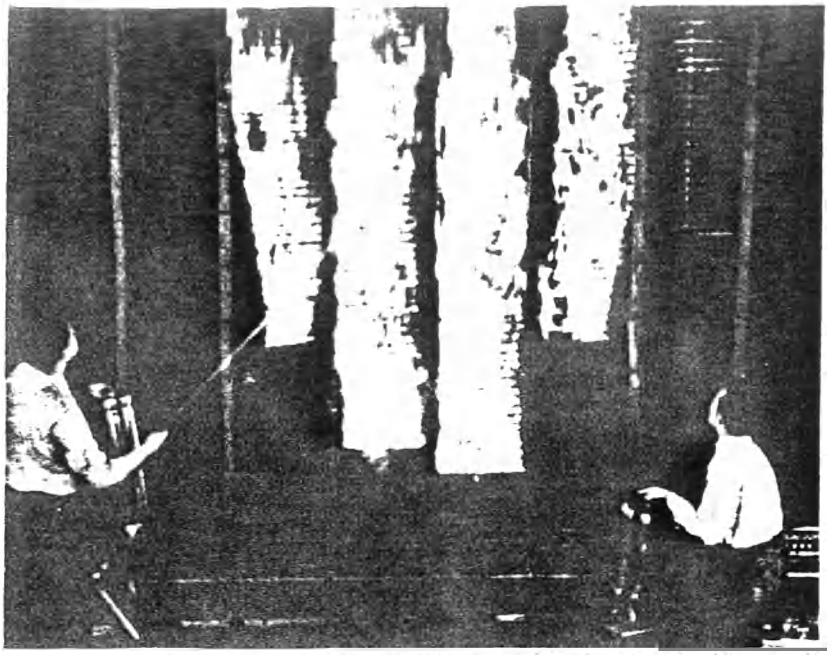
No. 399-3

Slow motion photography, taken with the Fastax camera, shows the rotary pawl striking a tooth flank on the rotary ratchet.



No. 399-4

Animation in Part 3 explains the circuit operation of the 197 type selector.



No. 4CC

A WAY WITH FIRES

PURPOSE:

To promote the fire prevention habit and show proper and effective methods of using fire apparatus. Referred to in Mr. W.A. Giles' letter (P.O.L. 1246) of September 28, 1951 to all General Plant Managers

SYNOPSIS:

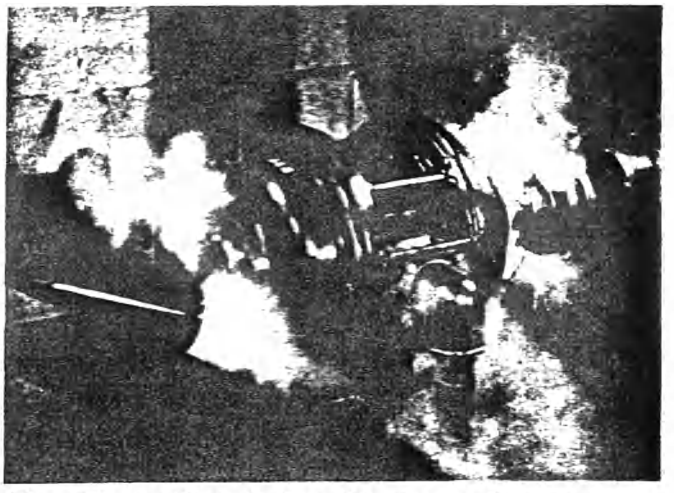
"Why then am I also the villain ---" is the theme of the narrator "Fire" as the picture opens on scenes of personal and property damage that are for the most part unnecessary. Telephone buildings are pictured as clean, well constructed buildings that incorporate the latest in fire resistive construction. Yet, fires occur every year - largely due to the carelessness of people. The many ways in which people unthinkingly supply the heat, or fuel, or destroy the usefulness of safety devices are explained. The second half of the film is devoted largely to the proper operation of the water, soda-acid, foam and CO_2 type extinguishers. All fires are shown in typical telephone building situations. The film concludes with the thought that fire prevention is one thing in which every telephone man and woman can take part every day.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	30 minutes Year Made: 1951
PRODUCED BY	Sound Masters
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film(s), 16mm, "A Way With Fires"
PRICE	See Price List included in this catalog.



No. 400-2

Harry, a new man, demonstrates the hazards of improper use of the extinguisher.



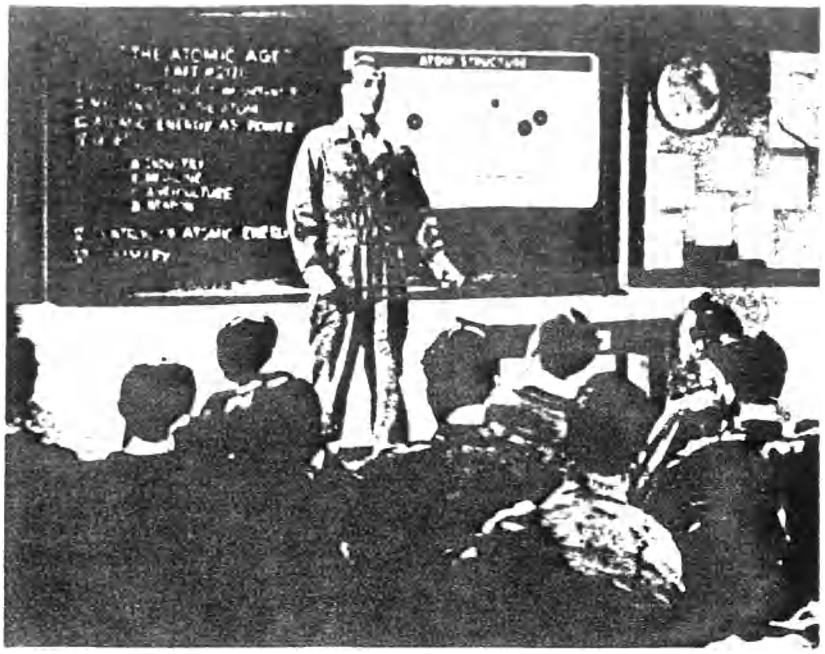
No. 400-3

The CO_2 extinguisher is shown in use on electrical and liquid fires.



No. 400-4

Fire prevention is stressed as one thing in which every telephone man and woman can take part every day.



No. 401

DISCUSSION TECHNIQUES

PURPOSE:

Education of officers in the Army Information program and recommended discussion techniques.

SYNOPSIS:

The opening scene takes place in a conference room with P.F.C. "Snafu" leading the discussion. Following a demonstration of improper techniques, the audience is given the various types of presentation methods and proper techniques.

TYPE OF FILM	Sound motion	
RUNNING TIME	28 minutes	Year Made: 1950
PRODUCED BY	Armed Services	
PRODUCED FOR	Armed Services	
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, New York	
PRICE	~~$34.43~~ f.o.b. 49.13	



No. 401-2

The alternate raving and pleading of Private Snafu does not bring forth discussion.



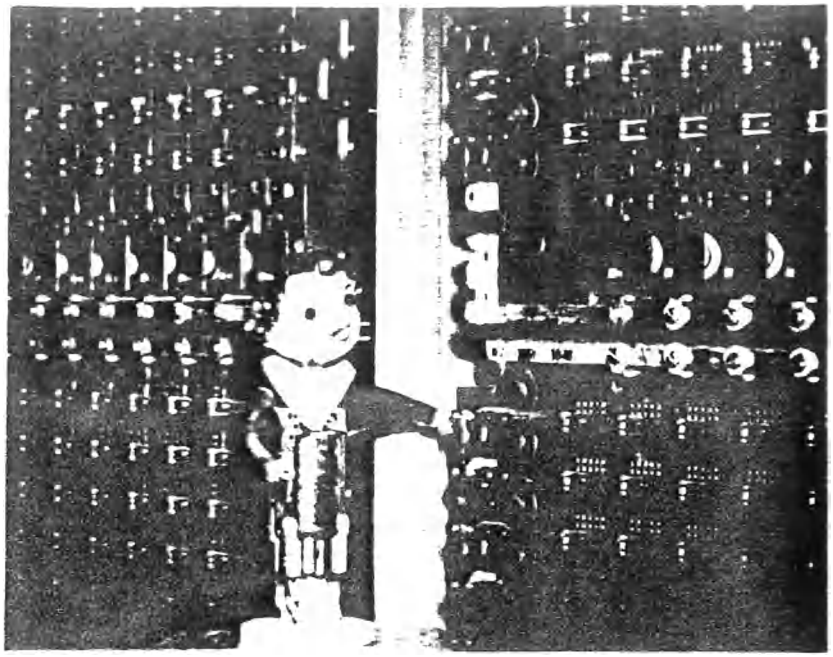
No. 401-3

A good leader lets discussion run but channels it in the proper direction.



No. 401-4

Dividing a large group into several small ones, each with a discussion leader, helps to overcome self consciousness.



No. 402

SAY IT WITH MUSIC

PURPOSE:

To give an overall picture of crossbar toll switching systems for the information of employees and the public.

SYNOPSIS:

The film introduces "Connie" the controller, "Sam" the sender, and "Maisie" the marker, to an operator placing a long distance call over a No. 4 toll switching system and they in turn describe in simple fashion, their part in long distance telephone work.

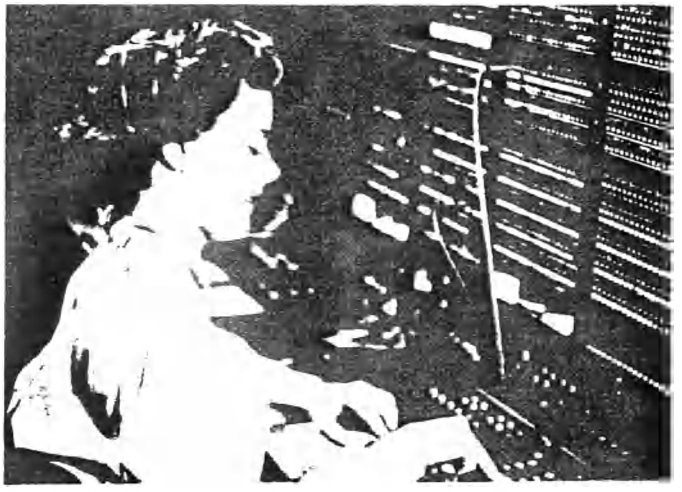
An easy to understand explanation of key pulsing, two-tone signals, circuit supervision, nationwide dial codes and crossbar equipment features including a demonstration of a completed call.

TYPE OF FILM	Sound slide, color
RUNNING TIME	25 minutes Year Made: 1951
PRODUCED BY	A. T. & T. Co. - Long Lines Department
PRODUCED FOR	A. T. & T. Co. - Long Lines Department
ORDER FROM	A. T. & T. Co. - Long Lines Department 32 Avenue of the Americas New York, New York Attention: Mr. R. ~~B. Nichols, Jr.~~ J. O'Meara
PRICE	$67.00 - 1 copy 43.50 - 5 copies 34.50 - 10 copies 32.70 - 20 copies



No. 402-2

Three relay characters, representing the No. 4 dialing equipment, explain how the system works.



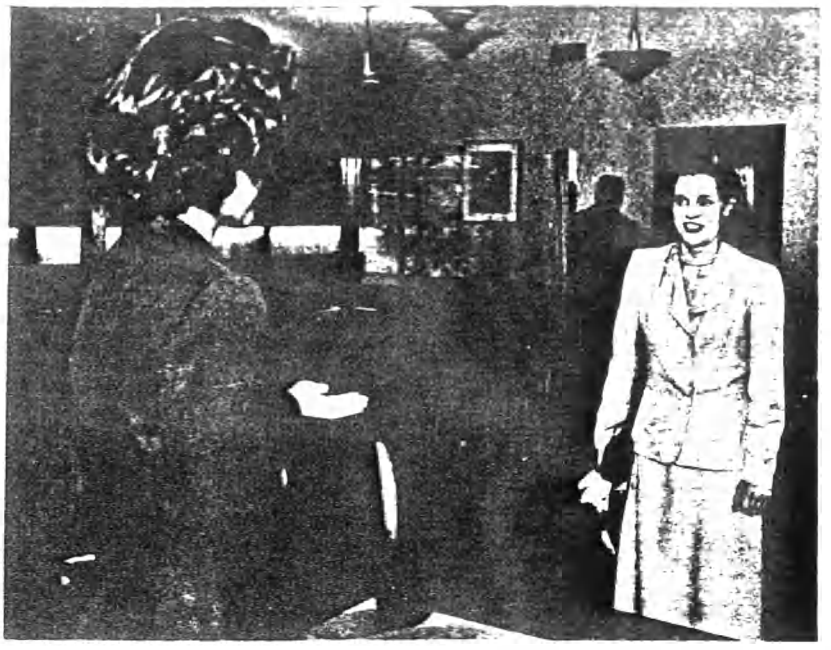
No. 402-3

A Long Distance Operator explains her part in the operation of the No. 4 system.



No. 402-4

Maisie, the Marker, explains her function as do the other characters by means of three dimensional animation.



No. 403

HOW TO LOOK FOR A JOB

PURPOSE:

To help school vocational guidance programs in suggesting how girls should conduct themselves in applying for a job.

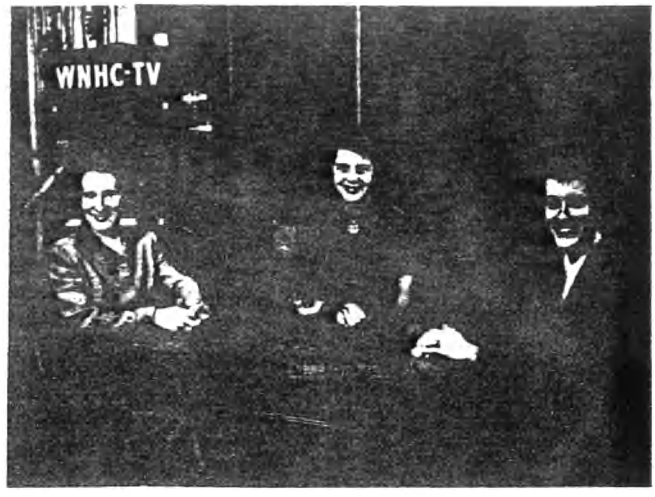
SYNOPSIS:

The film is based on a radio interview presented over Station WTIC, Hartford, Connecticut. The narrator is one of the New Haven WNHC-TV commentators who, in the film, interviews two Southern New England Company's employment interviewers, as if on a television program.

These interviewers present the simple rules of preparation, intelligent selection of possible fields of employment, dress, conduct and attitude that high school girl seniors should observe in looking and applying for a job.

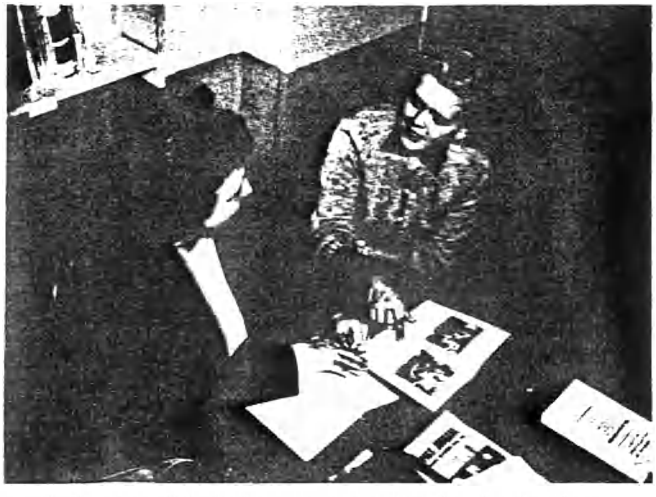
Southern New England makes prints available to schools through personal presentation by an employment interviewer.

TYPE OF FILM	Sound slide
RUNNING TIME	15 minutes Year Made: 1950
PRODUCED BY	Southern New England Telephone Co.
PRODUCED FOR	Southern New England Telephone Co.
ORDER FROM	General Information Department Motion Picture Bureau Southern New England Telephone Co. 227 Church Street, New Haven 6, Conn.
PRICE	$4.00 for film and record Also available on loan



403-2

Miss O'Brien, radio narrator, opens the program with Miss Glynn and Miss Mack, telephone company employment interviewers.



403-3

A girl should take account of what she thinks she can do and get information from people at her school, parents, friends.



403-4

How a girl should and should not dress in looking for a job.



WHY PLAY LEAPFROG?

PURPOSE:

General education in economics.

SYNOPSIS:

Using cartoons in technicolor this fourth film in the Harding College series explains how wages affect the prices we pay. It points out that higher productivity is the secret of higher living standards and that wage raises based on productivity increase our purchasing power. Without this, wages and prices "play leapfrog." The story is told through a worker in a doll factory who discovers for himself that making more and better dolls at lower cost is his surest way to improved living standards.

TYPE OF FILM	Sound motion, 16mm, color
RUNNING TIME	9 minutes Year Made: 1951
PRODUCED BY	John Sutherland
PRODUCED FOR	Harding College
ORDER FROM	Harding College Special Service Office 925 N. California Street Burbank, California
PRICE	$125



No. 404-2

Joe goes with his boss to the bank to finance his new idea for higher production.

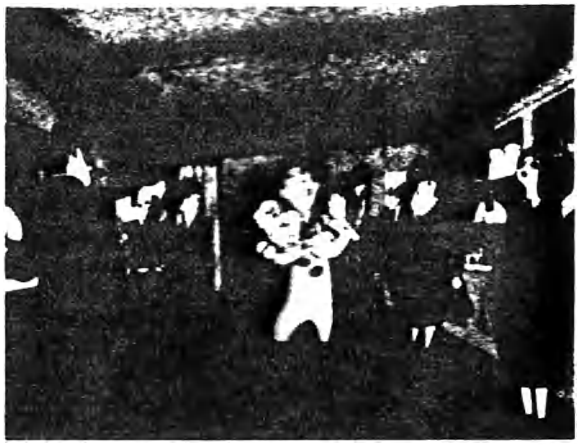


No. 404-3

Joe's idea increases productivity.



No. 404-4
The results for Joe.



No. 404-5
Now increased wages actually result in higher living standards.



PERSONAL SIDE OF SAFETY:

1. SAFETY RECORD
2. TWO STEPS TO SAFETY
3. LET HABIT HELP
4. GET A GRIP ON YOURSELF
5. DECIDE TO BE SAFE

PURPOSE:

Safety training with emphasis on individual personality traits that lead to industrial accidents.

SYNOPSIS:

1. Safety Record - Introductory and motivational. Acceptance of individual responsibility. How a record is started and kept going.
2. Two Steps to Safety - Knowledge of the job and of oneself are the two principal elements. Watch, listen and practice.
3. Let Habit Help - Many accidents result from unsafe habits. Develop better and safer habits.
4. Get a Grip on Yourself - The problems of emotions are important. Many accidents result from emotional upheavals and the loss of self control.
5. Decide to be Safe - Personal effort and the acceptance of responsibility, the desire to play safe are after all the final requirement in any safety program.

Leader's Manual also available.

TYPE OF FILM	16mm, Sound motion and 35mm sound slide
RUNNING TIME	15 minutes each Year Made: 1951
PRODUCED BY	Sarra, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 N. Michigan Avenue Chicago 11, Illinois
PRICE	16mm - $190 per set $ 40 per print 35mm - $ 70 per set $ 15 per print



No. 405-2

The foremen begin to realize that accidents don't "happen" - they are caused.



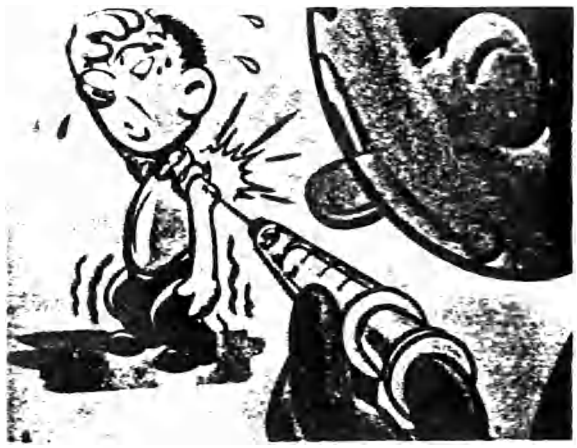
No. 405-3

Proper safety habits become an extra safeguard when our thoughts wander.



No. 405-4

Watch the signs - and avoid accidents.



No. 405-5

There is no secret serum against accidents - it's up to each individual.



No. 406

GUARD YOUR HEART

(Short Version)
WONDER ENGINE OF THE BODY

PURPOSE:

To replace fear about heart disease by an understanding of the functions of the heart and of steps people can take to keep the heart healthy.

SYNOPSIS:

Sam Taylor, middle aged executive, feels pain around his heart and has a nightmare in which his heart reproaches him for abuse. His wife gets him to see his doctor, who examines him and lectures him about his heart.

The lecture is presented by animation interspersed with live shots showing the functions of the heart, and what happens in arteriosclerosis and coronary thrombosis.

Sam leaves the doctor a more careful man. Learning that nothing serious is wrong with his heart, he slows down and lives more samely.

A shorter version omits the story of Sam Taylor and confines itself to the lecture on heart functions and diseases.

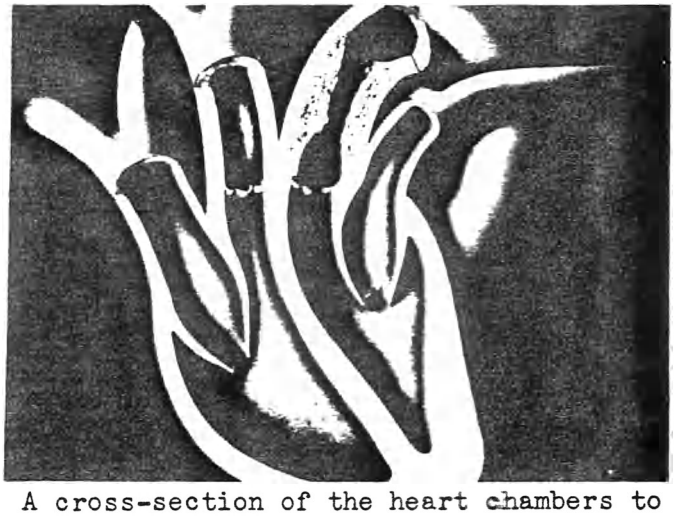
A folder containing suggestions for using the film is available.

TYPE OF FILM	Sound motion, 16mm	
RUNNING TIME	Long version - 27 minutes Short version - 10 minutes	Year Made: 1951
PRODUCED BY	Bray Studios, Incorporated	
PRODUCED FOR	American Heart Association	
ORDER FROM	Bray Studios, Incorporated 729 Seventh Avenue New York 19, New York	
PRICE	Long version - $150 Short version - $ 50	



No. 406-2

Sam has a nightmare in which he is scolded by his heart.



No. 406-3

A cross-section of the heart chambers to show their action.



No. 406-4

One of the diagrams illustrating the power of the heart.

No. 407



WHAT YOU SHOULD KNOW ABOUT BIOLOGICAL WARFARE

PURPOSE:

Public education in civil defense. Referred to in Mr. C. M. Mapes' letter of February 27, 1952 to all Defense Coordinators.

SYNOPSIS:

Shows how the enemy could stop national production through the use of germs, toxins and plant growth regulators. Suggests cleanliness and compliance with health authority regulations as best antidote.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	8 minutes Year Made: 1951
PRODUCED BY	Reid H. Ray Film Industries, Inc.
PRODUCED FOR	Federal Civil Defense Administration
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, New York
PRICE	$17.50



No. 407-2

Enemy agents may use germs to stop production in essential plants.



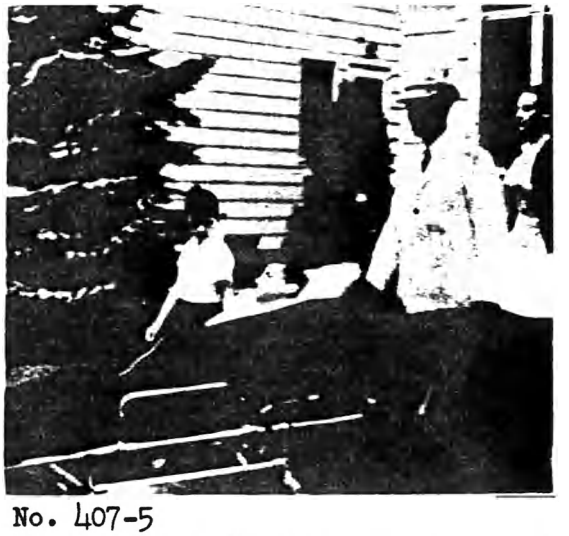
No. 407-3

Cleanliness and good housekeeping are first requirements against biological warfare.



No. 407-4

If enemy attack comes health authorities will take necessary action.



No. 407-5

Confidence in health agencies will avoid panic.



DO UNTO OTHERS

PURPOSE:

To create an incentive to help others by giving to the Red Cross Blood Donor Campaign.

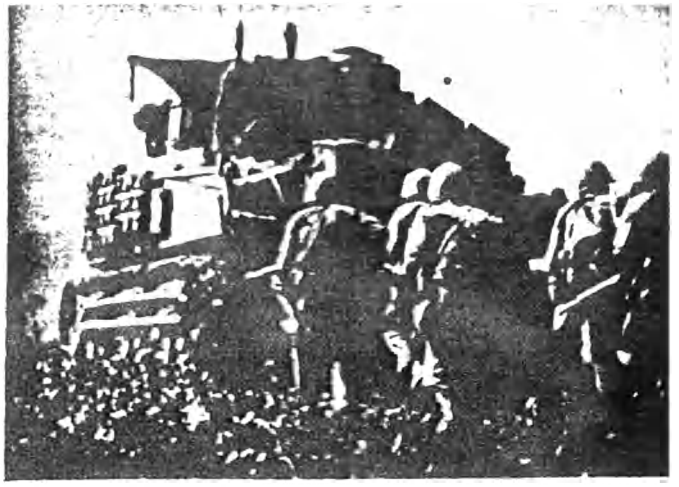
SYNOPSIS:

Emphasizing the great need for blood at home and for our fighting men abroad, the film shows how this challenge was met by the employees of the Long Lines Department.

Shirley Moody, a long distance operator, describes her first experience as a blood donor. At first she is nervous but gains confidence as she is carefully interviewed by Red Cross people. She learns that her health is a very important consideration before she is allowed to donate.

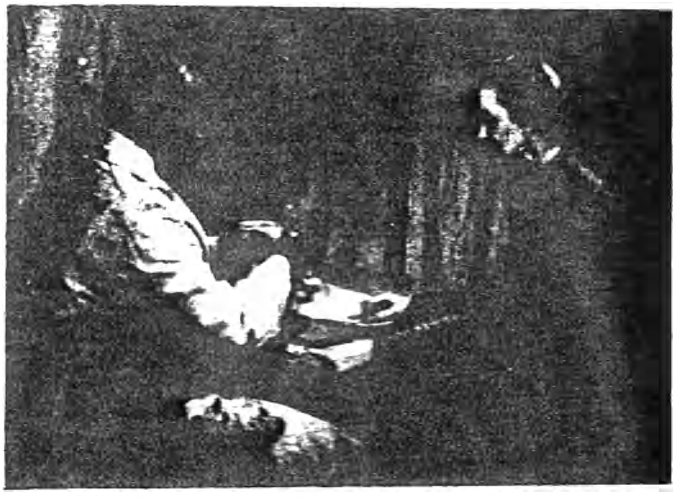
Having passed a physical checkup the great moment arrives but by this time her anxiety is replaced by a feeling of pride in knowing that her contribution of life-giving blood will help save a life.

TYPE OF FILM	Sound motion, 16mm and 35mm
RUNNING TIME	8 minutes Year Made: 1952
PRODUCED BY	Audio Productions
PRODUCED FOR	Long Lines Department of A. T. & T.
ORDER FROM	Audio Productions 630 Ninth Avenue New York, New York
PRICE	16mm - $12.06 35mm - $33.82



No. 408-2

Life-giving blood is needed by our fighting men abroad.

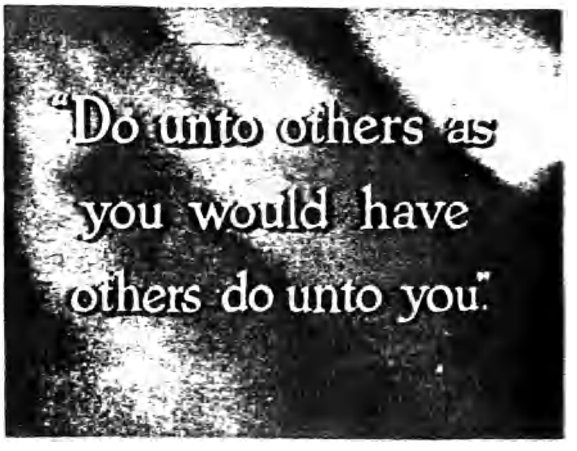


No. 408-3

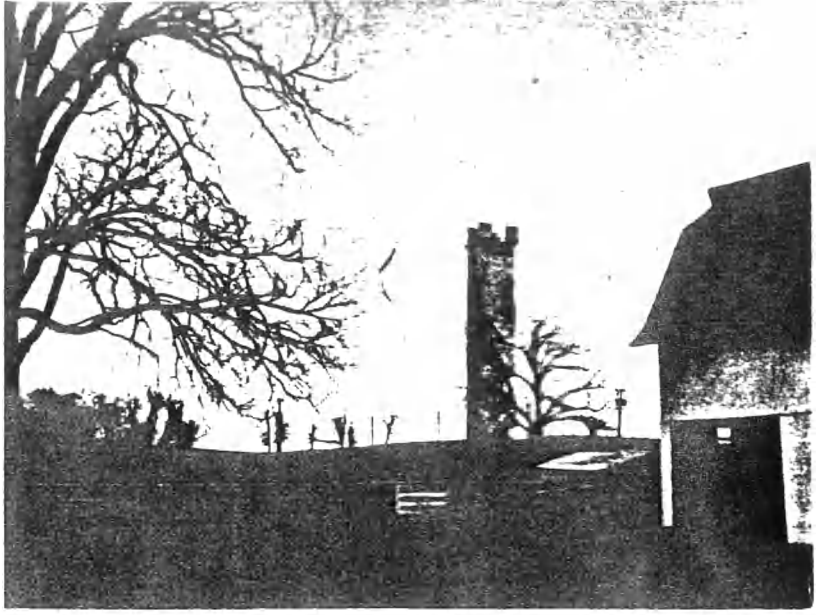
Shirley discovers that her health must be checked before she is allowed to donate.



No. 408-4
Coffee and doughnuts are served to Shirley and her friends after giving their blood.



No. 408-5



WESTERN RELAY

PURPOSE:

To describe the operation of the transcontinental radio relay system and Western Electric's part in the building and installation of equipment for the Bell System.

SYNOPSIS:

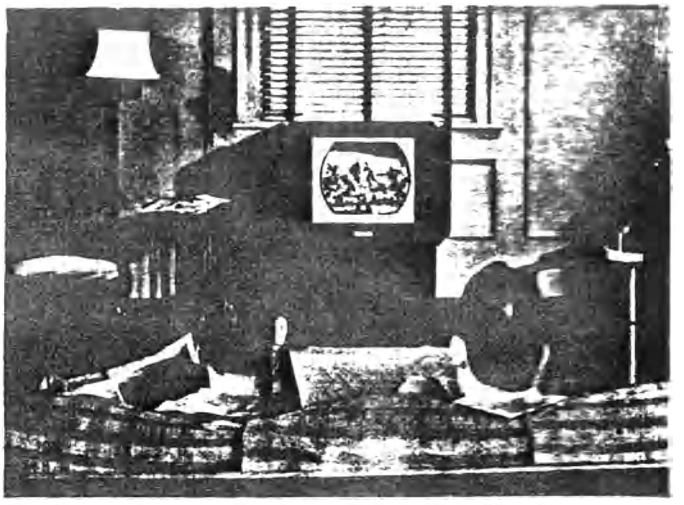
Two soldiers, watching a football game on television, start to repair the set after it breaks down. As they work, one tells the other that his most recent civilian job was in the building of the radio relay network.

Their conversation leads to an explanation of the system's operation which includes views of many of the towers across the country. These unusual structures are shown in cities, in the rolling hills of the east, in the midwestern plains, in the snow covered Rockies.

Scenes of manufacture and installation of radio relay equipment lead to a brief discussion of the function of Western Electric in the Bell System in relation to other units of the System and the teamwork needed for effective telephone service.

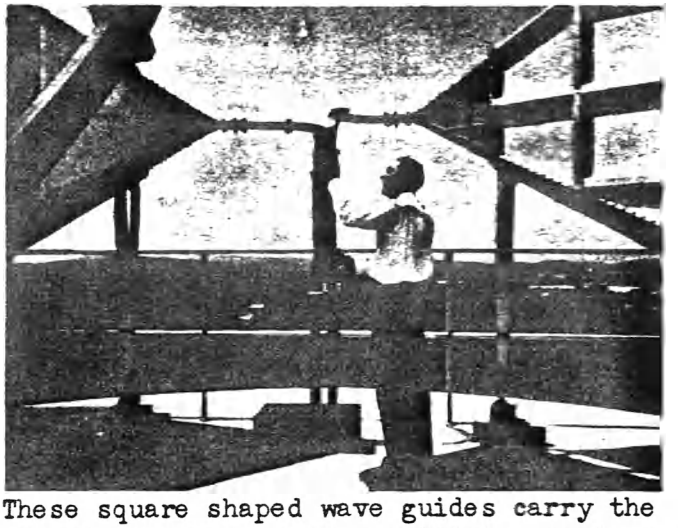
TYPE OF FILM	Sound motion, 16mm & 35mm
RUNNING TIME	11 Minutes Year Made: 1952
PRODUCED BY	Wilding Picture Productions
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm, "Western Relay" (QUANTITY) Film, Theatrical Safety Stock, 35mm, "Western Relay."
PRICE	See Price List included in this catalog.

Cleared for television.



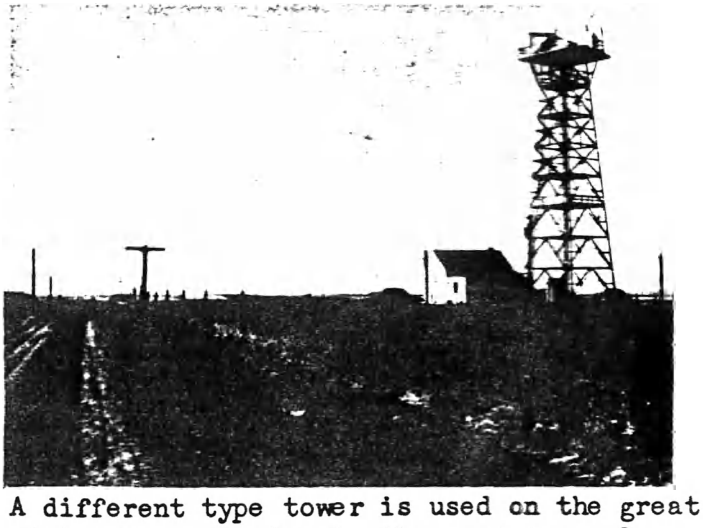
No. 409-2

Equipment manufactured by the Western Electric Company for the Bell System provides the facilities for bringing television into the home.



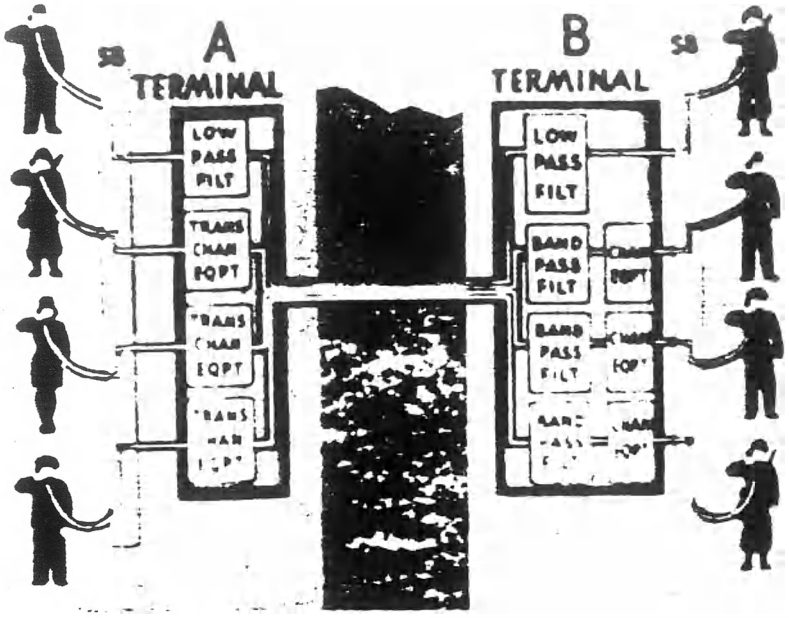
No. 409-3

These square shaped wave guides carry the signal to and from the amplifying equipment located in the tower below.



No. 409-4

A different type tower is used on the great plains for relaying to the next tower located in the West.



No. 410

FUNDAMENTALS OF CARRIER TELEPHONY PART I - TF 11-2088

PURPOSE:

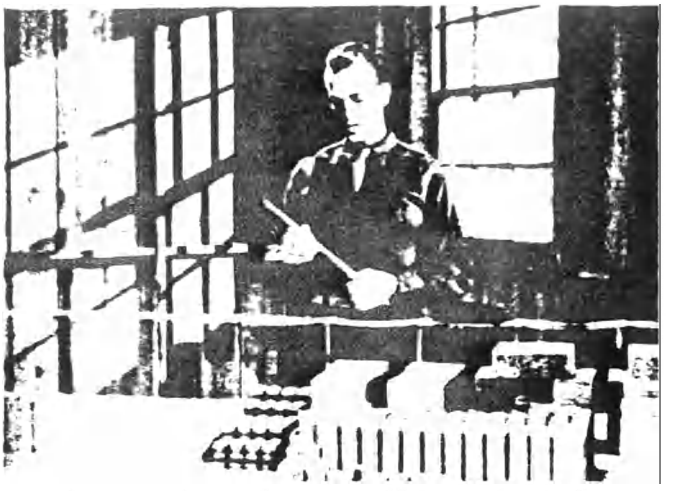
For general background information covering principles and applications.

SYNOPSIS:

An interesting presentation of the principles of the Package C Carrier system stressing the savings of equipment, materials, shipping space and manpower. Application of principles is shown clearly by means of animation. Normal voice frequencies are shown being shifted to higher frequencies for transmission - then back to voice frequencies at the receiving end. Block diagrams cover low pass and band pass filters, transmitting and receiving channel equipment.
Minor references made to equipment that is not Bell System.

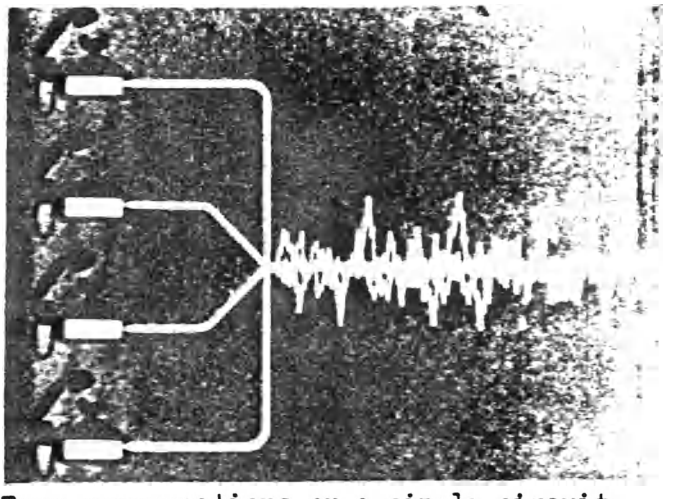
48.78 Part 2

TYPE OF FILM	16mm sound motion
RUNNING TIME	10 minutes Year Made: 1945
PRODUCED BY	Army Pictorial Services
PRODUCED FOR	Armed Service Forces
ORDER FROM	United World Films 1445 Park Avenue New York, New York
PRICE	~~$17.67~~ f.o.b. 25 12



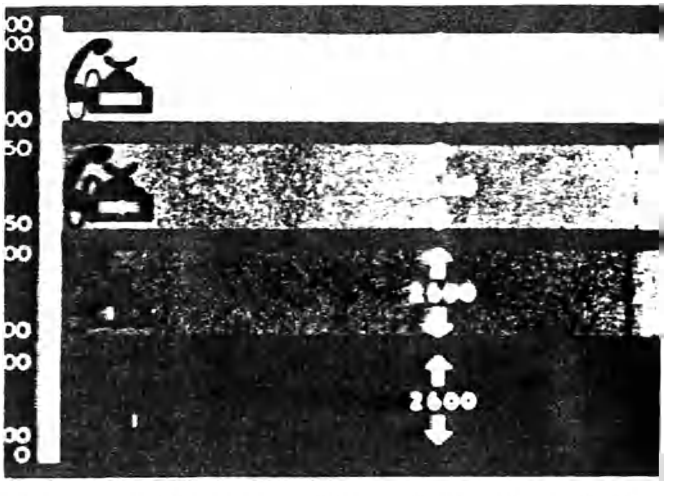
No.410-2

The instructor stresses the savings in shipping space, materials and manpower.



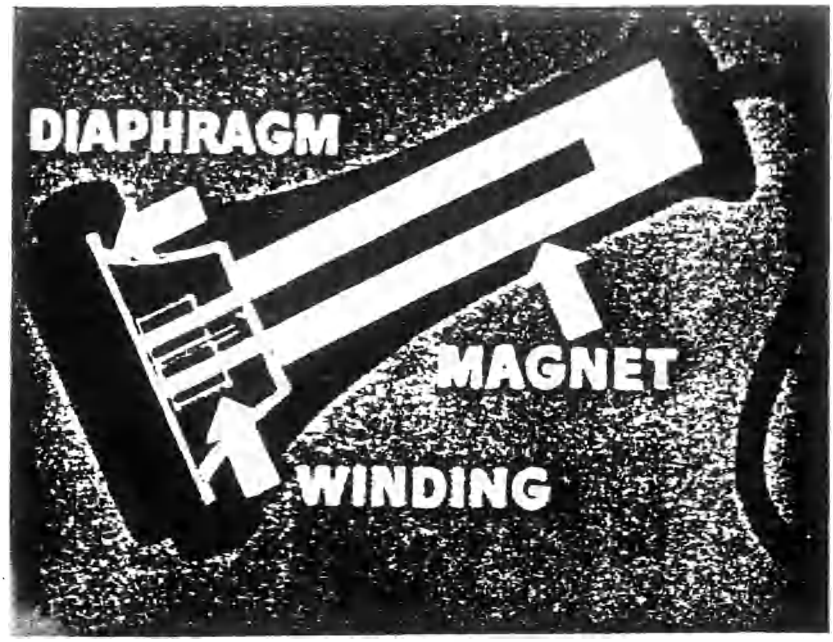
No.410-3

Four conversations on a single circuit would be a hopeless jargon without carrier equipment.



No.410-4

Diagrammatic separation of the four talking channels, each 2600 cycles wide.



No. 411

BASIC TELEPHONY

TF 11-1553

PURPOSE:

To help Plant people understand the basic electrical theory behind the component parts of the telephone.

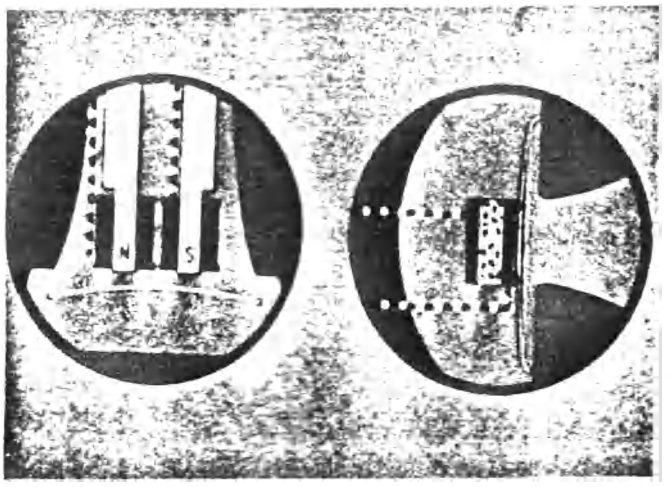
SYNOPSIS:

Film was produced primarily to train armed forces communications personnel in the basic electrical principles of the telephone instrument.
Starting with the importance of telephone communications in the army, the film proceeds to develop, by animated diagrams, the workings of the telephone transmitter, receiver, induction coil, ringer and other basic components.
The explanation and animation are reduced to simple, elementary terms evidently for training of people with little or no scientific background.
While the example used in the diagrams is the old desk stand side tone telephone, the principles covered are applicable as basic training for any type of telephone set.

5-15-42

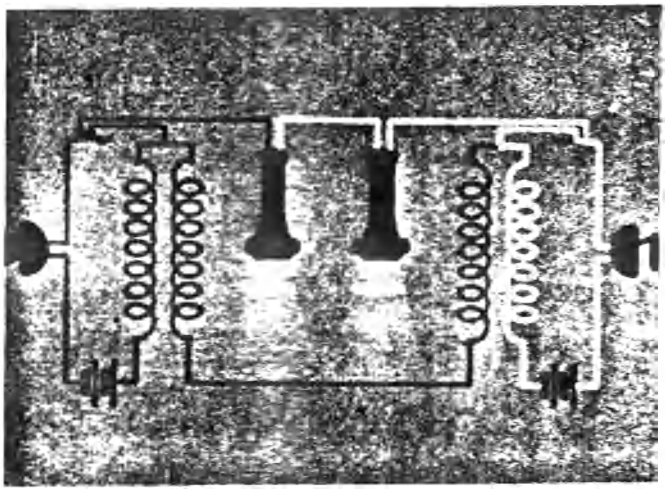
Peter Dorris
Norwood Studios
922 New Jersey Avenue, N.W.
Washington 25, D.C.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	20 minutes — Year Made: 1949
PRODUCED BY	U.S. Army
PRODUCED FOR	U.S. Army
ORDER FROM	~~United World Films, Inc. 1445 Park Avenue New York 29, N. Y.~~
PRICE	~~$26.41~~ 36.34



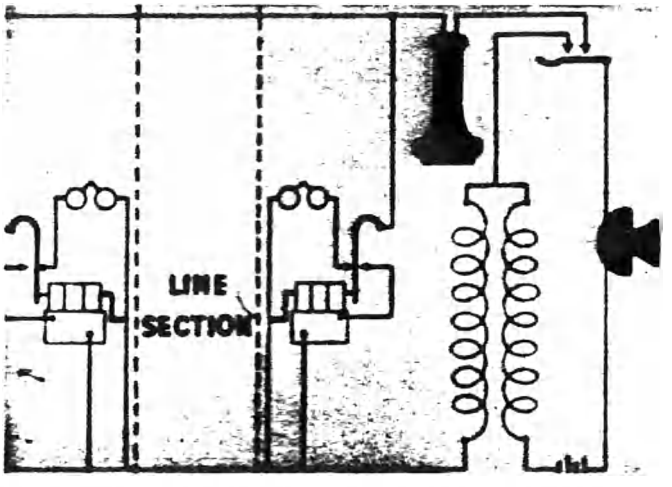
No.411-2

Animation showing current flow through transmitter and receiver.



No.411-3

Portrayal by animation of the operation of the induction coil and the action of both receivers in the circuit.



No.411-4

Operation of all the components of the basic telephone set.



No. 412

THE TELEPHONE AND THE FARMER

PURPOSE:

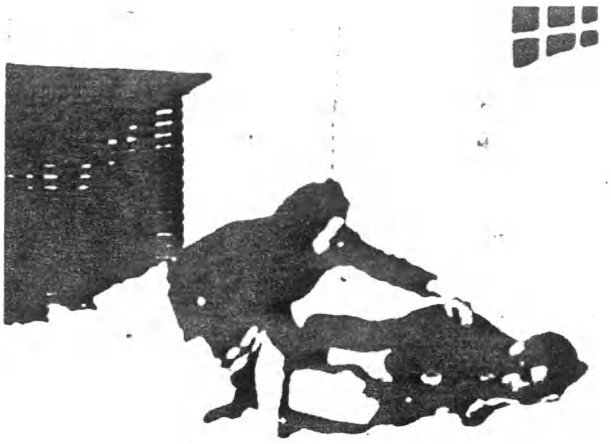
To stimulate rural interest in better telephone service and to encourage the use of REA loans. Referred to in Mr. Hanselman's letter dated 2/7/52 to all General Commercial Managers.

SYNOPSIS:

A near tragedy in which a farmer suffers a heart attack and his wife has great difficulty in obtaining medical help due to failure of the inadequate local telephone service causes several rural groups to pool their interests and obtain telephone service with REA help. Both at the beginning and end of the film the narrator suggests that interested persons first check with their telephone company to see if improvements can be effected in this way before referring the matter to the REA.

Withdrawn from Circulation by Sponsor

TYPE OF FILM	16mm sound motion, color
RUNNING TIME	25 minutes Year Made: 1951
PRODUCED BY	U. S. Department of Agriculture - In cooperation with the Winnebago Telephone Corporation.
PRODUCED FOR	U. S. Department of Agriculture - REA
ORDER FROM	United World Films 1445 Park Avenue New York, New York
PRICE	$124.56 f.o.b.



No.412-2

A near tragedy awakens the rural community to its need for adequate and dependable telephone service.



No.412-3

The townspeople meet and decide to pool their interests with neighboring communities.



No.412-4

Improved telephone service results from concerted community effort finance with REA help.



COAXIAL AND MICROWAVE MIRACLES

PURPOSE:

To tell the story of modern coaxial cable and microwave radio relay.

SYNOPSIS:

Dr. M. E. Strieby, from the PR Staff of the A. T. & T. presents an 11 minute excerpt from his popular lecture demonstration.

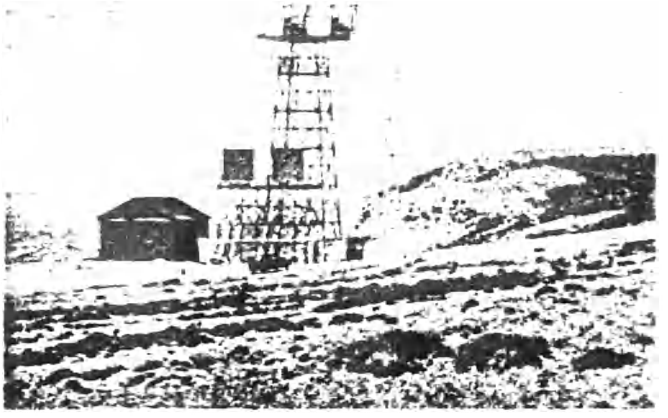
With actual sections of cable he shows what a coaxial cable is and why it is economical. He also shows and explains the function of the "booster amplifier" and the special W. E. Co. tube that makes it possible.

Various shots show typical radio relay antennas and towers of both steel and concrete.

The behavior of microwave transmission is demonstrated and explained by using actual operating models. These show directivity, reflection, and lens action.

TYPE OF FILM	Sound Motion 16mm and 35mm Year Made: 1952
RUNNING TIME	11 Minutes
PRODUCED BY	Princeton Film Center
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "Coaxial and Microwave Miracles"
	(Quantity) Film, 35mm "Coaxial and Microwave Miracles"
PRICE	See Price List included in this catalog.

Cleared for Television



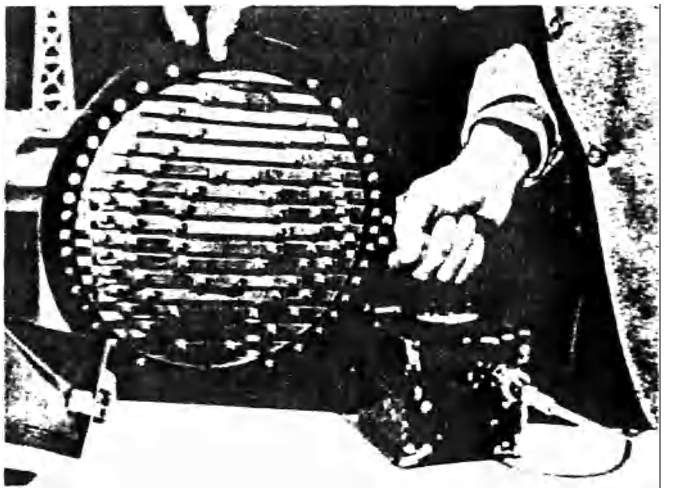
No.413-2

One of the microwave Radio Relay stations linking the East and West Coast.



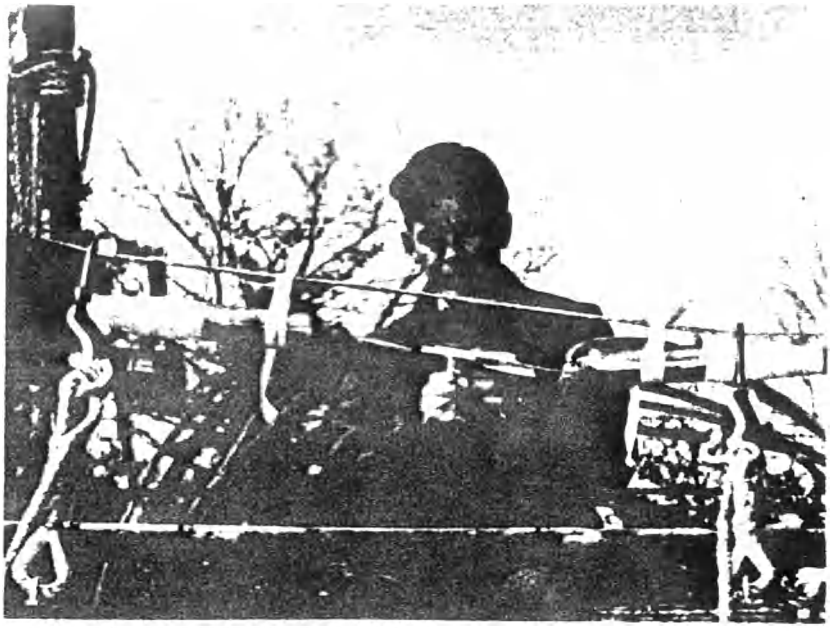
No. 413-3

Dr. Strieby explains coaxial cable and the booster amplifier.



No.413-4

A laboratory model of a metal lens is used to demonstrate how microwaves can be focused.



SPLICING ALUMINUM CONDUCTOR CABLE

PURPOSE:

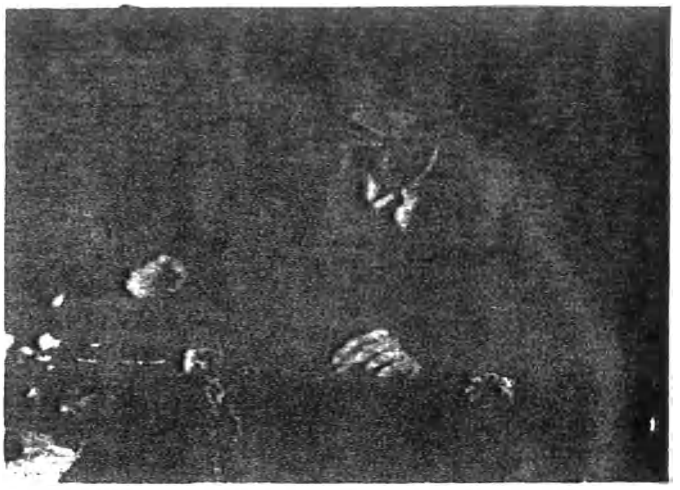
To introduce the new aluminum conductor cable splicing tools and techinques.

SYNOPSIS:

Shows the techniques and tools required for the splicing of aluminum conductor cables. Covers various tests performed by the Bell Laboratories during developmental stages. Shows by electrical measurement the importance of the pressed sleeve to obtain electrical stability.

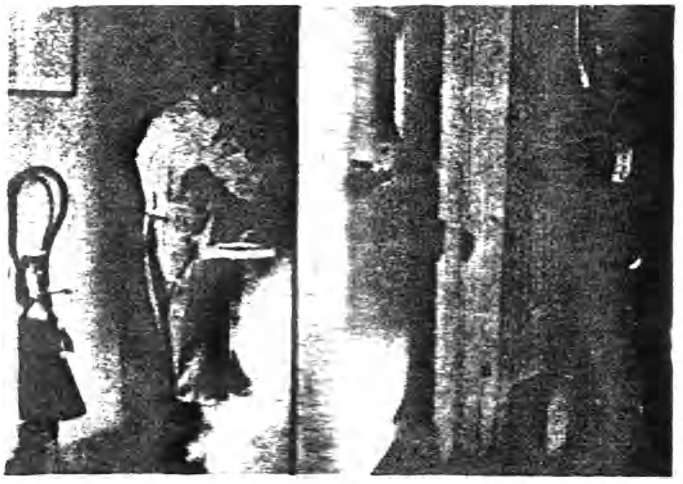
Training sequence covers skinning, twisting, cutting and pressing of the sleeve.

TYPE OF FILM	Sound motion, 16mm & 35mm
RUNNING TIME	11 minutes Year made: 1952
PRODUCED BY	Soundmasters
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm, "Splicing Aluminum Conductor Cable"
	(QUANTITY) Film, 35mm, "Splicing Aluminum Conductor Cable"
PRICE	See Price List included in this catalog.



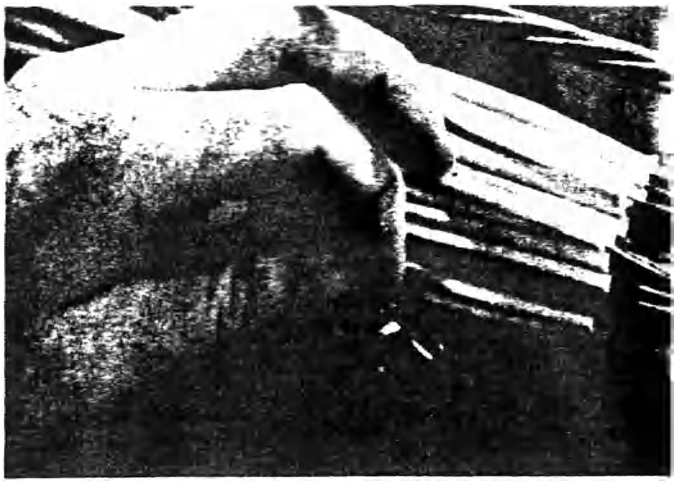
No. 414-2

Bell Laboratories engineers devoted many hours to the development of effective splicing methods and tools.



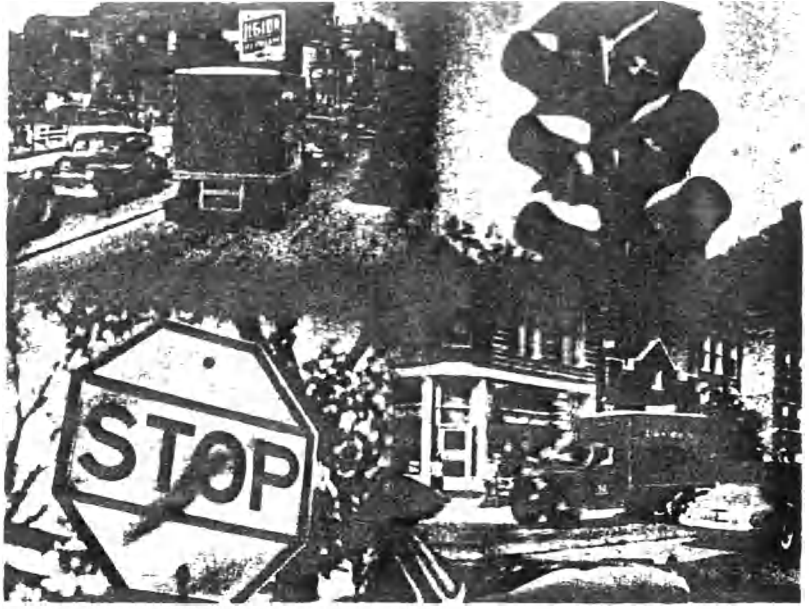
No. 414-3

Aluminum joints were submitted to wide variations of heat and cold to determine resistance to corrosion.



No. 414-4

The pressed sleeve made the twisted aluminum joint electrically stable.



SMOOTH OPERATION

PURPOSE:

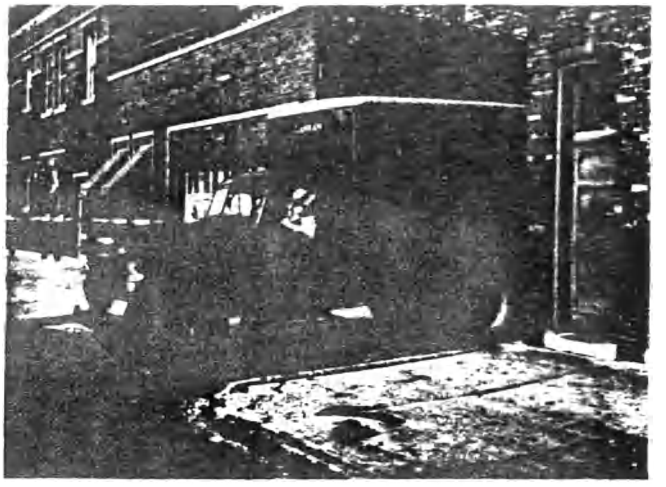
To demonstrate to drivers of trucks the basic principles of safe driving and to create a desire to follow these principles on the daily job. Referred to in Mr. W.H. Flinn's letter of 5/15/52 to all General Plant Personnel Supervisors.

SYNOPSIS:

The film starts with an appeal to the driver's self interest in conveying the idea that correct driving habits create more job satisfaction and less fatigue. It then presents a quiz to the viewer on how many miles he thinks he covers in an average day; how many traffic lights and stop signs he meets; and how many times he makes a left and right turn, backs up, and parks. These questions answered, the rest of the film is devoted to making clear the idea that smooth operation is the result of the right way to coordinate the three elements of driving (1) the vehicle (2) the traffic (3) the driver. Taking up each of these elements, the film emphasized respect for the vehicle and its capabilities, especially in smooth starting, stopping and turns; the traffic and the necessity for adjusting to its speed and direction of flow rather than fighting it; the driver and his need to "grow up" out of temptations to speed, to arguments and to laziness in trying to avoid shifting and stops.

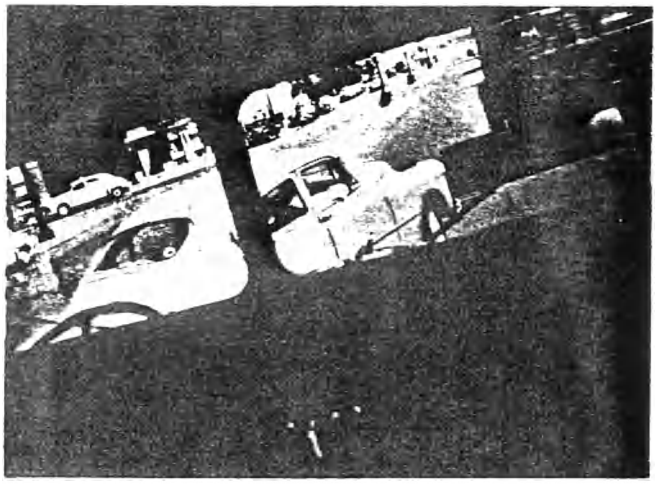
The film ends on a note of professional pride in mastery and smooth operation of a difficult job.

TYPE OF FILM	Sound motion, 16mm and sound slide 35mm
RUNNING TIME	16 minutes Year Made: 1952
PRODUCED BY	Sarra, Inc.
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 N. Michigan Avenue Chicago 11, Ill.
PRICE	16mm $52.00 35mm $20.50



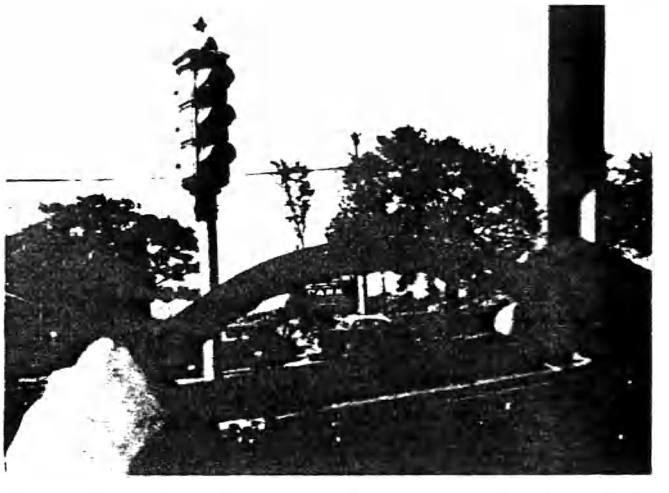
No. 415-2

City driving is tough, requiring professional skill of the driver.



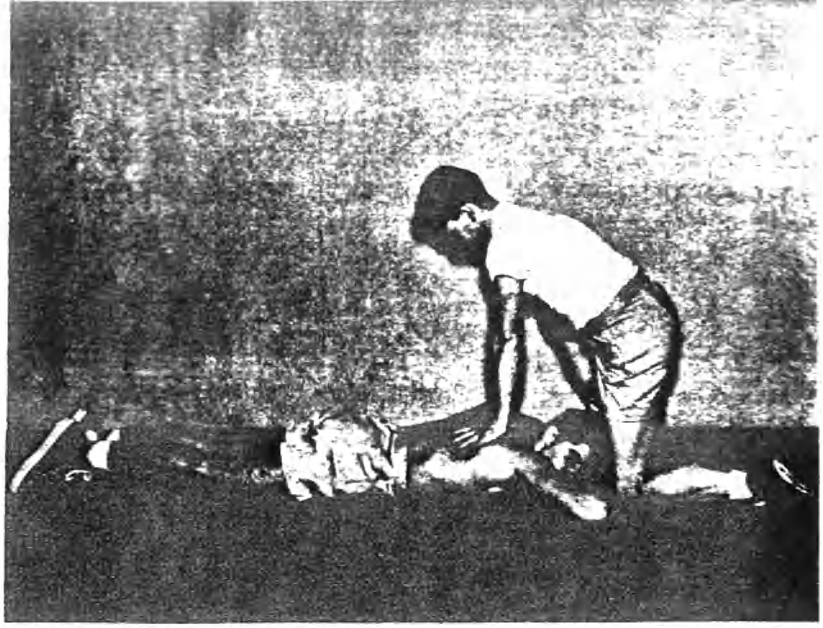
No. 415-3

The car ahead may do the unexpected.



No. 415-4

Traffic signals and signs are designed by traffic engineers for your protection.



No. 416

ARTIFICIAL RESPIRATION (BACK - PRESSURE ARM - LIFT METHOD)

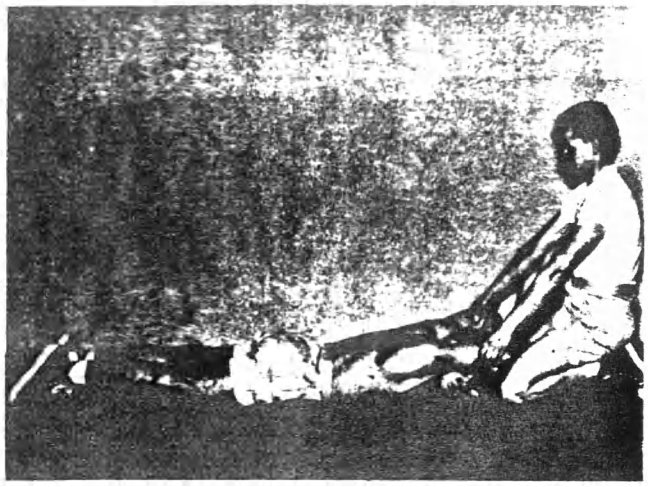
PURPOSE:

For use in first aid training classes, as covered in Mr. W. H. Flinn's letter to the companies of May 7, 1952.

SYNOPSIS:

The film consists of a thorough demonstration of the new method of artificial respiration, approved by the Red Cross. Sufficient repetition of each step is presented so that, if desired, viewers can practice the method during the film by following the movements visible on the screen.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	6 minutes Year Made: 1952
PRODUCED BY	Seminar Films, Inc.
PRODUCED FOR	Seminar Films, Inc.
ORDER FROM	Seminar Films, Inc. 347 Madison Avenue New York 17, N. Y.
PRICE	$37.50 minus 25% for Bell System



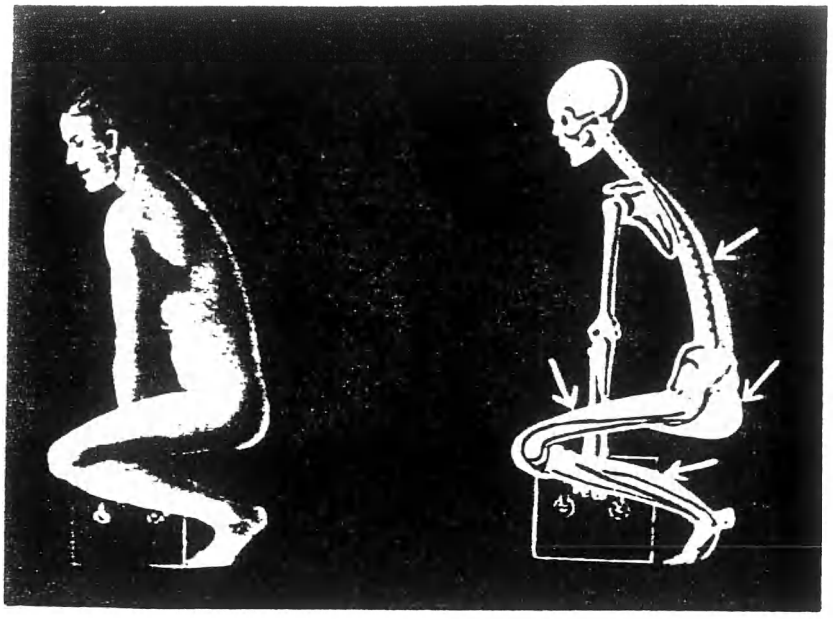
No.416-2



No.416-3



No.416-4



HOW TO AVOID MUSCLE STRAIN

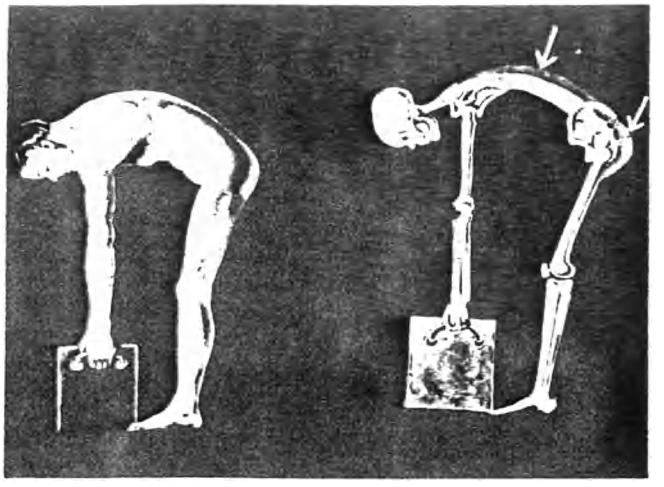
PURPOSE:

To show how muscle strains can be avoided by correct ways of lifting and carrying heavy objects.

SYNOPSIS:

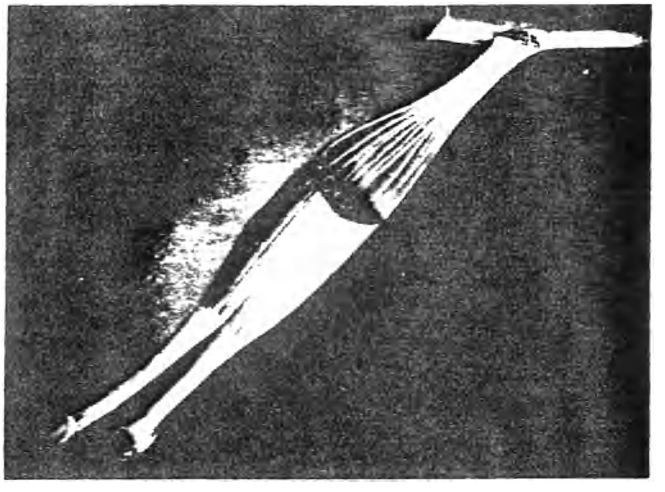
Using various forms of animation, the mechanics of muscular activity are described, particularly in lifting heavy objects. Diagrams compare the movement of joints with the three principles of lever mechanics as studied in physics. These principles are applied to a portrayal of the correct and incorrect ways of lifting objects, the effects of overstrain on the spine, and the relationship between overstrain and the formation of hernias.

TYPE OF FILM	Sound motion, 16mm - black and white
RUNNING TIME	13 minutes Year Made: 1950
PRODUCED BY	Bray Studios, Inc.
PRODUCED FOR	Bray Studios, Inc.
ORDER FROM	Bray Studios, Inc. 729 7th Avenue New York 36, N. Y.
PRICE	$60.00



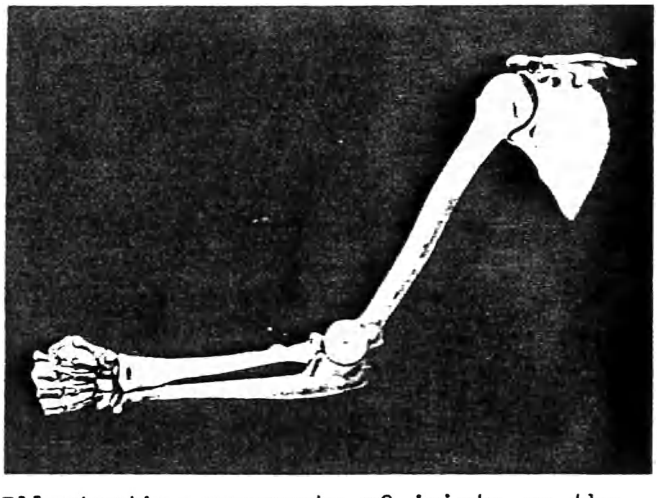
No. 417-2

Using the leverage principle to show the wrong way of lifting.



No. 417-3

Showing action of muscles in bodily movements.



No. 417-4

Illustrating movements of joints on the leverage principle.



No. 418

COMMUNICATIONS FOR CIVIL DEFENSE

PURPOSE:

To show the importance, adequacy and reliability of telephone communications to civil defense in the event of a national emergency. Also to aid in the recruiting of civil defense volunteers. Referred to in Mr. Armstrong's letter dated Aug. 6, 1952 to all Civil Defense Coordinators.

SYNOPSIS:

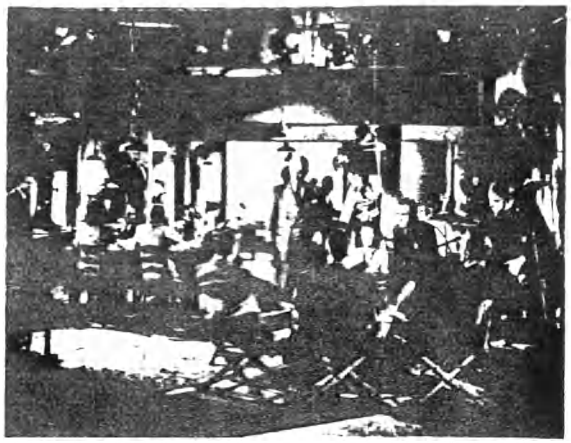
Opening with scenes in a typical control center, the film shows how the various civil defense agencies would operate after an A-bomb attack. While waiting for the stage to be reset, the director and several of the cast gather around the Civil Defense Director and his Communications Officer who are present as technical advisors.

In answer to various questions from the group, the Civil Defense Director and his assistant explain how telephone communications, mobile telephones, radio amateurs, and two-way radio services will combine to keep civil defense organizations in constant touch with report centers, rescue squads, police and fire departments and with communities outside the stricken area.

A dramatic sequence, during which the city is attacked by a flight of hostile bombers, shows in action aircraft spotters, the alerting network and various phases of rescue and damage control.

TYPE OF FILM	B & W Sound Motion 16mm & 35mm
RUNNING TIME	32 Min. Year Made: 1952
PRODUCED BY	Murphy Lillis
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm, "Communications for Civil Defense"
	(QUANTITY) Film, Safety, 35mm, "Communications for Civil Defense"
PRICE	See Price List included in this catalog.

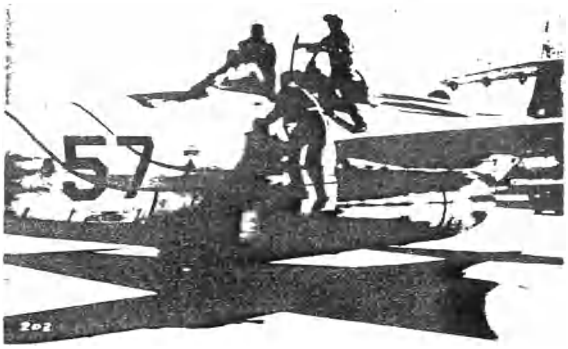
Cleared for Television.



No. 418-2
The film director discusses details with his technical advisors during a scene in the control center.



No. 418-3
Animated drawings show how an alternate transmitter outside of town will keep mobile telephone service operative.



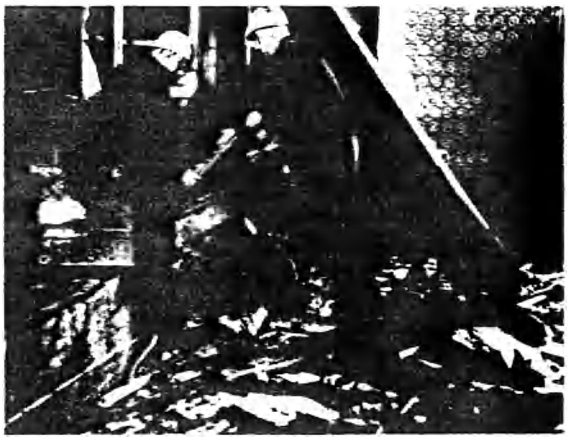
No. 418-4
The crew of a jet fighter make ready to intercept a flight of hostile bombers.



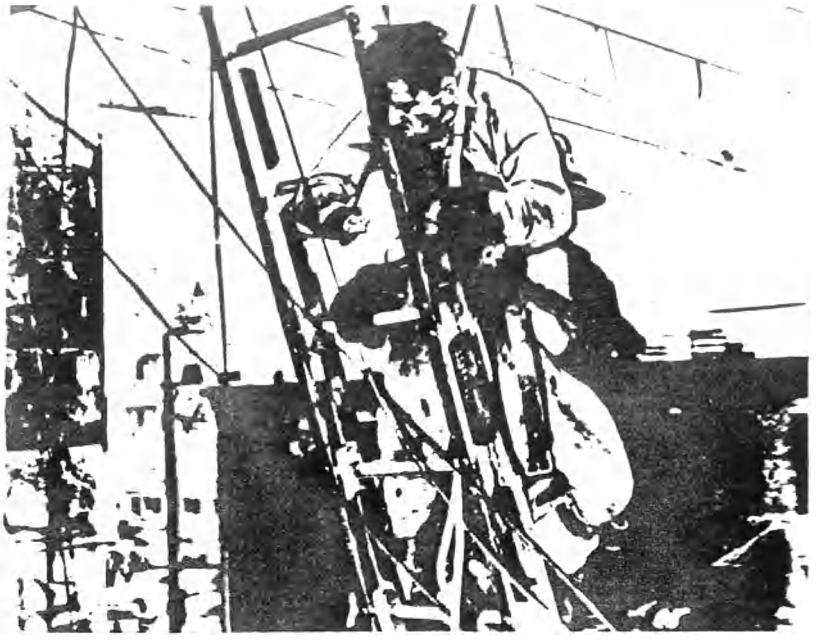
No. 418-5
Sergeant Dunn receives the red alert. He will use the Bell and Lights System to his right to alert nearby cities.



No. 418-6
A burning car lies where it was tossed by the explosion as rescue workers hunt for victims.



No. 418-7
Workers use approved techniques in removing casualties from bombed buildings.



No. 419

THIS WILL KILL YOU

PURPOSE:

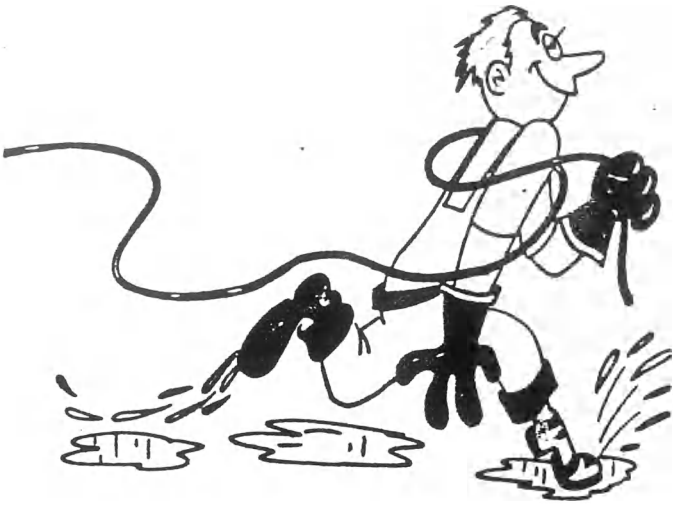
To warn employees of the dangers in careless handling of electrical equipment and wires. Referred to in Mr. W.H. Flinn's letter of 5/7/52 to the Associated Companies.

SYNOPSIS:

Combining cartoon with live photography, the film opens with a presentation of the seriousness of burns from electricity, by picturing its effects on the human body and charting the percentage of Bell System fatalities occasioned by electric shock. It proceeds to show the various ways in which careless handling of electrical equipment cause accident and death - two out of five from mishandling of cords, plugs and extension lamps. In several sequences, it explains the elements of electric current - amperage voltage and resistance; The variqus ways current passes through the human body; and the effects resulting from various kinds of contacts - burns, nerve block, and on the heart and respiration, and how it can cause death. A separate sequence is devoted to Plant injuries and fatalities and their causes. Throughout, methods of preventing electric shock accidents are presented.

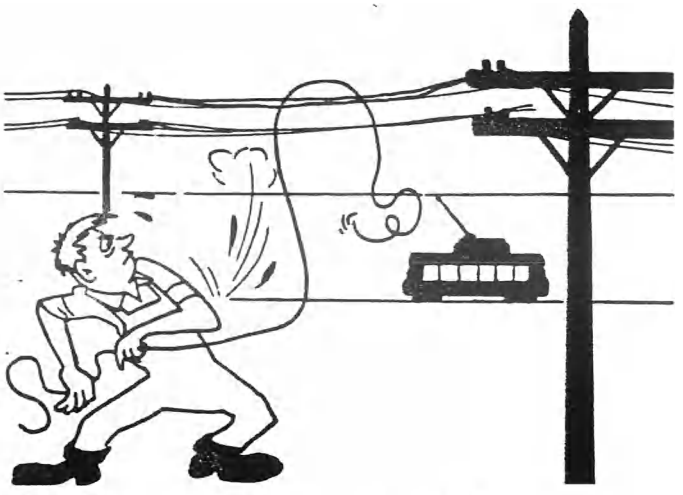
TYPE OF FILM	35mm sound slide, color
RUNNING TIME	15 minutes Year Made: 1952
PRODUCED BY	Training Aids, Inc.
PRODUCED FOR	Pacific Telephone and Telegraph Company Southern California Area
ORDER FROM	~~Training Aids, Inc.~~ TRAIDS, INC. 4515 Sepulveda Boulevard Sherman Oaks, California
PRICE	$10.00

2/5/52



No. 419-2

When currents between 75 and 100 mils flow through ...the heart, ...a flutter of the heart muscles ...causes the valves to get out of synchronization.



No. 419-3

Wet shoes present a ...hazard.



No. 419-4

Observe for crosses with foreign potential.



No. 420
See No. 388

OF MANY VOICES
(SHORT VERSION)

PURPOSE:

To tell the story of the telephone's growth and development as it contributed to and kept pace with the nation.

SYNOPSIS:

The story is told principally in terms of three people. Of Paul Kendall, who is the fulfillment of yesterday; of Helen Larsen, who is the spirit of today; and of Jim Larsen, who is the promise of tomorrow.

In these three telephone employees the picture symbolizes the story of the thousands of men and women across the nation who are the Bell System.

Paul Kendall's career starts with the turn of the century when he first goes to work as a lineman's helper. As we follow Paul's progress to positions of greater responsibility, the story keeps pace with times showing hectic years of the '20's, World War I, the depression, World War II, and finally the great postwar expansion period.

Woman's place in the System has been dramatically portrayed in the part Helen plays in her early career as an operator. Faced with an emergency call, she experiences a warm personal satisfaction from knowing that she herself is responsible for saving a life.

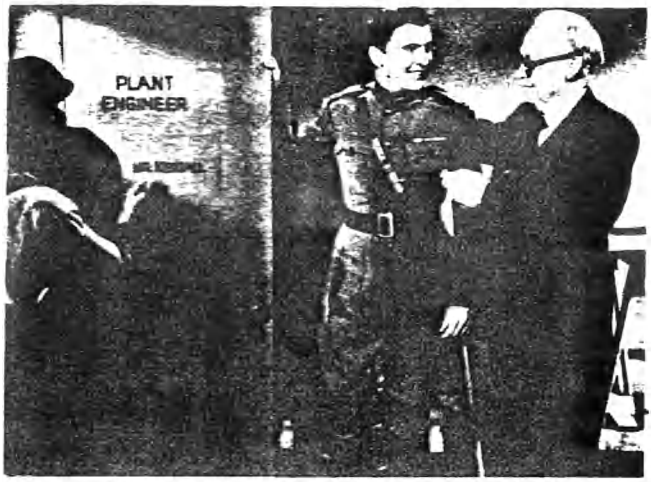
It is a story of no one section of the country or one group - or even one period. It seeks to capture the overall story of the Bell System paralleling the nation's growth in an interesting and entertaining manner.

TYPE OF FILM	Sound Motion, 16mm and 35mm
RUNNING TIME	28 Minutes Year Made: 1951
PRODUCED BY	John Sutherland Productions
PRODUCED FOR	The Bell System
ORDER FROM	On requisition through local W.E.D. House
ORDER WORDING	(Quantity) Film(s) 16mm, "Of Many Voices" TV Version (Quantity) Film(s) 35mm, "Of Many Voices" TV Version
PRICE	See Price List included in this catalog Cleared for Television



No. 420-2

A terror-stricken boy's voice; a new operator; an emergency. Helen's quick thinking saves a life.



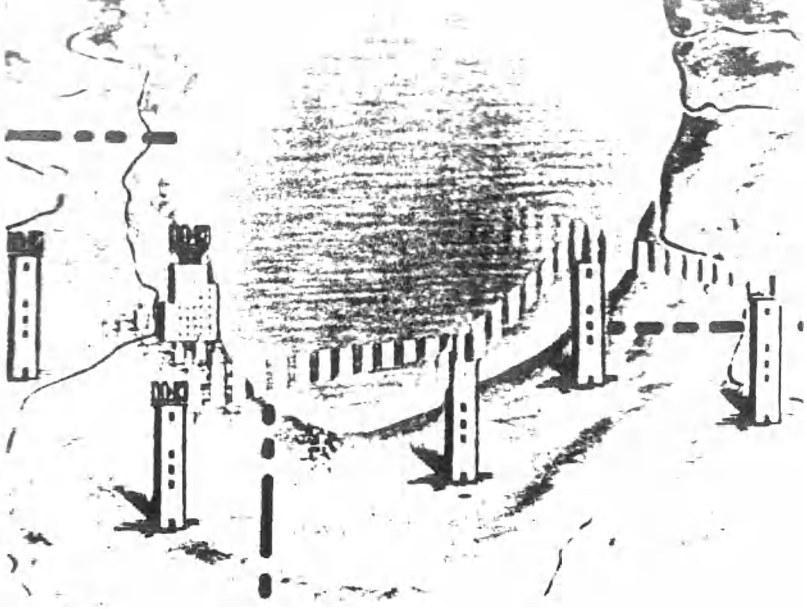
No. 420-3

After World War I, Paul Kendall returns to resume his work with the Bell System.



No. 420-4

At his retirement dinner Paul Kendall is pleased to welcome Helen and Jim Larsen, daughter and grandson of his first telephone boss.



HIGHWAYS FOR THE TELEPHONE

Revision of "New Skyways for the Telephone"

PURPOSE: To tell the story of the Bell System's microwave radio relay network that permits the transmission of speech from coast to coast by air.

SYNOPSIS:

Bob Harrison, just arrived in New York, telephones his wife in San Francisco to find out if everything is all right, and to let her know he has arrived safely. This routine, but important, call used a new method of voice transmission, the Bell System's microwave radio relay network.

The electronic skyway is shown in animation as the path is traced from tower to tower across the nation.

A brief non-technical explanation of how this system operates is also included.

TYPE OF FILM	Sound motion, 16mm & 35mm, B&W
RUNNING TIME	10 minutes Year Made: 1955
PRODUCED BY	Caravel Films
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "Highways for the Telephone" (Quantity) Film, 35mm "Highways for the Telephone"
PRICE	See Price List included in this catalog.

Cleared for Television



No. 422

THE SPIRIT OF CHRISTMAS

PURPOSE:

To extend Season's Greetings from the Telephone Company and to serve as a medium for delivering telephone messages appropriate to the season.

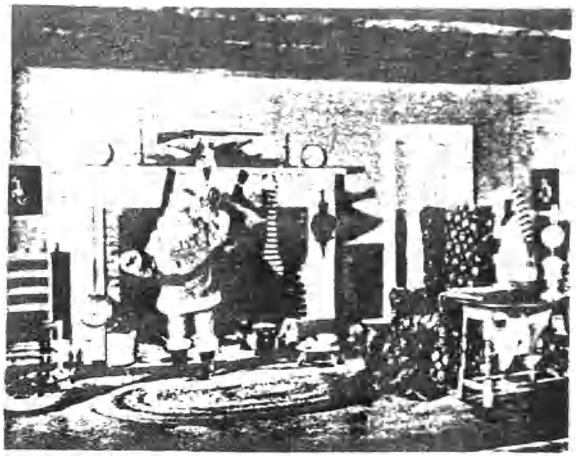
SYNOPSIS:

The "Spirit of Christmas" presents two of the world's most beautiful Christmas stories, "The Nativity", from the Holy Bible, and "The Night Before Christmas", by Clement Clark Moore. It features the Mabel Beaton Marionettes.

These two stories, coupled with appropriate commercials, form the colorful motion picture, "The Spirit of Christmas,"

TYPE OF FILM	Sound Motion 16mm (Color and B & W - TV)
RUNNING TIME	29 Minutes Year Made: 1952
PRODUCED BY	Stringtime Productions
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm color "The Spirit of Christmas"
	(Quantity) Film, 16mm B&W for TV use, "The Spirit of Christmas"
PRICE	See Price List included in this catalog.

Cleared for Television



No.422-2

Santa Claus fills Christmas stockings while being spied on by the father of the house.



No.422-3

Mary and Joseph journey to Bethlehem where the infant Jesus is to be born.



No.422-4

Shepherds in the fields learn of the birth of the Mesiah when a heavenly angel appears before them.



No.422-5

The three Wise Men of the East arrive to worship the new-born Jesus whose cradle is a crib in a manger.



No.423-A
(See also 423-B thru 423-H)

OPERATOR TOLL DIALING

UNIT 1

PURPOSE:

To supplement the training of Traffic employees in the handling of toll dialed calls. Referred to in Mr. A. C. Palmer's letter to all Genl. Traffic Managers dated 9/30/52.

SYNOPSIS:
UNIT 1

Answering and Recording Called Details (3-1/2 mins.)

Demonstrates how to plug into a vacant position, how to get ready to handle a call, answering the call, recording and acknowledging.

Obtaining and Entering Routing Directions (4 mins.)

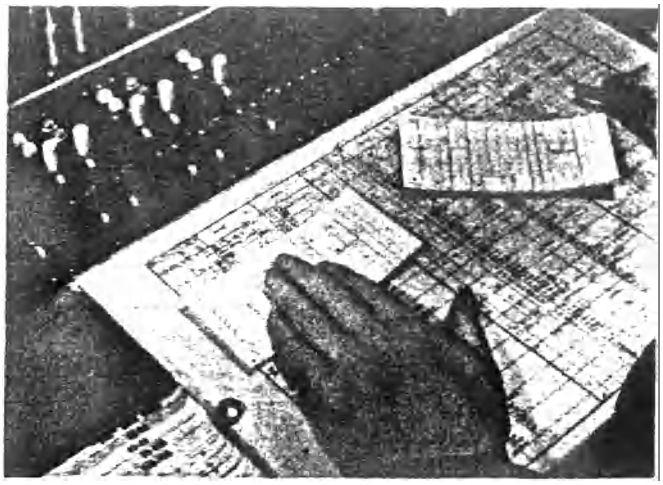
Explains how routing directions are obtained from the under-glass bulletin, the multi-card bulletin and the route operator, and how these routing directions are entered on a ticket.

The Meaning of Routing Directions (6 mins.)

Explains what the routing directions entered on the toll ticket mean to the operator.

Appendix B provides discussion material in flip-chart form for Units 1,2,3 and 4 and should be ordered separately.

TYPE OF FILM	Sound Motion 16mm. Year Made: 1952
RUNNING TIME	13-1/2 minutes total (see synopsis)
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm, "Operator Toll Dialing" Unit #1
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX B " "	(Quantity) Guide, Leader's Discussion - Operator Toll Dialing - Appendix "B"
(FILM) PRICE	See Price List included in this catalog



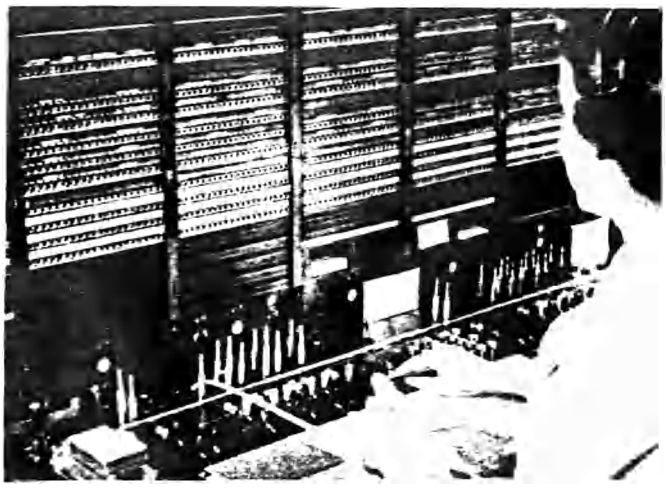
No.423-A-2

Film demonstrates the use of tickets as tracers - on the underglass bulletin and - - - -



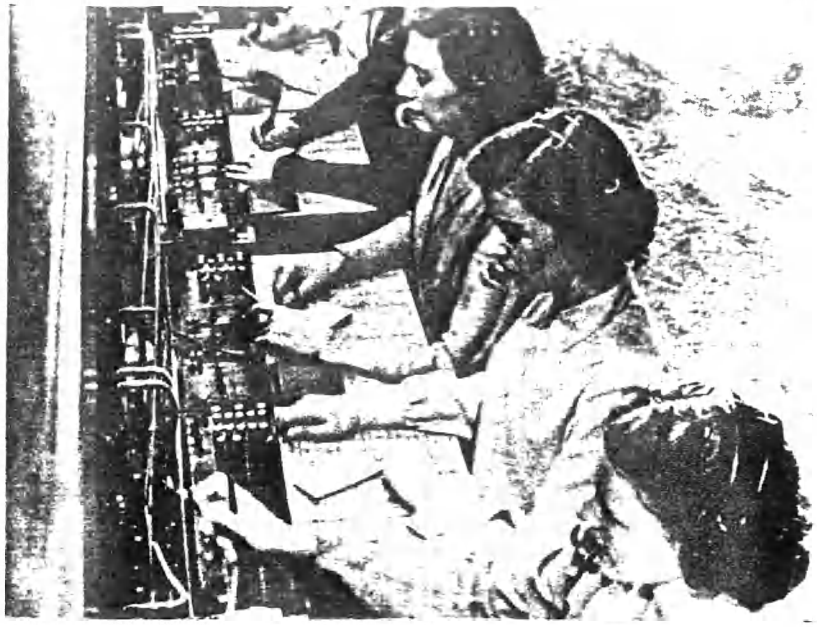
No.423-A-3

- - - - on the multi-leaf bulletin.



No.423-A-4

Film demonstrates the operator's preparation for answering calls.



No.423-B
(See also 423-A thru 423-H)

OPERATOR TOLL DIALING

UNITS 2 AND 3

PURPOSE:

Same as UNIT 1

SYNOPSIS:

UNIT 2 (For offices equipped with keysets)

Keypulsing (5-1/2 mins.)
Demonstrates the operation of a keyset stressing ticket placement, waiting for a sender signal and keypulsing technique.

Cord Signals (3-1/2 mins.)
Shows the different cord signals and the action taken when they are encountered.

Teamwork (3-1/2 mins.)
Emphasizes the importance of teamwork in toll dialing. These operators demonstrate how certain situations call for teaming and how all customers are better served when teamwork is used.

UNIT 3 (For offices equipped with dial)

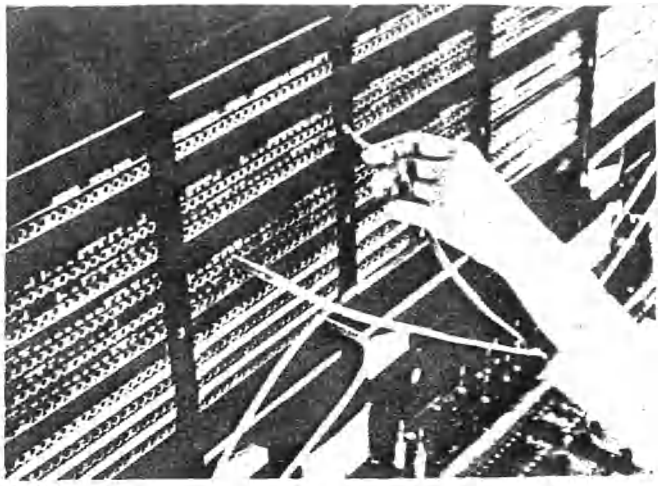
Dialing (6-1/2 mins.)
Demonstrates the operation of a dial stressing ticket placement, waiting for a start dialing signal, dialing technique.

Cord Signals (3-1/2 mins.)
Same as above.

Teamwork (3-1/2 mins.)
Same as above.

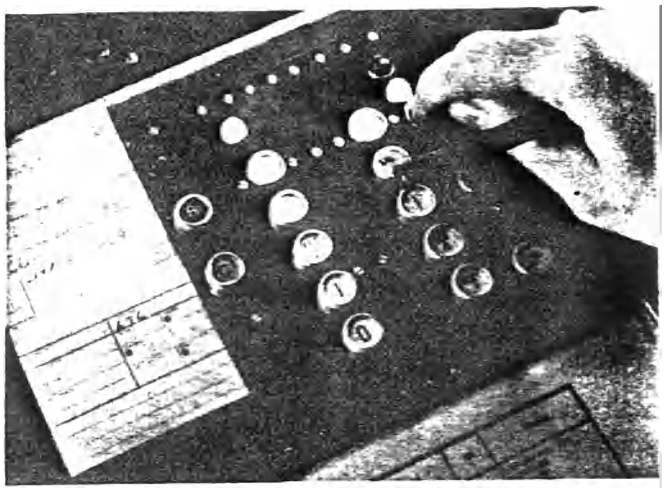
Appendix B provides discussion material in flip-chart form for units 1,2,3 and 4 and should be ordered separately.

TYPE OF FILM	Sound Motion 16mm Year Made: 1952
RUNNING TIME	Unit 2 - 12-1/2 mins. Total (See Synopsis) Unit 3 - 13-1/2 mins. Total (" ")
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm, "Operator Toll Dialing" Unit #2 or #3
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX B " "	(Quantity) Guide, Leader's Discussion - Operator Toll Dialing - Appendix "B"
(FILM) PRICE	See Price List included in this catalog



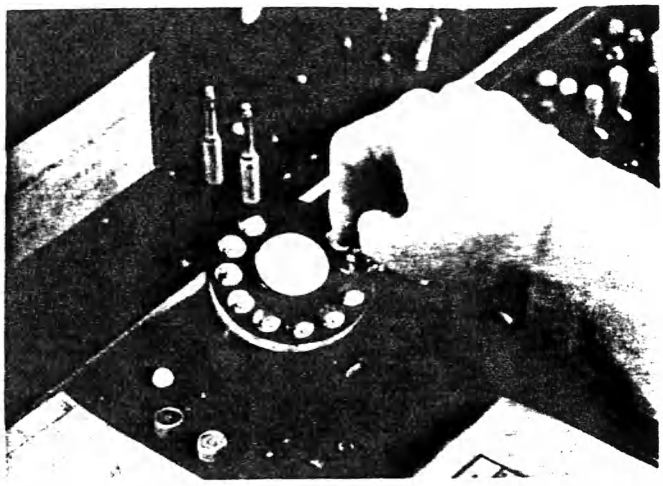
No.423-B-2

The proper technique to be used in substituting cords is shown.



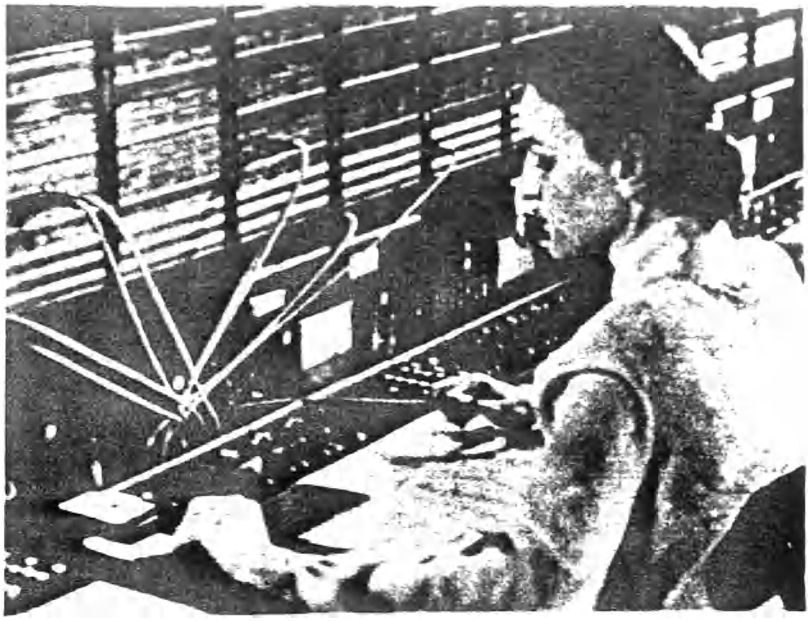
No.423-B-3

The correct keypulsing technique is demonstrated.



No.423-B-4

Film demonstrates the proper technique of dialing.



No.423-C
(See also 423-A thru 423-H)

OPERATOR TOLL DIALING

UNIT 4

PURPOSE:

Same as UNIT 1

SYNOPSIS:
UNIT 4

Obtaining and Entering Calling Details and Stamping Connect Line (9 Mins.)

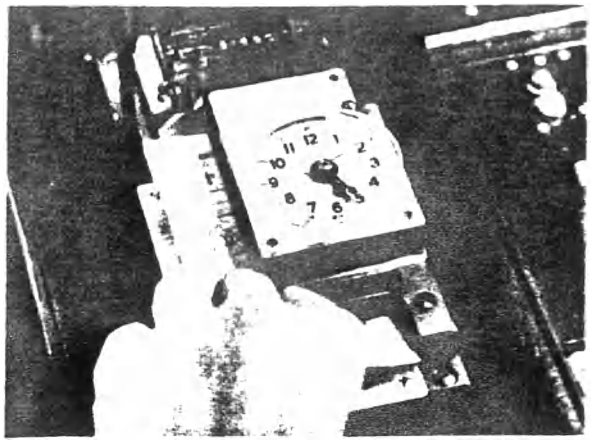
Demonstration follows calls through from keypulsing to the answer of the called stations showing when calling details are obtained and entered, whether or not the operator times on signal or waits for a verbal answer, the operation of the calculagraph and the ticket technique for the calculagraph and ticket slot.

Stamping Disconnect Time and Disconnecting (5 Mins.)

This takes each type of call used for demonstration purposes in the preceding units and follows them through to the sending of the stamped ticket to the ticket filing desk. Demonstrated on each call is the technique of ticket handling, the operation of the calculagraph for stamping disconnect time, the folding technique, the ticket placement on the floor of the sending valve, and the operation of the valve door.

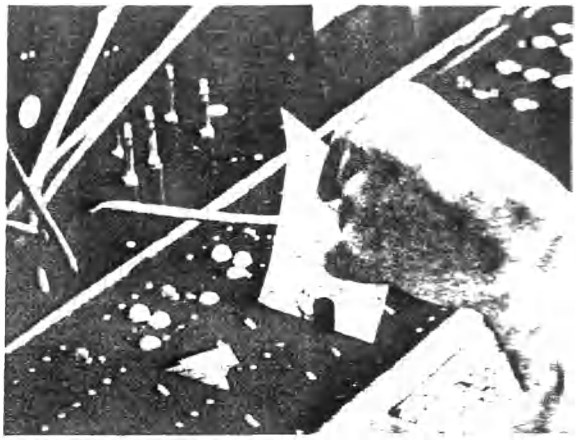
(Appendix B, provides discussion material in flip-chart form for Units 1,2,3 and 4 and should be ordered separately.)

TYPE OF FILM	Sound Motion 16mm Year Made: 1952
RUNNING TIME	14 Mins. Total (See Synopsis)
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm, "Operator Toll Dialing" - Unit #4
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX B " "	(Quantity) Guide, Leader's Discussion, Operator Toll Dialing - Appendix "B"
(FILM) PRICE	See Price List included in this catalog



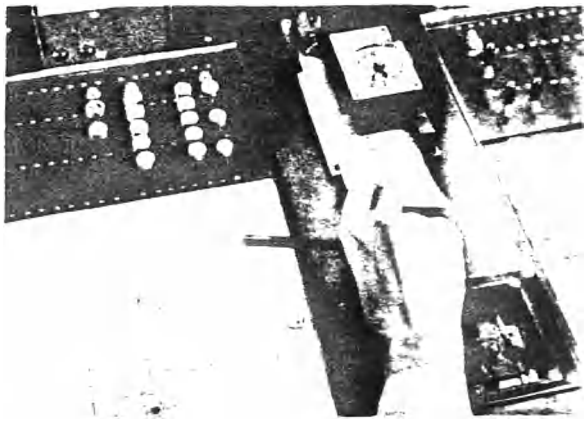
No.423-C-2

Film demonstrates the proper technique of placing a ticket in the calculagraph when the calculagraph is at the left.



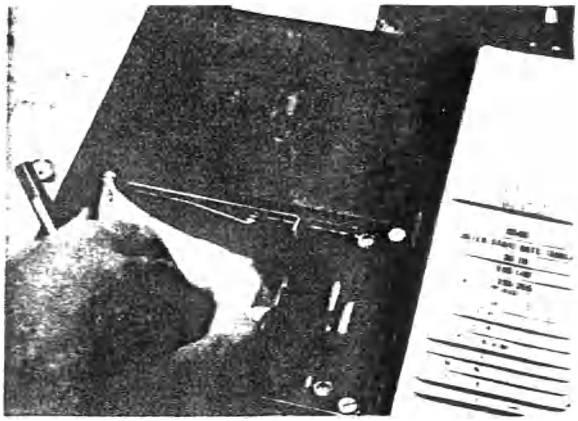
No.423-C-3

Film shows the proper technique of putting a ticket into a ticket slot.



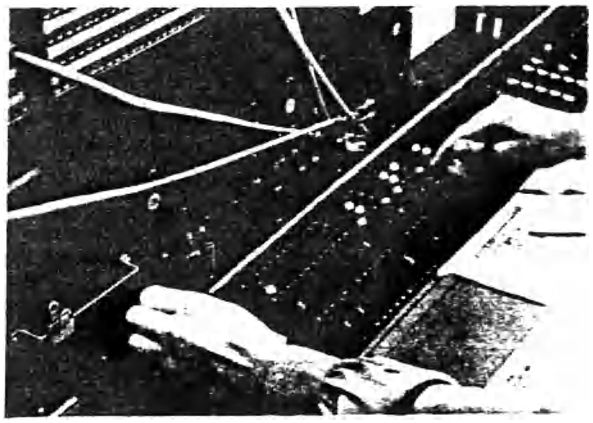
No.423-C-4

Film demonstrates the proper technique of placing a ticket in a calculagraph when the calculagraph is on the right.



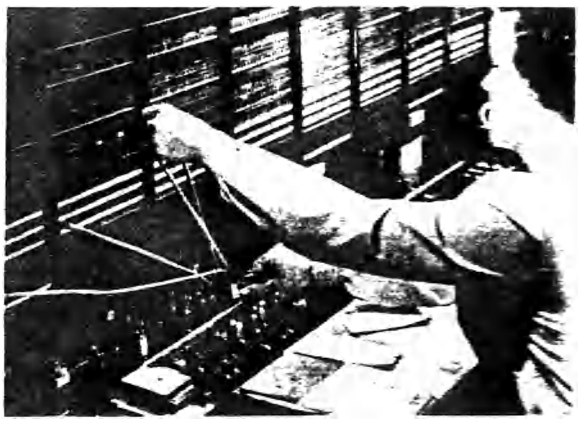
No.423-C-5

The proper technique of placing a ticket in the sending valve.



No.423-C-6

Overlapping is demonstrated - here the operator is stamping a ticket and giving a ringing clearance.



No.423-C-7

Another example of overlapping - releasing the tandem trunk and removing the cord clip.



No.423-D
(See also 423-A thru 423-H)

OPERATOR TOLL DIALING

UNIT 5

PURPOSE:

Same as UNIT 1

SYNOPSIS:
UNIT 5

The Skillfull Operator

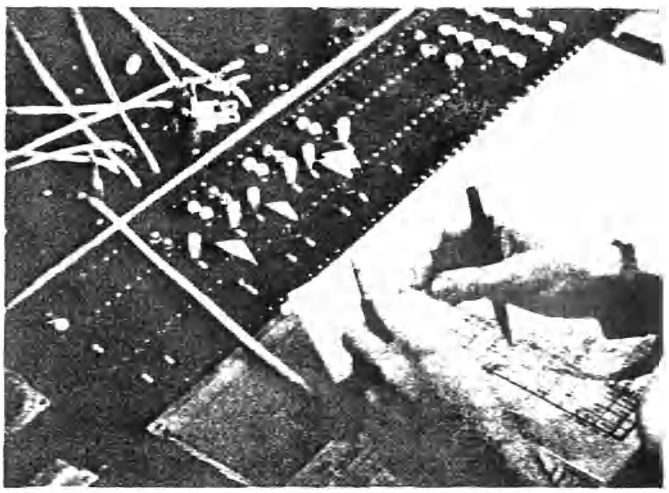
"The Skillful Operator" reviews the operating practices and techniques that were demonstrated in Units 1,2 and 4, as they are used in actual toll operating. Miss McInnes, the skillful operator, in handling these calls, also demonstrates the importance of overlapping to which the audience's attention is directed by the narrator.

This film gives a good overall picture of a toll operators job and how that job is made easier if she masters the procedures and techniques demonstrated.

It is thought that in addition to its use in training this film could be used as a public relations tool for open houses, family nights and by vocational counselors in high schools as a recruiting aid.

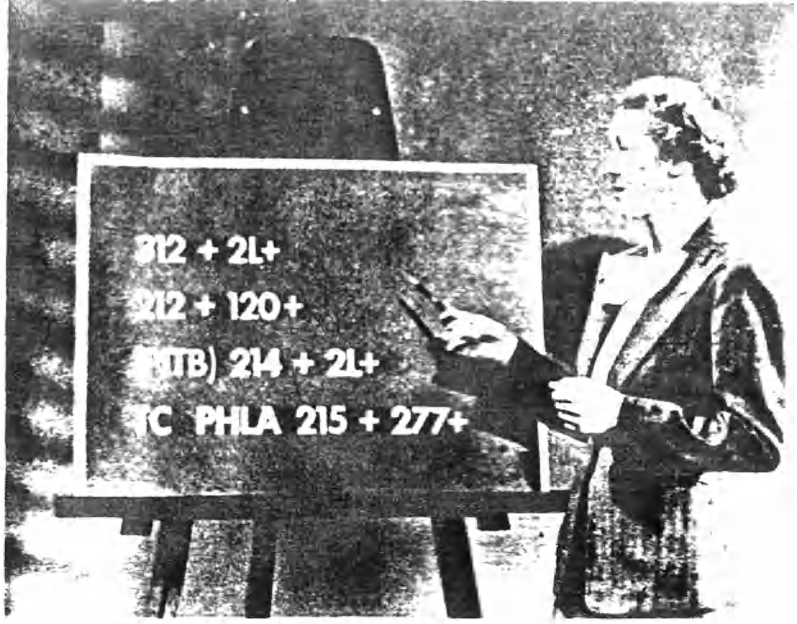
(Appendix C, which provides material in flip-chart form to be used in the discussion sessions, should be ordered separately.)

TYPE OF FILM	Sound Motion 16mm
RUNNING TIME	19 minutes Year Made: 1952
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm, "Operator Toll Dialing" - Unit #5
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX C " "	(Quantity) Guide, Leader's Discussion - Operator Toll Dialing - Appendix "C"
(FILM) PRICE	See Price List included in this catalog



No.423-D-2

The proper technique for folding a ticket to send it through the pneumatic tube, is demonstrated.



OPERATOR TOLL DIALING

UNIT 6

PURPOSE:

Same as UNIT 1
Referred to in Mr. A. C. Palmer's letters to all Genl. Traffic Manager's dated 9/30/52 and 3/9/53.

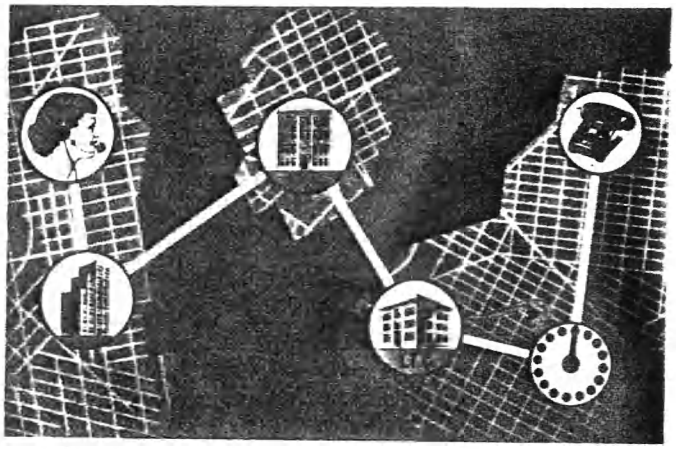
SYNOPSIS:
UNIT 6

How Calls Are Routed Through Dial Tandem

This film consists of animated diagrams showing the relationship between the path of call and the routing directions. The calls in this film are limited to those routed through dial tandem equipment.

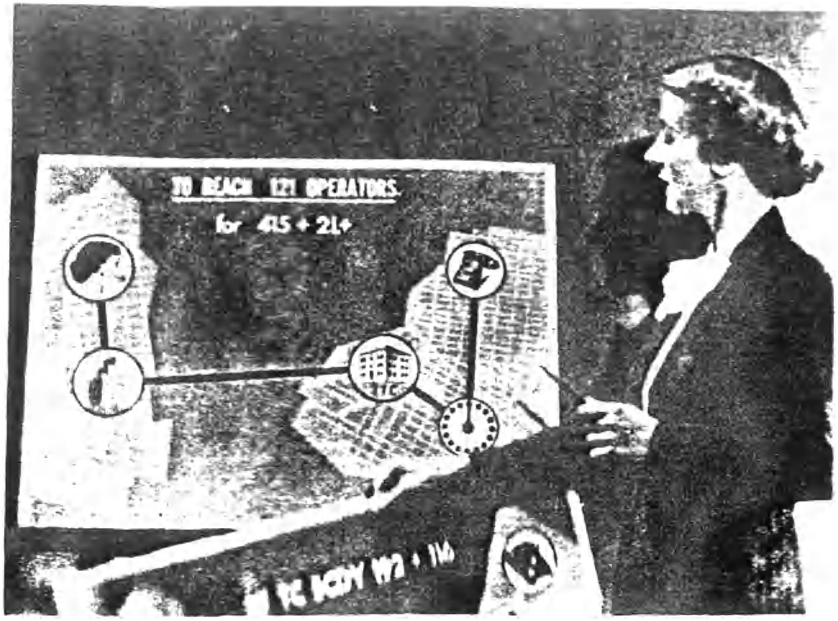
(Appendix D, which provides material in flip-chart form to be used in discussion sessions, should be ordered separately.)

TYPE OF FILM	Sound Motion 16mm
RUNNING TIME	14 minutes Year Made: 1952
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm, "Operator Toll Dialing" - Unit #6
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX D " "	(Quantity) Guide, Leader's Discussion - Operator Toll Dialing - Appendix "D"
(FILM) PRICE	See Price List included in this catalog



No.423-E-2

Film demonstrates how dialed calls are routed when circuits are secured through dial tandem.



No.423-F
(See also 423-A thru 423-H)

OPERATOR TOLL DIALING

UNIT 7

PURPOSE:

Same as UNIT 6

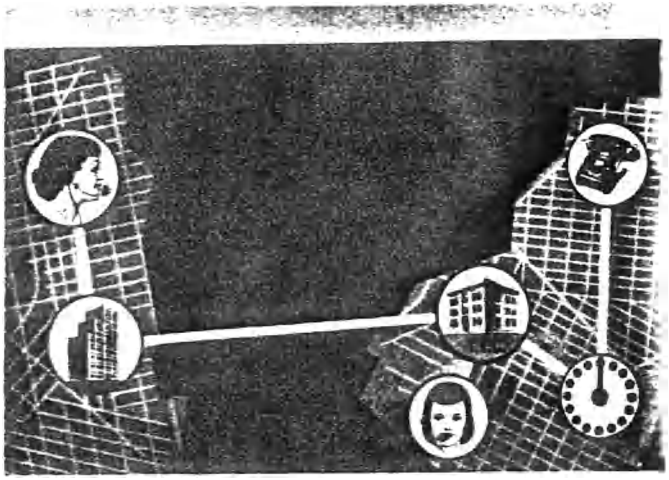
SYNOPSIS:
UNIT 7

How Operators Are Reached Through Dial Tandem

This is another series of animated diagrams showing how Information, 121, TX and Delay-Quote Operators are reached over circuits secured through dial tandem.

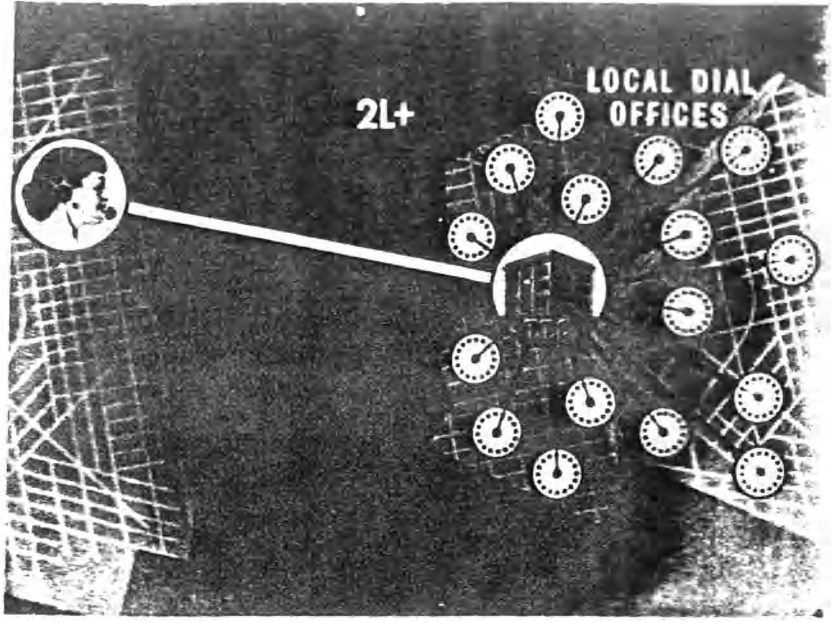
(Appendix D, which provides material in flip-chart form to be used in discussion sessions should be ordered separately.)

TYPE OF FILM	Sound Motion 16mm
RUNNING TIME	8-1/2 mins. Year Made: 1952
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm "Operator Toll Dialing" - Unit #7
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX D " "	(Quantity) Guide, Leader's Discussion - Operator Toll Dialing - Appendix "D"
(FILM) PRICE	See Price List included in this catalog



No.423-F-2

Demonstrates how other operators are reached when circuits are secured through dial tandem.



OPERATOR TOLL DIALING

UNIT 8

PURPOSE:

Same as UNIT 6

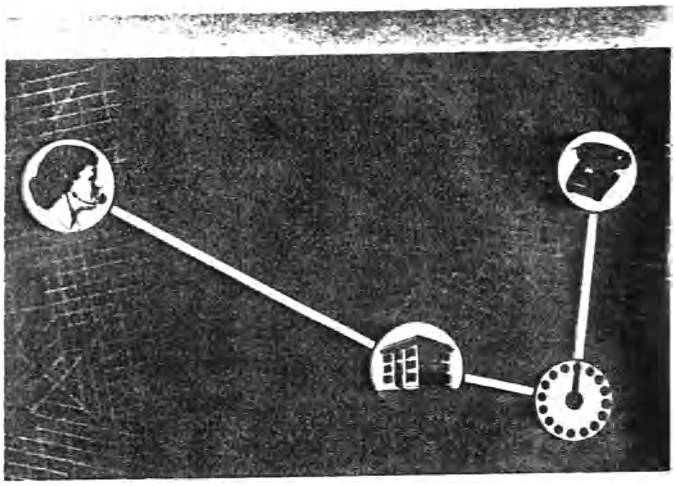
SYNOPSIS:
UNIT 8

How Calls are Routed Over Circuits in the Multiple

This film consists of animated diagrams showing the relationship between the path of a call, the routing directions for that call, and the procedure followed by the operator. The calls in this film are limited to those routed over circuits in the multiple.

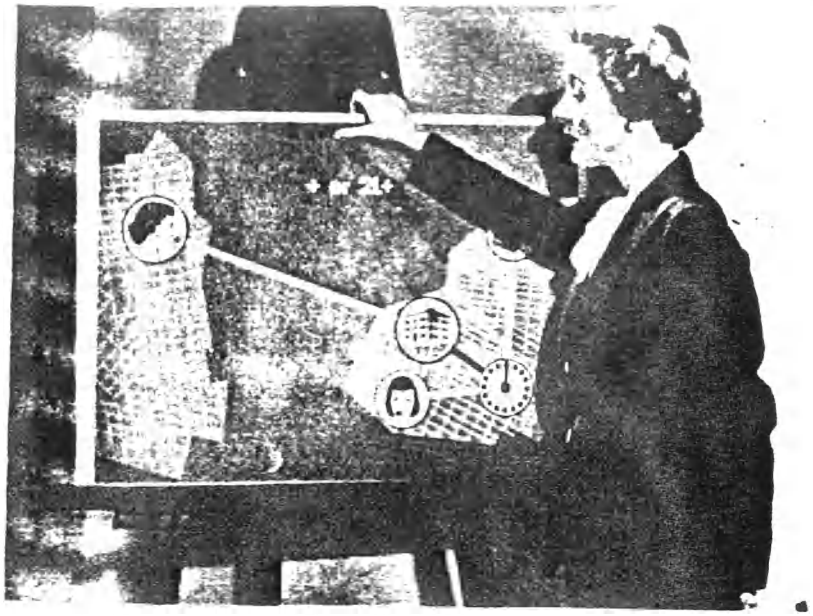
(Appendix E, which provides material in flip-chart form to be used in discussion sessions should be ordered separately.)

TYPE OF FILM	Sound Motion 16mm
RUNNING TIME	10 Minutes Year Made: 1952
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm, "Operator Toll Dialing," Unit #8
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX E " "	(Quantity) Guide, Leader's Discussion - Operator Toll Dialing - Appendix E
(FILM) PRICE	See Price List included in this catalog



No.423-G-2

Demonstrates how calls are routed when circuits are secured in the multiple.



No.423-H
(See also 423-A thru 423-H)

OPERATOR TOLL DIALING

UNIT 9

PURPOSE:

Same as UNIT 6

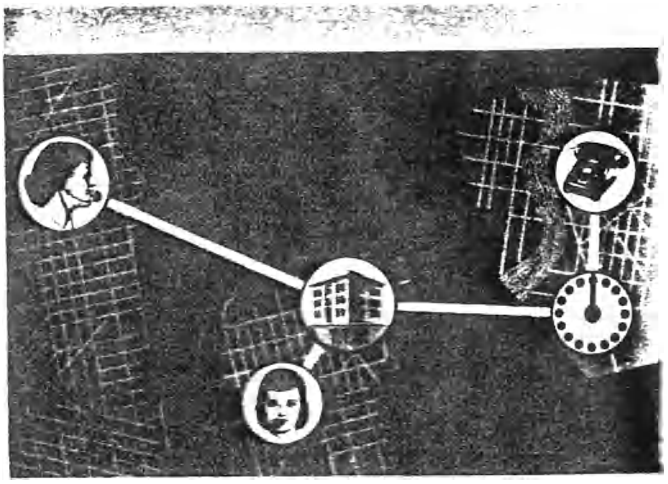
SYNOPSIS:
UNIT 9

How Operators are reached over circuits in the Multiple

This is another series of animated diagrams showing how Information, 121 and TX operators are reached over circuits secured in the multiple.

(Appendix E, which provides material in flip-chart form to be used in discussion sessions should be ordered separately.)

TYPE OF FILM	Sound Motion 16mm
RUNNING TIME	8 minutes Year Made: 1952
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
FILM ORDER WORDING	(Quantity) Film, 16mm "Operator Toll Dialing" - Unit #9
FEATURE MATERIAL " "	(Quantity) Material, Feature, "Operator Toll Dialing"
APPENDIX E " "	(Quantity) Guide, Leader's Discussion, Operator Toll Dialing - Appendix "E"
(FILM) PRICE	See Price List included in this catalog



No.423-H-2

Demonstrates how other operators are reached by dialing when circuits are secured in the multiple.



No. 424

AND ON THE SEVENTH DAY

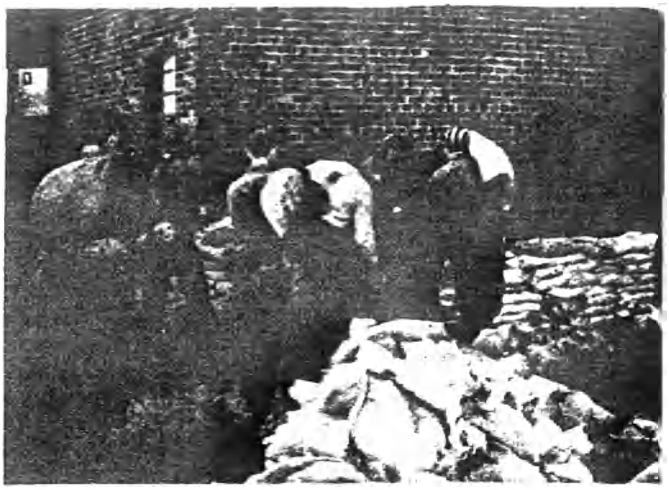
PURPOSE:

To document the efforts of telephone people to maintain and restore communications during the flood of 1952.

SYNOPSIS:

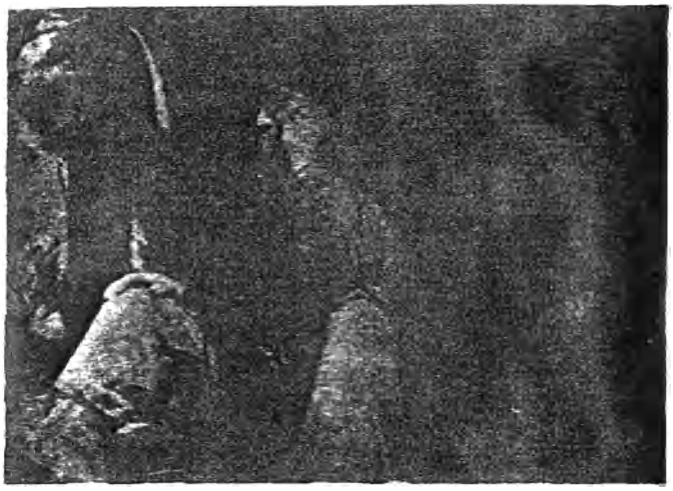
This film tells of the spring flood of 1952. Late heavy snows, melted quickly by an untimely warm spell, and prevented from soaking into the earth by a layer of ice, swelled the Missouri River to a record high. With outstanding courage and timeless effort the citizens of Omaha and Council Bluffs, together with volunteers from miles around, built up a 37 mile stretch of levees in six days and nights. "And on the Seventh Day" they rested and gave thanks that the cities were saved. Vital to this heroic effort were the communication facilities which telephone people kept running smoothly in the face of unbelievable odds.

TYPE OF FILM	Sound motion, 16mm & 35mm
RUNNING TIME	17 minutes Year Made: 1952
PRODUCED BY	Walter S. Craig
PRODUCED FOR	Northwestern Bell Telephone Company
ORDER FROM	Informative Activities Supervisor Northwestern Bell Telephone Company 118 South 19th Street Omaha, Nebraska
PRICE	16mm $32.51 35mm $65.00



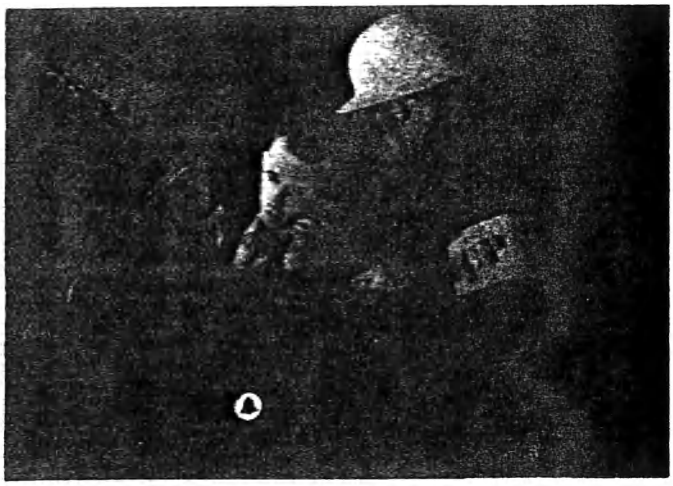
No. 424-2

Volunteers build a barricade with sand bags to protect a telephone building from rising flood waters.



No. 424-3

Communications proves vital in the direction of flood control.



No. 424-4

Mobile telephone service keeps the stricken area in touch with outside aid.

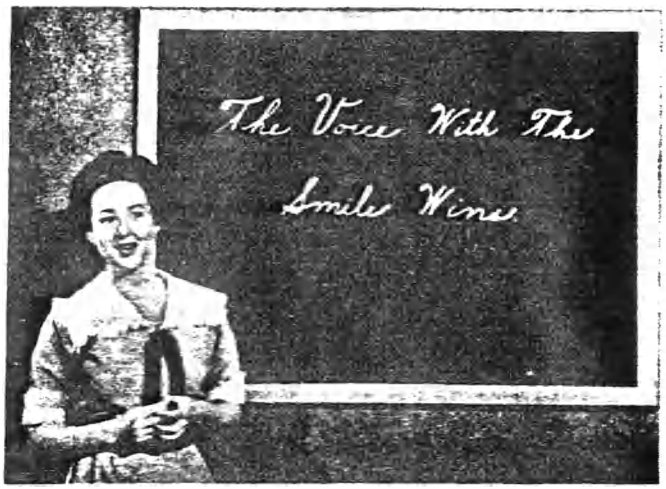
NO. 425

THE VOICE WITH A SMILE WINS
C1952
A T+T
GENERAL INTEREST



No.425-2

Tom Shirley announcer for the Telephone Hour radio program asks Howard Stokes about the history of the slogan, "The Voice With The Smile Wins."



No.425-3

The slogan, "The Voice With The Smile Wins" was used in schools, banks, department stores, and factories, and enjoyed wide popularity in business relationships. It reminded operators and users of telephone courtesy.



No.425-4

As a retired telephone employee, Howard Stokes takes an active interest in the community life of Hamilton, New York. Here he acts as consultant to Colgate University.



No. 426

COMMUNICATIONS FOR CIVIL DEFENSE

PURPOSE:

To show the importance, adequacy and reliability of telephone communications to civil defense in the event of a national emergency. Also to aid in the recruiting of civil defense volunteers. Referred to in Mr. Armstrong's letter dated Aug. 6, 1952 to all Civil Defense Coordinators.

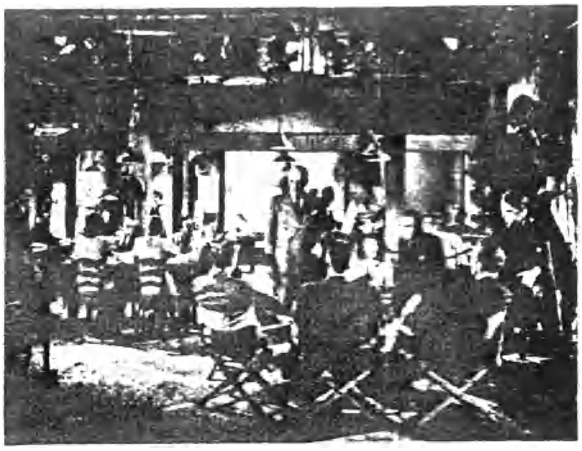
SYNOPSIS:

Opening with scenes in a typical control center, the film shows how the various civil defense agencies would operate after an A-bomb attack. While waiting for the stage to be reset, the director and several of the cast gather around the Civil Defense Director and his Communications Officer who are present as technical advisors.

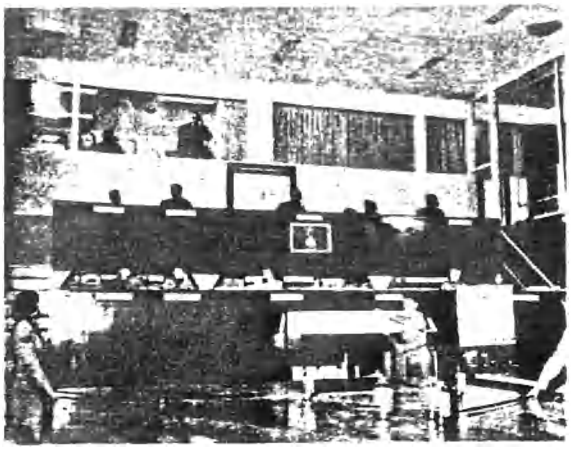
In answer to various questions from the group, the Civil Defense Director and his assistant explain how telephone communications, mobile telephones, radio amateurs, and two-way radio services will combine to keep civil defense organizations in constant touch with report centers, rescue squads, police and fire departments and with communities outside the stricken area.

A dramatic sequence, during which the city is attacked by a flight of hostile bombers, shows in action aircraft spotters, the alerting network and various phases of rescue and damage control.

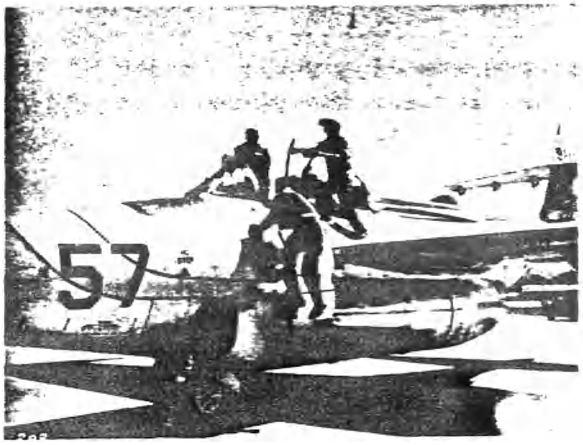
TYPE OF FILM	Sound Motion 16mm & 35mm Year Made: 1953
RUNNING TIME	22 Minutes
PRODUCED BY	Murphy Lillis
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "Communications for Civil Defense"-Theatrical (Short) Version (Specify for Theater or TV use) (Quantity) Film, 35mm "Communications for Civil Defense"-Theatrical (Short) Version (Specify for Theater or TV use)
PRICE	See Price List included in this catalog.



No.426-2
The film director discusses details with his technical advisors during a scene in the control center.



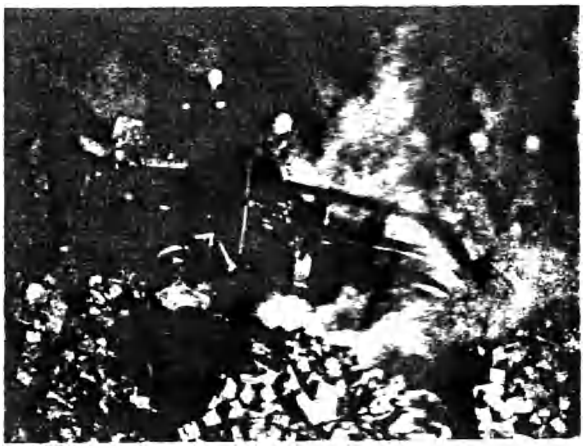
No.426-3
The General prepares to send out a red alert from one of the most up to date Air Defense Control Centers.



No.426-4
The crew of a jet fighter make ready to intercept a flight of hostile bombers.



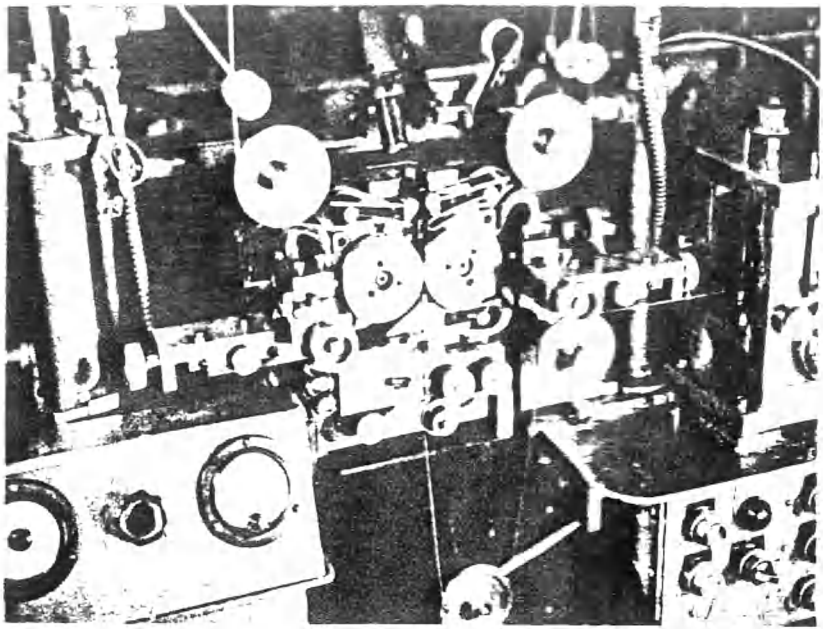
No.426-5
Sergeant Dunn receives the red alert. He will use the Bell and Lights System to his right to alert nearby cities.



No.426-6
A burning car lies where it was tossed by the explosion as rescue workers hunt for victims.



No.426-7
Workers use approved techniques in removing casualties from bombed buildings.



No. 427

SEARCH FOR SAVINGS

PURPOSE:

To tell how improved manufacturing methods contribute to better telephone service at the lowest possible cost.

SYNOPSIS:

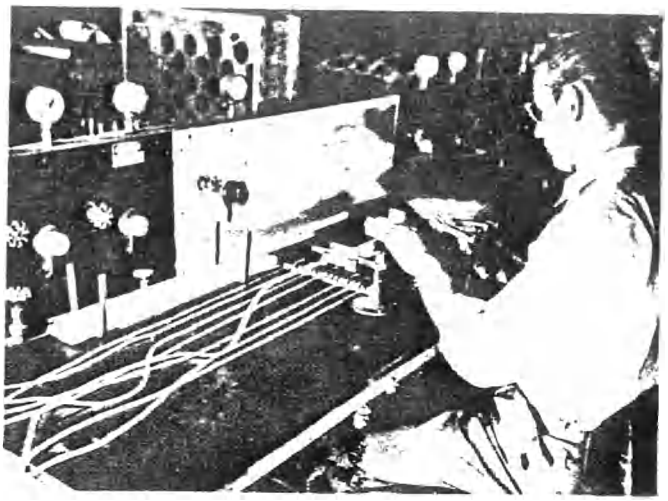
Many ingenious developments by the Western Electric Company in the manufacture of telephone equipment have helped the Bell System to keep the cost of Telephone service relatively low. The film shows some of these operations both as they were formerly performed and as they are done today.

Among the techniques illustrated are a "gun" for making wire connections, a pawl for telephone dials molded from nylon, and a machine which makes bulbs for switchboard lamps.

Completely non-technical, the film is intended for a general audience.

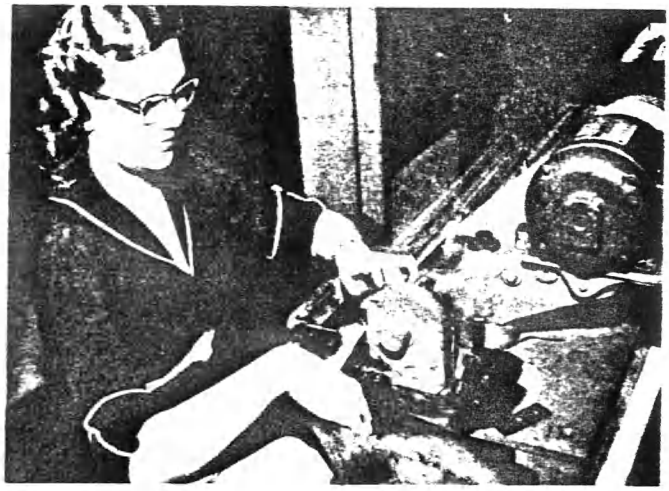
TYPE OF FILM	Sound Motion 16mm and 35mm Year Made: 1952
RUNNING TIME	9 Minutes
PRODUCED BY	Knickerbocker Productions
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "Search for Savings" (Quantity) Film, 35mm "Search for Savings"
PRICE	See Price List included in this catalog.

Cleared for Television



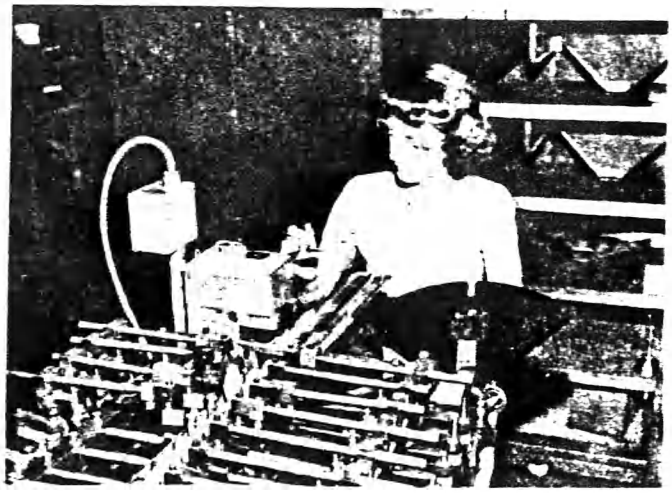
No.427-2

Formerly made by a time consuming hand operation, the tubes for switchboard lamps...



No.427-3

...are now cut to length by a high speed disc, then fed to...



No.427-4

...a machine which pre-heats and anneals them, then forms a rounded end on each tube.



No. 428

TELEPHONE REPAIR SERVICE

PURPOSE:

To show the meaning, importance and use of overtones to customers, employees, and company. To stress the need for teamwork by all those who are involved in repair service work. Referred to in Mr. Greber's letter of March 10, 1953 to all General Plant Managers.

SYNOPSIS:

Jim Thomas, supervisor, reminisces about the development of the telephone repair service bureau during his service in the business. Thus the story unfolds and numerous examples illustrate the principles on which good customer relations must depend.

Examples include: Can't call Central, request for Bell Adjustment, report from Pay Station, Noise on the Line, and a PBX report.

Throughout the film emphasis is placed on the value to customer, employee and company of observing the overtones of service such as, courtesy, use of customer's name, alertness, interest in the customer's problem and clear and complete explanations.

TYPE OF FILM	B/W Sound motion 16mm
RUNNING TIME	27 minutes Year Made: 1953
PRODUCED BY	Audio Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film 16mm, "Telephone Repair Service"
PRICE	See Price List included in this catalog.



No.428-2

A move to the new central office causes some reminiscing over past experiences. Thus, the story of the "Telephone Repair Service Team" is told.



No.428-3

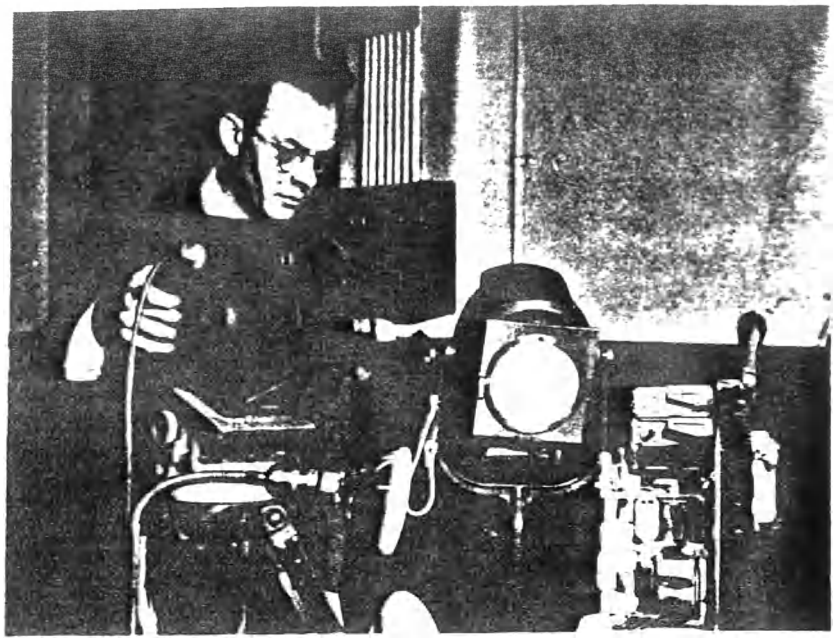
Disturbed about his own personal problems, the testman gives the customer a bad time.



No.428-4
The station repairman, an important member of the repair service team, finds "overtones" create pleasant customer relations.



No.428-5
Miss Ritchey points out that "overtones" make a contact flow in a natural, pleasing and well-paced manner.



No. 429

SEEING IS BELIEVING

PURPOSE:

To describe the Fastax Camera and portray some of its applications.

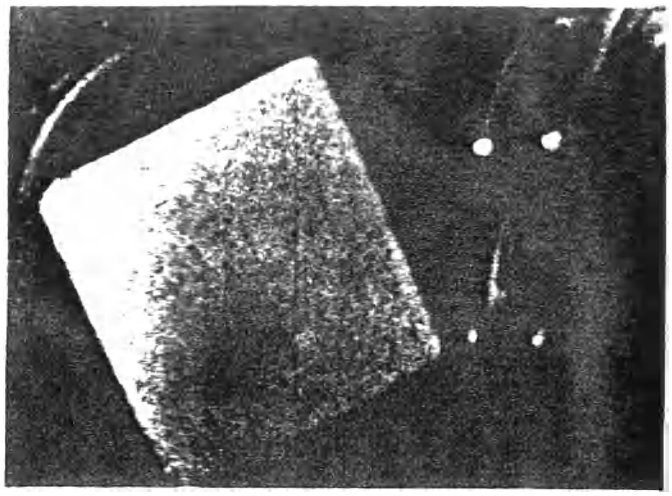
SYNOPSIS:

Following a brief description of the Fastax camera and its method of operation, the film shows various "Fastax" sequences illustrating its application in the fields of engineering and science. Sequences include:

Drop of milk
Household fuse
"Grasshopper" fuse used in telephone offices
Dial telephone switching equipment
Shaper cutting a piece of steel.

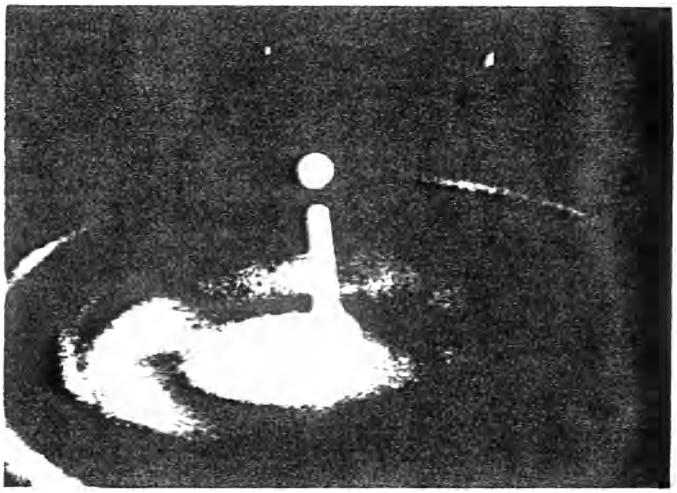
TYPE OF FILM	Sound motion, 16mm & 35mm
RUNNING TIME	10 minutes Year Made: 1952
PREPARED BY	Southwestern Bell Telephone Company
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm, "Seeing Is Believing" (QUANTITY) Film Safety, 35mm "Seeing Is Believing"
PRICE	See Price List included in this catalog.

Cleared For Television.



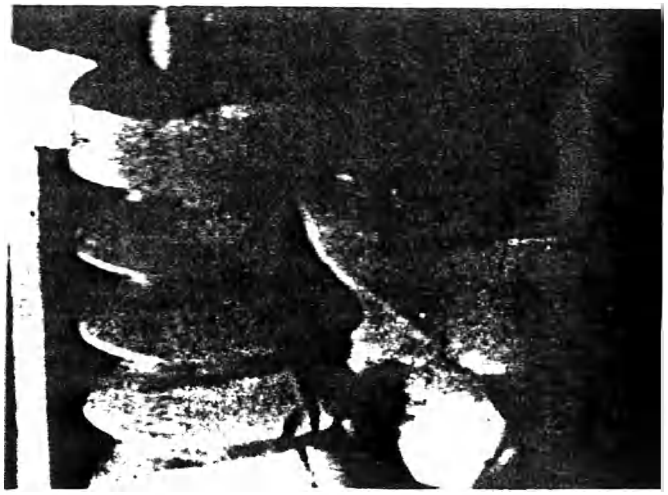
No. 429-2

The regular camera shutter is replaced, in the Fastax camera by a square glass prism through which the image is thrown on the film.



No. 429-B

At 4000 frames per second a drop of milk is seen to create weird patterns as it falls in a cup of coffee.



No. 429-4

The Fastax camera opens new worlds to engineers and scientists who now can study the action of fast moving equipment.



No. 430

SAFEGUARDING MILITARY INFORMATION

PURPOSE:

To emphasize need for security measures in connection with confidential and secret information.

SYNOPSIS:

A new version of the film of the same name listed as #41 in Film Catalog.

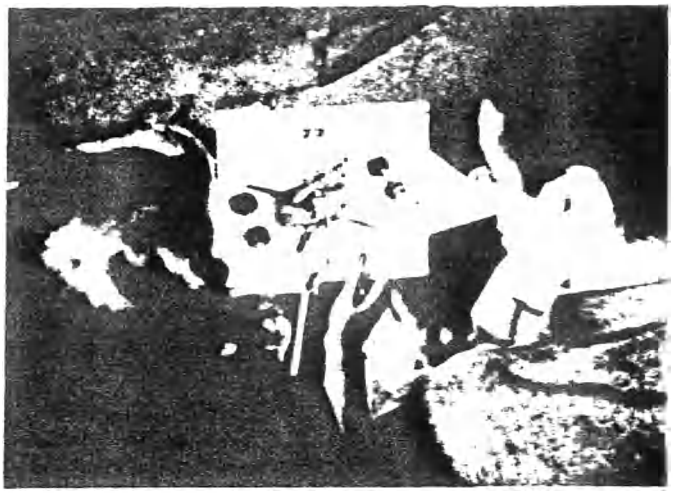
A photographer at a military headquarters fails to safeguard pictures of secret devices. The importance of security measures is emphasized as the young man gets into serious trouble.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	17 minutes Year Made: 1948
PRODUCED BY	U. S. Signal Corps
PRODUCED FOR	U. S. Army
ORDER FROM	United World Films, Inc. 1445 Park Ave. New York, New York
PRICE	~~$26.56~~ 2960



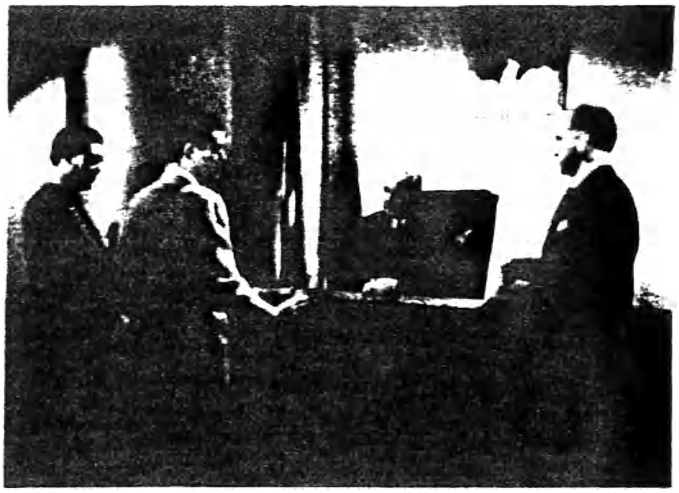
No. 430-2

Trouble ensues when a worker fails to get a receipt for a returned "Secret" file.



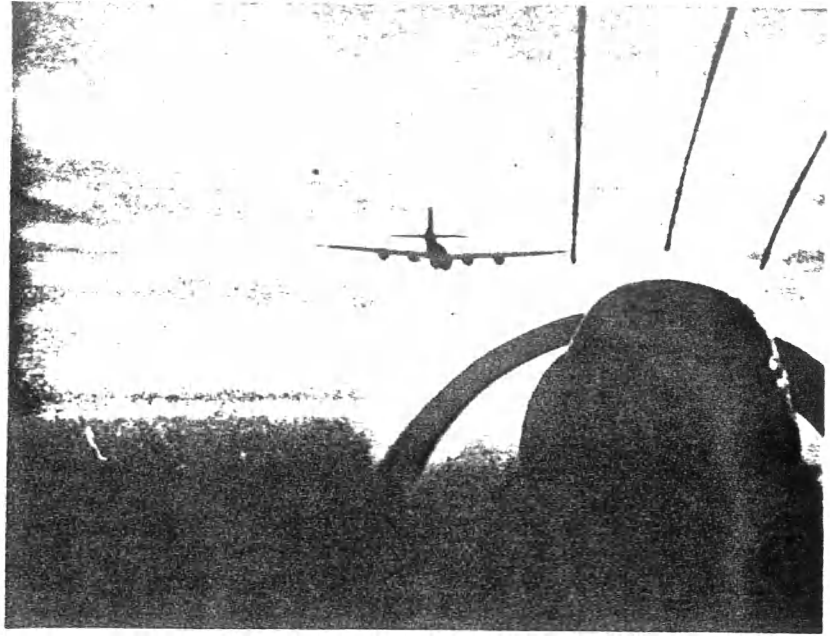
No. 430-3

The photographer discusses a "Secret" photograph with a girlfriend.



No. 430-4

Failure to observe security measures lands the principal character in court to face a serious charge.



AIR DEFENSE

PURPOSE:

For recruiting ground observers.

SYNOPSIS:

Stressing the importance of and need for ground observers, this film presents an interesting and dramatic story of the operation and functioning of the air forces alert system. A lone enemy bomber is picked up on the radar screen and its course is followed until lost due to blindspots in the radar coverage. Ground observers now contribute their part and help the jet intercepters to apprehend the enemy and destroy it.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	27 minutes Year Made: 1952
PRODUCED BY	Warner Pathe
PRODUCED FOR	U. S. Air Force
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, New York
PRICE	~~$40.44~~ $48.00



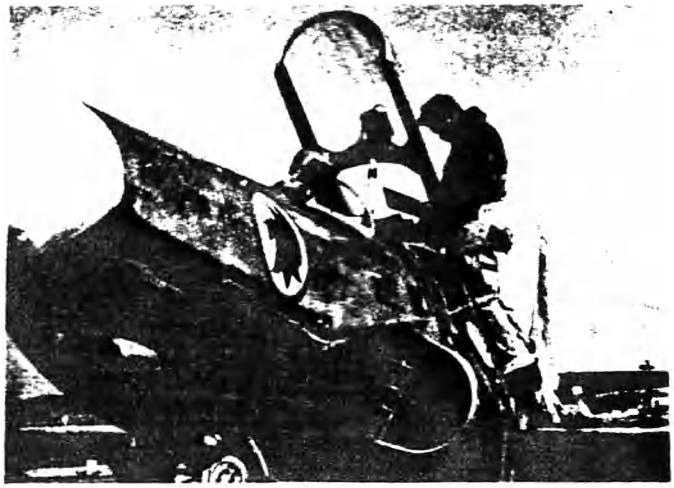
No. 431-2

Volunteer observers save the day by reporting attacking plane locations.



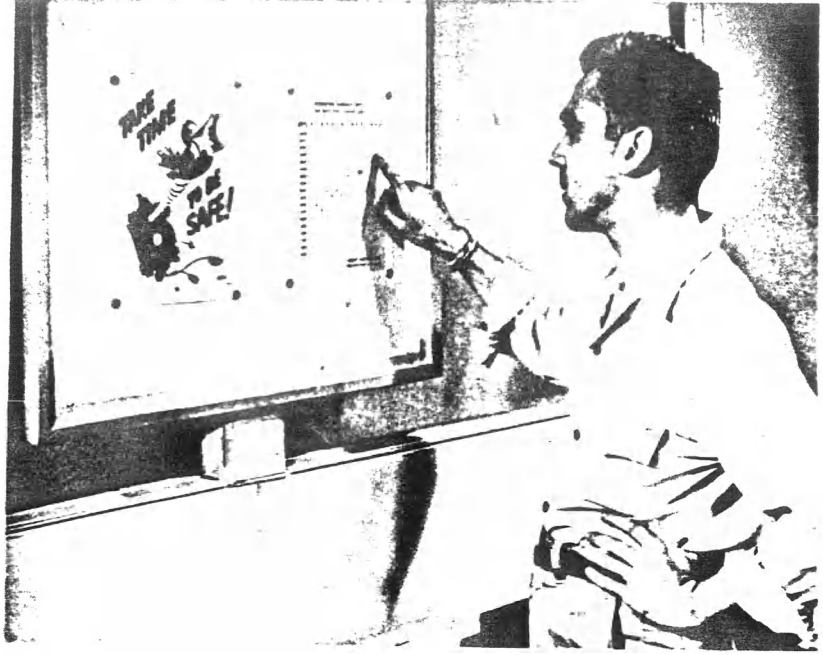
No. 431-3

The Air Divisional Commander follows the progress of the attack.



No. 431-4

Intercept planes are readied for attack.



No. 432

A GRAY DAY FOR O'GRADY

PURPOSE:

To improve the industrial safety record.

SYNOPSIS:

Mr. O'Grady, a typical foreman, has his heart set on becoming an Assistant Superintendent. However, his production schedule is poor and accidents just seem to happen in his department. A series of humorous incidents portray the high cost of accidents to men and industry. O'Grady achieves his objective when he finally learns that production and safety are inseparable.

TYPE OF FILM	Sound motion, 16mm and Sound slide, 35mm
RUNNING TIME	13 minutes Year Made: 1952
PRODUCED BY	Sarra, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 North Michigan Avenue Chicago 11, Illinois
PRICE	16mm - $53.00 35mm - $20.50 (Subject to change)



No.432-2

Foreman O'Grady is informed that the "Boss" wants to see him - which comes as no surprise.



No.432-3

O'Grady falls prey to his own departments sloppy housekeeping.



No.432-4

His ambition attained - he reflects that production and safety go hand in hand.



No. 433

AN ACCIDENT HAPPENS TO SAM

PURPOSE:

Promote safety consciousness on the part of industrial workers.

SYNOPSIS:

Sam, a worker in a manufacturing plant, suffers a minor injury. He boasts of his strength and belittles first aid. The nurse, however, has him assigned to the medical room for a day where after seeing several bad cases of infection he begins to realize the importance of treating all minor injuries promptly.

TYPE OF FILM	Sound motion, 16mm & Sound slide 35mm
RUNNING TIME	13 minutes Year made: 1952
PRODUCED BY	Sarra, Incorporated
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 N. Michigan Avenue Chicago 11, Illinois
PRICE	16mm - $52.00 (Subject to Change) 35mm - $20.50



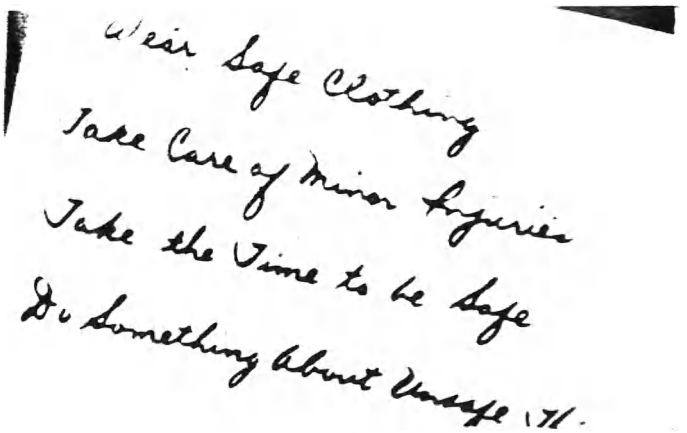
No. 433-2

Sam sees no particular reason why anyone with his stamina and resistance to infection should bother with first aid.



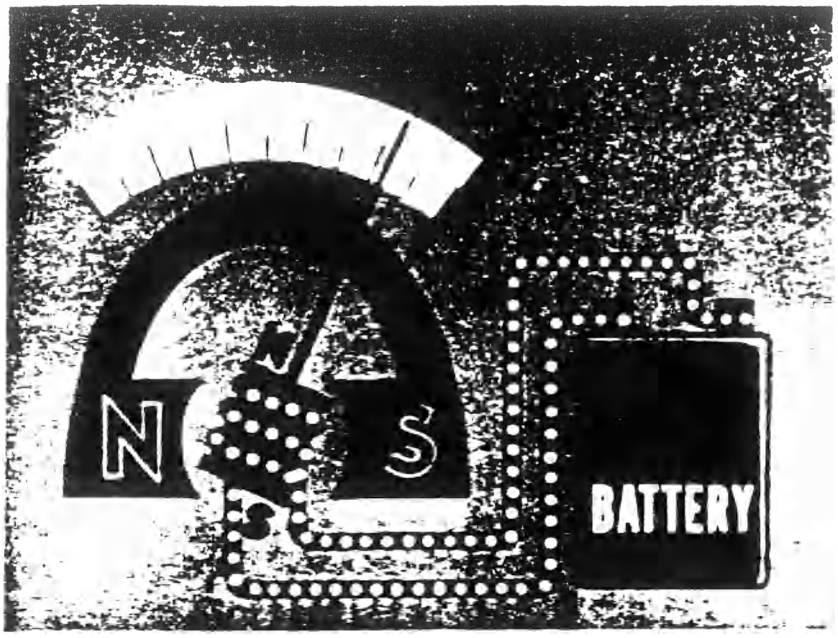
No. 433-3

A few hours in the medical room convinces Sam that minor injuries should be given prompt treatment.



No. 433-4

The nurse lists the things that she feels will do most to reduce accidents.



No. 434

CIRCUIT TESTING WITH METERS AND MULTIMETERS
TF11-1666

PURPOSE:

Instruction in basic operating principles and use.

SYNOPSIS:

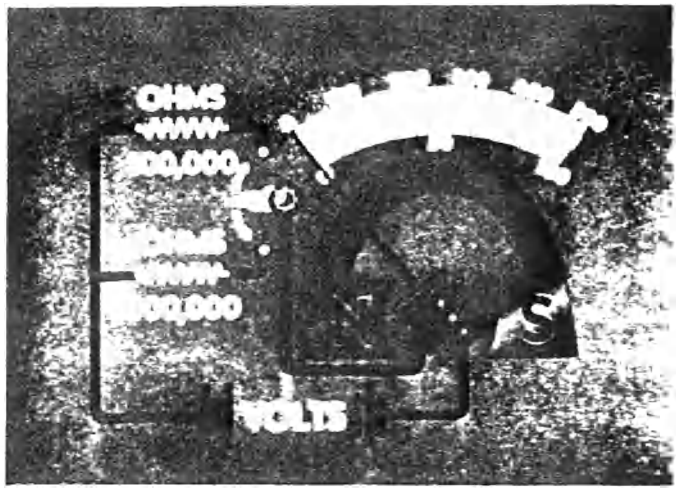
Film shows construction of and basic operating principles of the AC and DC millimeter and voltmeter. Explains use of shunts and multiplier resistors. Brief expanation of how such meters are used to test simple circuits.

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	30 minutes Year made: 1951
PRODUCED BY	U. S. Army
PRODUCED FOR	U. S. Army
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York 29, New York
PRICE	~~$36.57~~ 61.18



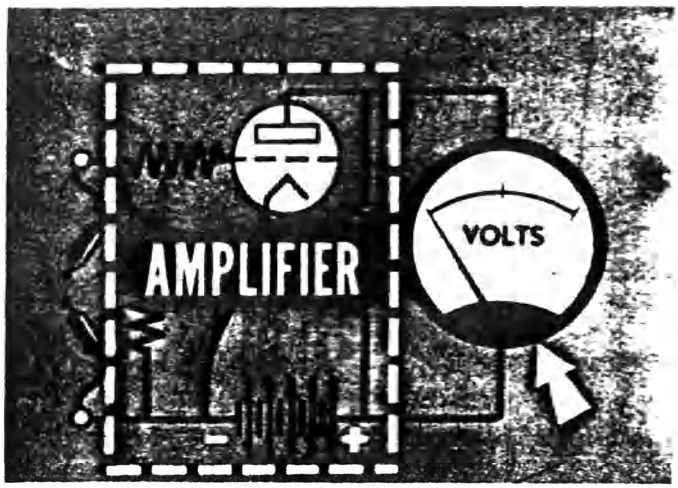
No. 434-2

Film shows how the shunt enables the millimeter to measure amount of higher values.



No. 434-3

Multiplier resistors are explained in connection with measurement of voltages.



No. 434-4

The voltmeter is used to test for plate voltage in a simple tube circuit.



No. 435

INSTALLING SPLICE AND TERMINAL CASES

PURPOSE:

To train Plant Department employees in the techniques involved in the installation of splice and terminal cases.

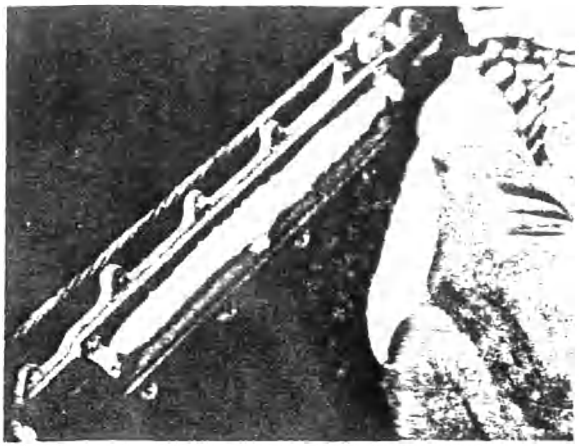
SYNOPSIS:

Tells how the development of Alpeth sheath brought the need for a new method of closing a splice.

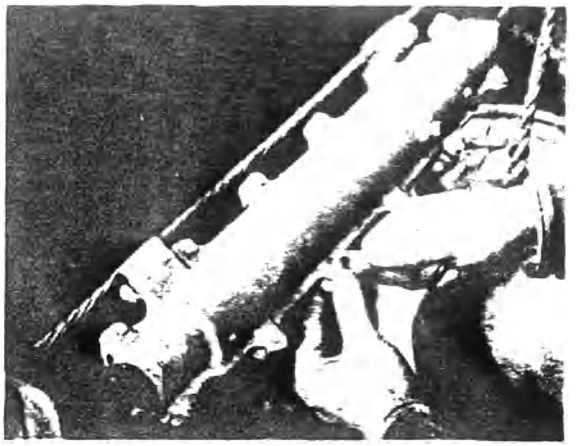
Covers in detail the method of preparing the sheath and the installation of splice and terminal cases.

The following types of installations are described:
A splice case at a straight splice
A terminal case on a through cable
A terminal case at the end of a cable
Replacing a splice case with a terminal case.

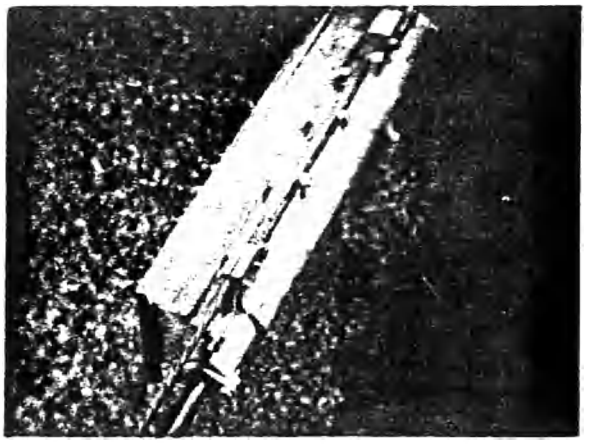
TYPE OF FILM	B/W Sound motion, 16mm
RUNNING TIME	23 minutes Year Made: 1953
PRODUCED BY	Soundmasters, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film 16mm, "Installing Splice and Terminal Cases".
PRICE	See Price List included in this catalog.
	Not cleared for television.



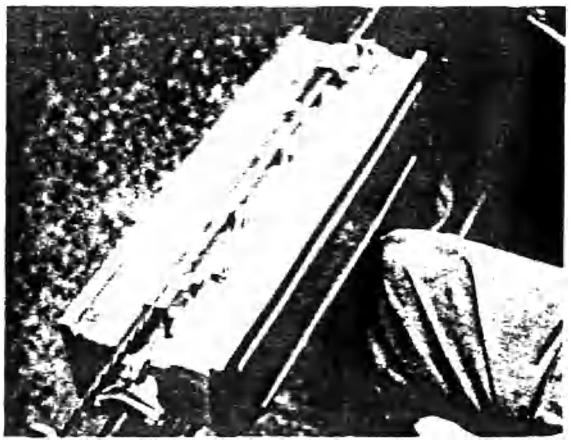
No. 435-2
The cast aluminum splice cases are used to close a straight splice on alpeth cable.



No. 435-3
A short handled ratchet wrench is used to tighten the case bolts.



No. 435-4
Terminals are available in 10 and 16 pair sizes. When used singly, the open back is closed with a splice case.



No. 435-5
Terminal cases may also be used back to back to provide as many as 32 pairs.



No. 436

NEW DRIVER EDUCATION SERIES

PURPOSE:

To improve community driving habits. Designed particularly for use in high school.

SYNOPSIS:

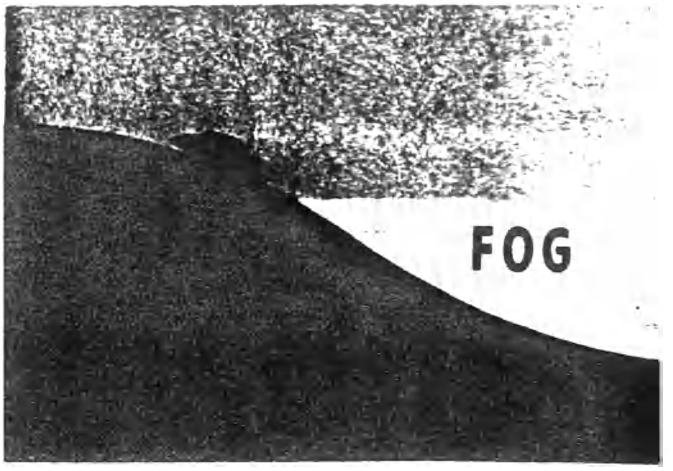
The driver education series was produced in cooperation with the National Education Association. Each film is designed for use both as a training aid in the instruction of new drivers and as a review for existing drivers.

As indicated by the titles, correct driving techniques are explained in detail for a number of road conditions. Key points are presented simply and a straight-forward manner by narration, titles and animation.

SUB-TITLES:

Driving on the Highway	18 min.	$21.37
Driving in the City	18 min.	19.96
Parking the Car	9 min.	12.93
Driving under Adverse Conditions	18 min.	19.28
Driving at Night	9 min.	14.48
Care of the Car	18 min.	19.75

TYPE OF FILM	Sound motion, 16mm
RUNNING TIME	(See above) Year Made: 1951
PRODUCED BY	MPO Productions
PRODUCED FOR	Ford Motor Company
ORDER FROM	Ford Motor Company 3000 Schaefer Road Dearborn, Michigan or any local Ford Motor Co. Film Library.
PRICE	(See above)



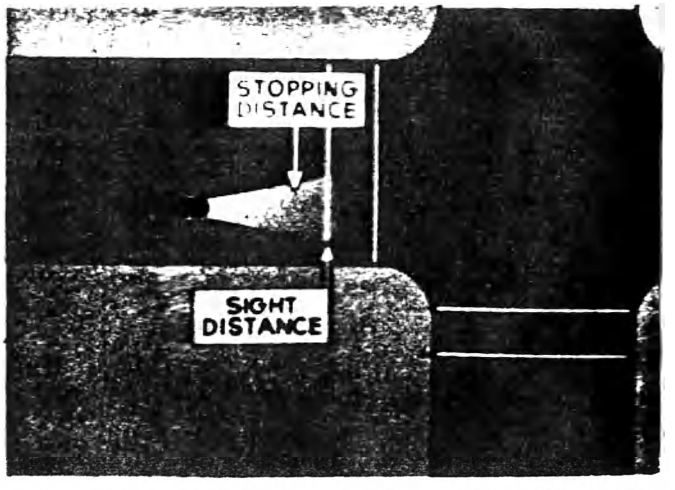
No.436-2

Driving under adverse conditions need not be hazardous with proper care.



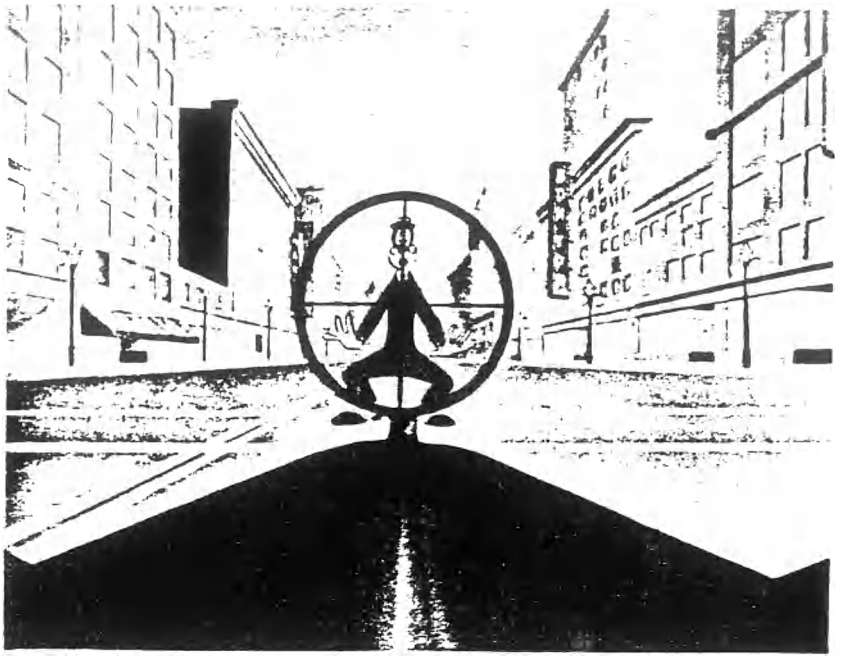
No.436-3

Driving in city traffic requires extra alertness.



No.436-4

Safe night driving requires that "stopping distance" be within "sight distance".



No. 437

MOTOR MANIA

PURPOSE:

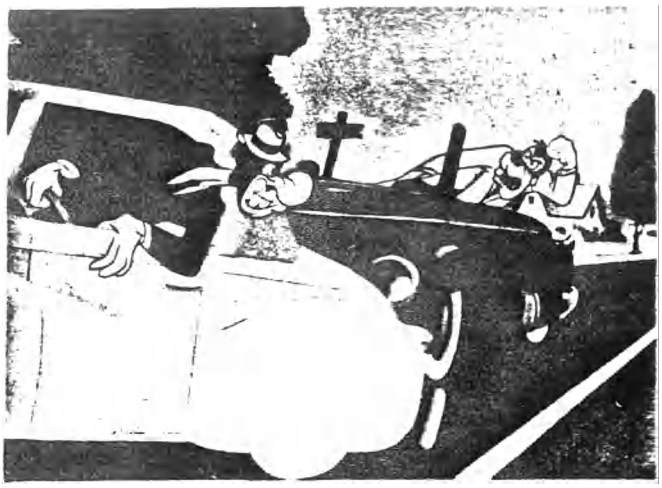
Public education in safe motor vehicle operation.

SYNOPSIS:

This film, awarded numerous honors by national safety groups, has been acclaimed as outstanding in the field of traffic and driver education.

The story is based on the appalling change that takes place in the average man when he finds himself behind the wheel. Mr. Walker, principal cartoon character, is kind and thoughtful - wouldn't step on an ant as he walks to his garage. Once behind the wheel, his personality changes, and as Mr. Wheeler, he proceeds to violate all the rules of safe and sane driving.

TYPE OF FILM	Sound motion, technicolor, 16mm
RUNNING TIME	7 minutes Year Made: 1952
PRODUCED BY	Walt Disney Productions
PRODUCED FOR	Walt Disney Productions
HOW TO ORDER	~~Walt Disney~~ Productions Ideal Pictures Prod. 233-239 W 42nd St ~~N436 NY~~ 16 mm Division 2400 West Alemeda Avenue, Burbank, California
PRICE	Rental - $3.00 per day or ~~Long Term Lease for 1 year with annual options to renew, not to exceed~~ 5 years Charges - $125 - ~~1st year(includes cost of print.)~~ - ~~$75 - 2nd year~~ - ~~$50 each - 3rd, 4th,~~ 5th years



No.437-2

As a motorist, the mild mannered Mr. Walker becomes an uncontrollable monster.



No.437-3

Mr. Walker also plays the part of a pedestrian, much to his chagrin.



No.437-4

A driver, who fails to recognize the rights of others, is an unsafe driver.



No. 438

A DAY IN COURT

PURPOSE:

Improve driving habits thru emphasis on courtesy and common sense.

Referred to in Mr. W. H. Flinn's letter of June 23, 1952 to all General Plant Personnel Supervisors.

SYNOPSIS:

The principle character in this film is hailed into court as the result of a traffic violation. He, of course, protests his innocence as do a number of others.

A newspaper artist sketches the various defendants as they are called to the judge's bench. In her drawings they take the form of various animals labeled "The Grabber", "The Showoff", "Nervous Nelly", and "2 Beers Bennie".

TYPE OF FILM	Sound, Motion B/W and Color, 16mm
RUNNING TIME	28 minutes Year Made: 1952
PRODUCED BY	Cate and Mc Glone
PRODUCED FOR	International Harvester
ORDER FROM	Cate and Mc Glone 1521 Crossroads of the World Hollywood, California On Loan from: Modern Talking Picture Service 45 Rockefeller Plaza New York 20, N. Y.
PRICE	$65, Color $210



No. 438-2

"The Showoff"



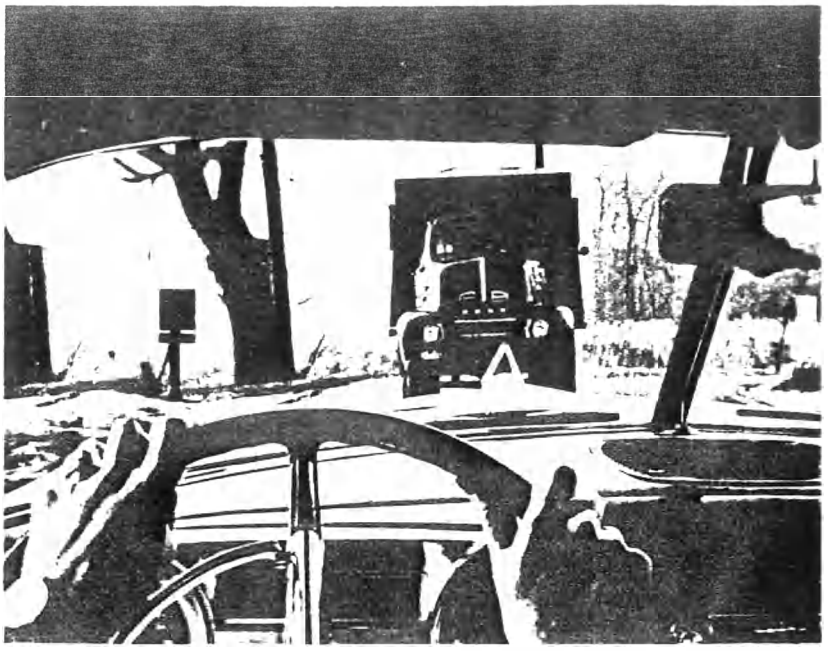
No. 438-3

"Nervous Nelly"



No. 438-4

"The Grabber"



No. 439

PATTERN OF TRAGEDY

PURPOSE:

To increase safety consciousness on the part of motor vehicle operators.

Referred to in Mr. W. H. Flinn's letter of June 23, 1952 to all General Plant Personnel Supervisors.

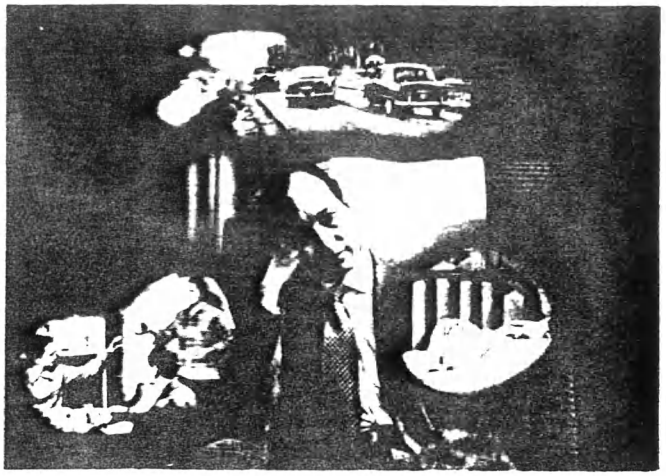
SYNOPSIS:

The story is based on the thought that the "formation of right habits is essential to permanent security."

A taxi driver learns his lesson the hard way. During his convalescence in the hospital he convinces himself that replacing his bad habits with good ones is an economy he cannot overlook. He finds that it isn't easy to replace bad habits and that a lot of "unlearning" is necessary.

Ferris, the other character, lives to regret not developing safe driving habits sooner. He is reminded of his own bad habits when he rides with the taxi driver who now religiously follows safe driving practices.

TYPE OF FILM	Sound slide, 35mm
RUNNING TIME	15 minutes Year Made: 1952
PRODUCED BY	Paragon Pictures, Inc.
PRODUCED FOR	Zurich American Inc., Company
ORDER FROM	Zurich American Inc., Company 135 South La Salle Street Chicago 3, Illinois
PRICE	$20.00



No.439-2

John Ferris is beset by tragic memories resulting from his own bad driving habits.



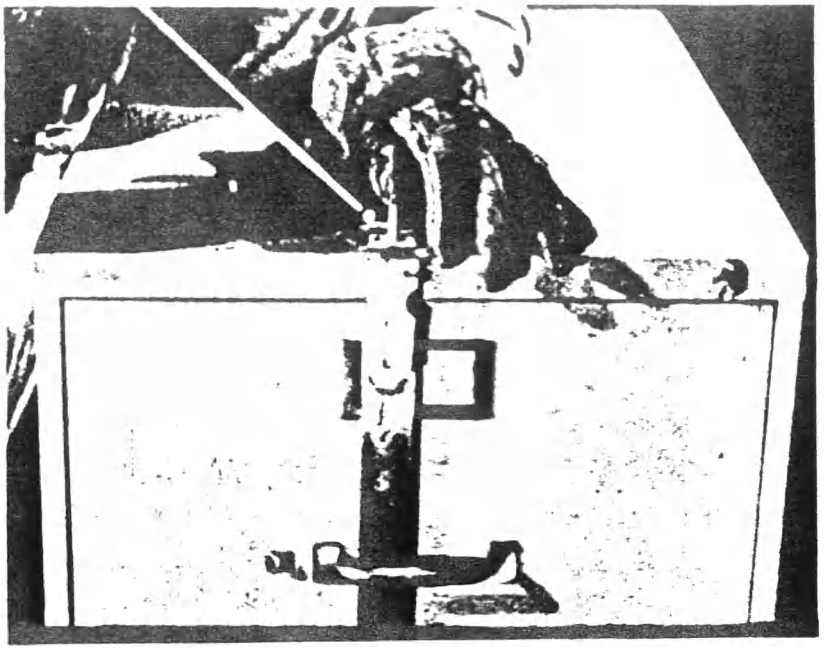
No.439-3

Passing without sufficient time or distance is a practice that can rapidly become a habit.



No.439-4

Backing into streets and highways without looking is another of the bad practices covered in "Pattern for Tragedy".



No. 440

SECURITY CONTROL
YOU NEVER CAN TELL
MN 6947

PURPOSE:

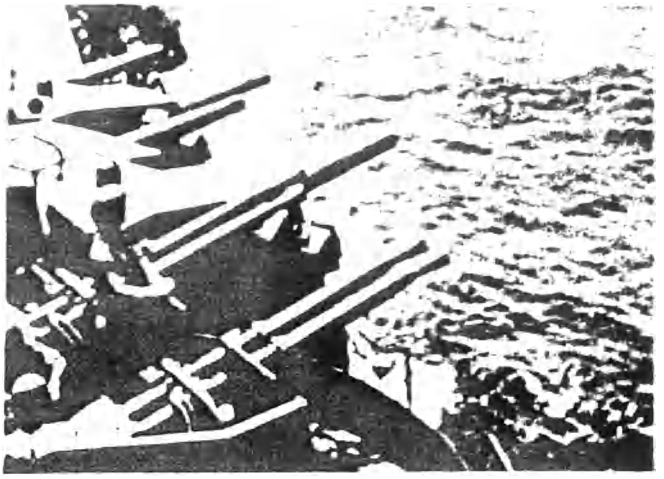
To aid industry in establishing security control measures.

SYNOPSIS:

Due to a leak in security measures, the enemy is able to completely nullify the effectiveness of a new military device. The offending industrial plant is threatened with loss of its contract and a government representative makes an investigation to help the management correct the difficulty.

The government agent uncovers a number of conditions, that might possibly have caused the leak and any one of which could exist in the average American industrial plant.

TYPE OF FILM	Sound motion 16mm B/W
RUNNING TIME	33 minutes — Year Made: 1951
PRODUCED BY	U. S. Navy
PRODUCED FOR	U. S. Navy
ORDER FROM	United World Films 1445 Park Avenue New York, N. Y.
PRICE	~~$52.70~~ 63.41 (Subject to change)



No.440-2

Enemy dive bombers get through due to a leak of information.



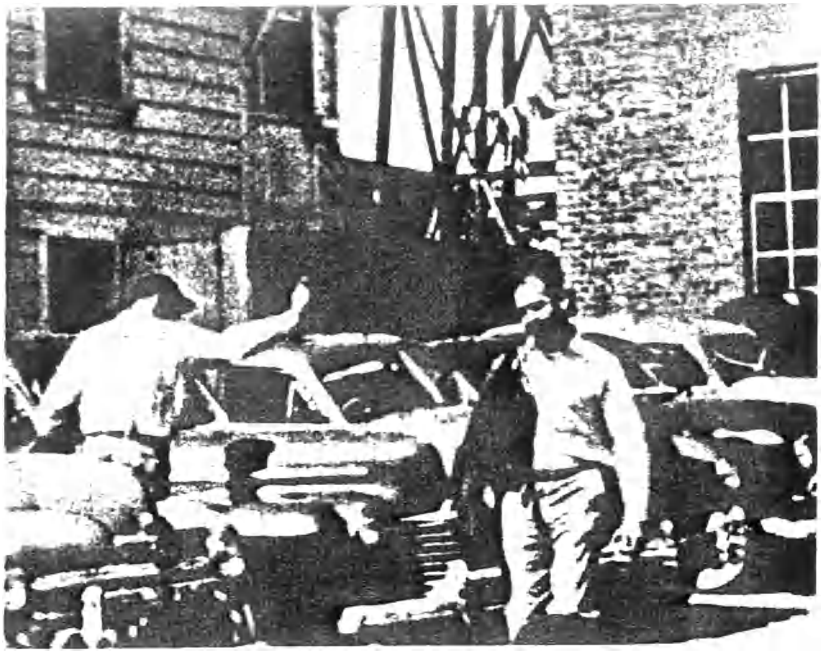
No.440-3

The agent demonstrates how safes can be opened if the tumblers are not properly turned after the door is closed.



No.440-4

Copies of important information may sometimes be recovered from waste paper containers.



No. 441

SAME DIFFERENCE

PURPOSE:

To emphasize the importance and value of job planning by craftsmen. Referred to in Mr. Greber's letter of January 14, 1953 to all General Plant Managers.

SYNOPSIS:

Two installers provide the comparison between a job well planned and one that is not. Both men work at the same job so that the differences in procedure are clearly apparent and easily analyzed. Rudy displays his disorganized approach in connection with a reconnect, new installation, drop repair, extension installation and trouble repair. He finishes the day completely exhausted.

Bud, on the other hand, plans his work and is ready for an evening of fun.

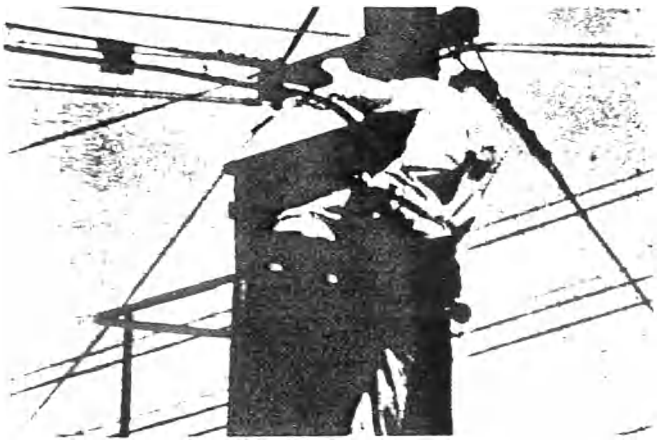
TYPE OF FILM	Sound motion B/W 16mm
RUNNING TIME	31 minutes Year Made: 1952
PRODUCED BY	The Pacific Telephone and Telegraph Company
PRODUCED FOR	The Pacific Telephone and Telegraph Company
ORDER FROM	~~Telefilms, Incorporated~~ ~~6039 Hollywood Boulevard~~ Hollywood 28, California
MAIL TO CARE OF	~~General~~ Plant Personnel Supervisor The Pacific Telephone and Telegraph Company 140 New Montgomery Street San Francisco 5, California
PRICE	~~$80.00~~ each

7315



No. 441-2

The foreman has a problem - two installers as alike as "peas in a pod" - yet their work is entirely different.



No. 441-3

Rudy gives evidence of his lack of planning when he makes three trips to the terminal.



NO. 15 TELETYPEWRITER

1. The 5-Unit Code
2. The Selector Unit
3. Printing
4. Synchronization

PURPOSE:

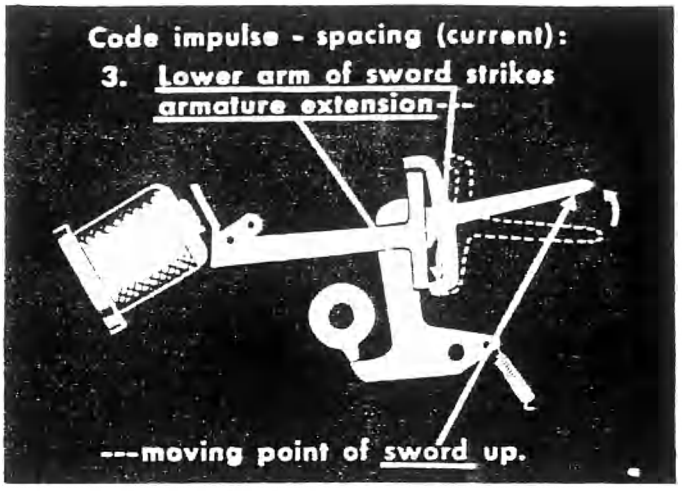
Instruction in the operation and maintenance of the No. 15 Teletypewriter. Referred to in Mr. W. A. Giles letter of June 26, 1951 to all General Plant Managers.

SYNOPSIS:

These films are adaptations of films produced by the U. S. Army Signal Corps.

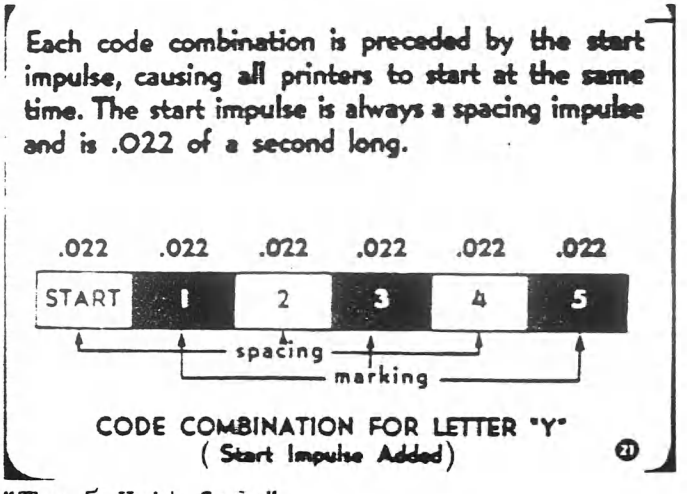
1. The 5-Unit Code: Morse telegraph system, 5-unit permutation code, code impulses for letter "Y".
2. Selector Unit: Operation of the selector magnet, cam sleeve assembly, control of stop arm, setting up code combinations on the vanes, armature locking mechanism.
3. Printing: Selection of type bars, operation of printing bail, pull bars and type bars, upper and lower case printing.
4. Synchronization: Speed of motors, shafts and cams, start and stop impulses, correction of minor differences between transmitting and receiving speeds.

TYPE OF FILM	Silent slide 35mm
RUNNING TIME	Approximately 5 minutes each Year Made: 1951
PRODUCED BY	Fletcher Smith Studios, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) set Film 35mm, "The No. 15 Teletypewriter"
PRICE	See Price List included in this catalog.



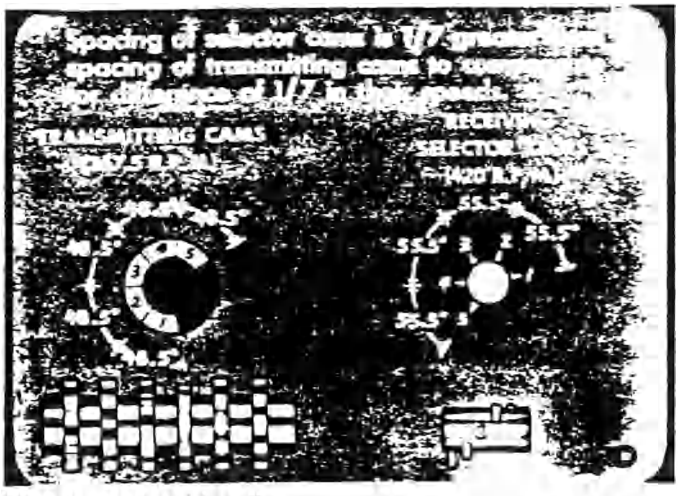
No. 442-2

"The Selector Unit"



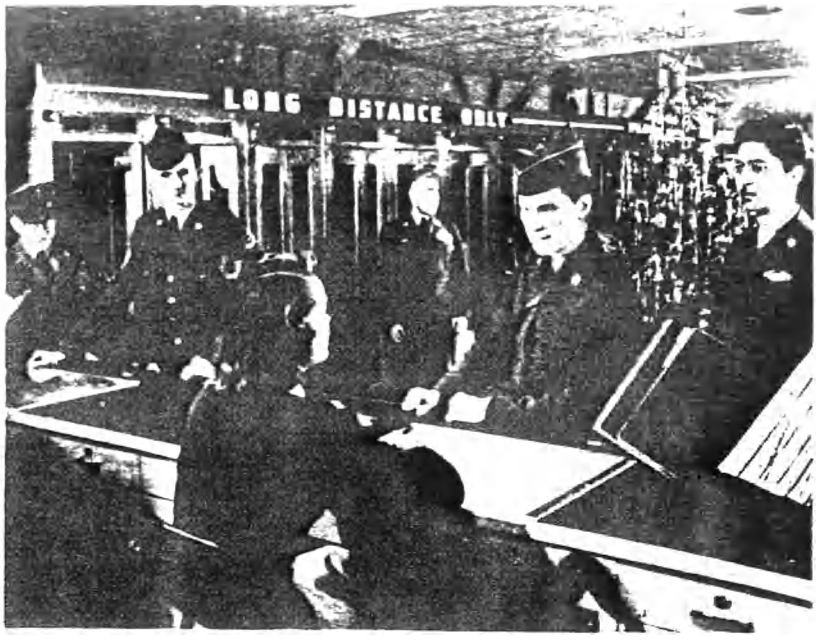
No. 442-3

"The 5-Unit Code"



No. 442-4

"Sychronization"



No. 443

TELEPHONE GOES TO CAMP

PURPOSE:

To inform the public and employees of the human job telephone companies are doing in telephone centers at military camps.

SYNOPSIS:

After briefly showing various kinds of telephone installations for the use of Army, Navy and Air Force personnel, the film shows a segment of life at a typical camp telephone center. This part of the story is told by Joan, a telephone attendant, through whose eyes we see the warm and friendly spirit of service that animates the telephone people toward those in uniform who visit the center. We witness their eagerness, with its humor and pathos, to talk to family and friends. In the course of her efforts to help put the calls through, Joan herself is faced with a personal problem, when she gets news that her husband overseas is missing.

TYPE OF FILM	Sound motion B/W 16mm and 35mm
RUNNING TIME	11 minutes Year Made: 1953
PRODUCED BY	John Sutherland Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Telephone Goes To Camp" (Quantity) Film, 35mm, "Telephone Goes To Camp"
PRICE	See Price List included in this catalog.
	Cleared For Television



No. 443-2

"They come all kinds - the friendly, - the efficient - and the somewhat confused!"



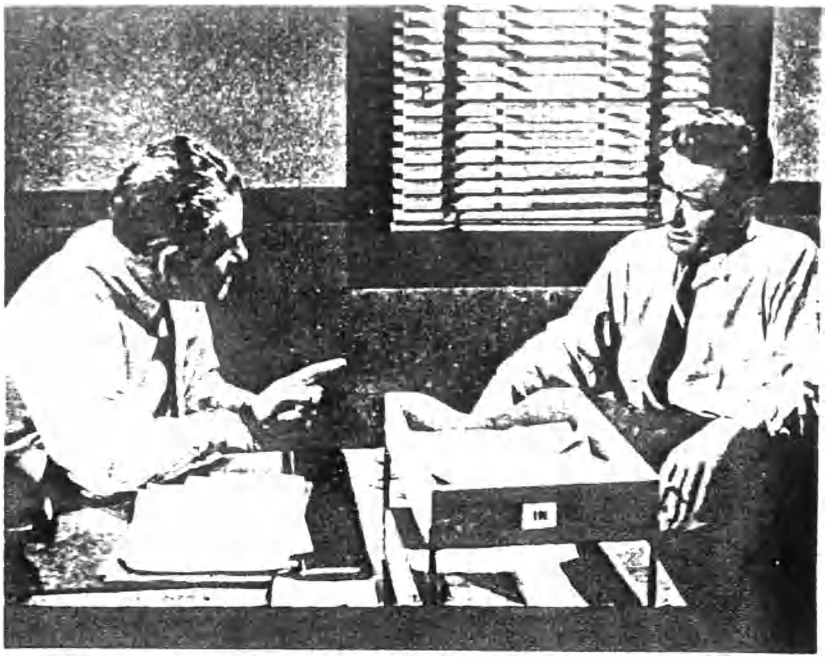
No. 443-3

"Two minutes - no more!"



No. 443-4

Joan gets a cablegram - - -



No. 444

MAN MADE TROUBLES

PURPOSE:

To aid in reducing the number of service troubles caused by human failure. Referred to in Mr. Greber's letter of July 1, 1953 to all Gen. Plant Managers.

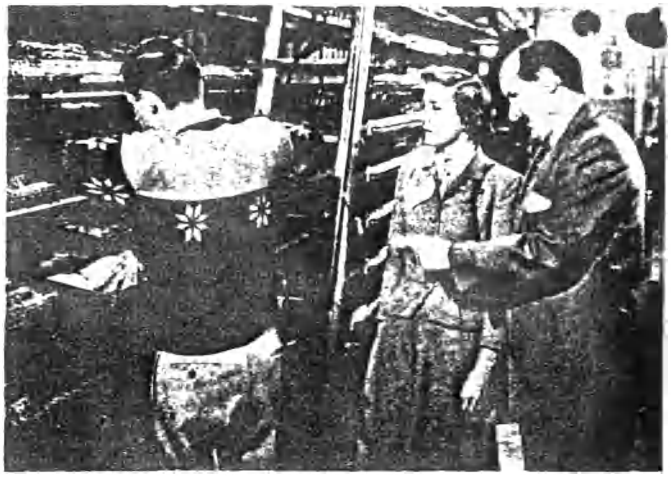
SYNOPSIS:

As a result of numerous complaints from customers, the Plant Supervisor of Training decides to approach the problem of service troubles from a different angle. He enlists the help of a repair service coach who travels through several exchanges interviewing employees and taking pictures of the things that seem to contribute to "manmade troubles".

Examples included are distributing frame soldering and heat coil troubles, distribution terminal work, relay adjustment, line construction operations, spur holes in riser cables, and failure of an underground cable sleeve.

As a result of her study, the repair service coach concludes that manmade troubles are not caused by lack of job knowledge but largely by lack of thought and care due to hurry or familiarity with routine operations.

TYPE OF FILM	Sound motion, 16mm, B/W
RUNNING TIME	17 minutes Year Made: 1953
PRODUCED BY	Henry Strauss and Company, Incorporated
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Manmade Troubles"
PRICE	See Price List included in this catalog.
	NOT CLEARED FOR TELEVISION



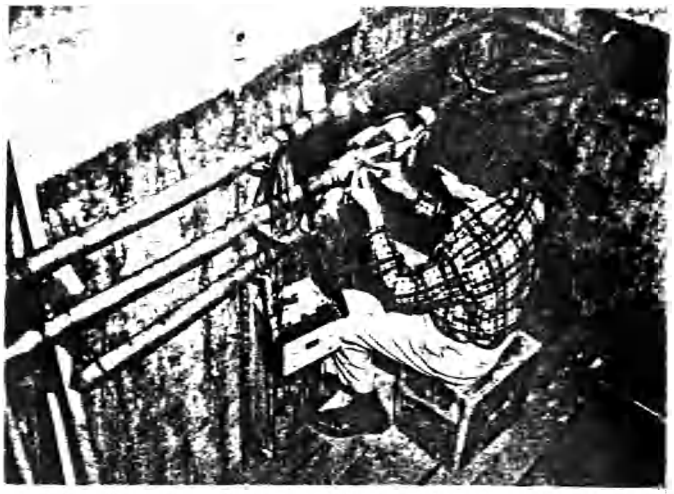
No.444-2

Betty learns the importance of proper soldering techniques in preventing distributing frame troubles in the central office.



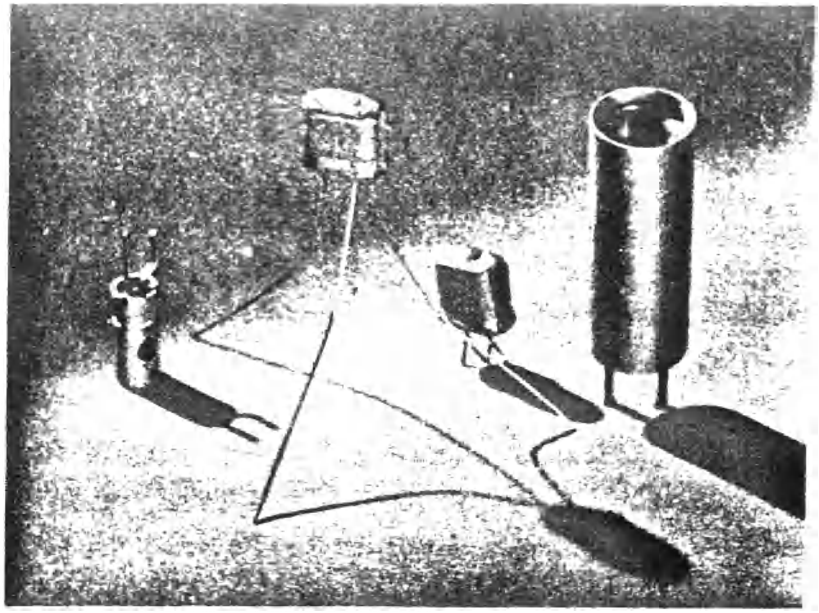
No.444-3

Mr. Morton finds himself somewhat overstocked when his teletyped order is misprinted due to careless telephone construction activities on an open wire line.



NO.44-4

Betty learns from splicer Murphy that extra care is needed when working on underground splices for failure can put hundreds of circuits out of service.



No. 445
Revised

THE TRANSISTOR

PURPOSE:

To inform employees and the public of the research, invention and development of the Transistor at the Bell Telephone Laboratories.

SYNOPSIS:

APPEARING IN THIS MOTION PICTURE ARE DRS. SHOCKLEY, BARDEEN, AND BRATTAIN, WHO RECEIVED NOBEL PRIZES IN PHYSICS FOR 1956 FOR THEIR WORK ON THE TRANSISTOR.

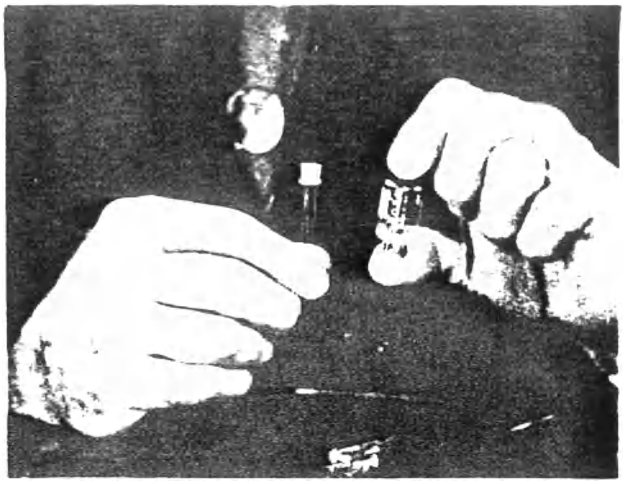
This is the story of the Transistor - a new name - a new device that can do many of the jobs done by the vacuum tube, and many the tube can't do.

In non-technical terms, the film describes the big part Transistors are destined to play in communications and the entire electronic field. They will make possible smaller, more compact electronic equipment that will need less maintenance and have a longer life.

To emphasize the potentialities of the Transistor, the film briefly recalls some of the modern miracles made possible by the vacuum tube, such as: transcontinental telephone service, radio broadcasting, talking motion pictures, trans-oceanic radio telephone service, ship-to-shore telephony, television, radar and microwave radio relay.

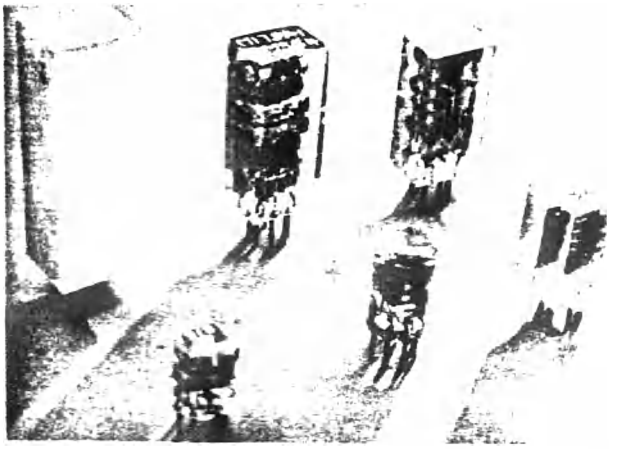
With research still going on by the Bell System to make the Transistor even more useful, scenes show applications of the Transistor in communications as well as possible future uses of this newest member of the electronic family.

TYPE OF FILM	16mm and 35mm sound motion, B&W
RUNNING TIME	9½ minutes Year Made: 1953
PRODUCED BY	Transfilm, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "The Transistor" (Quantity) Film, 35mm, "The Transistor" (Quantity) Film, 16mm, "The Transistor" (Low Contrast for TV use) (Quantity) Film, 35mm, "The Transistor" (Low Contrast for TV use)
PRICE	See Price List included in this catalog.
	Cleared for Television



No. 445-2

A vacuum tube like this generally demands a watt or more of power, while a millionth of a watt is enough for the transistor.



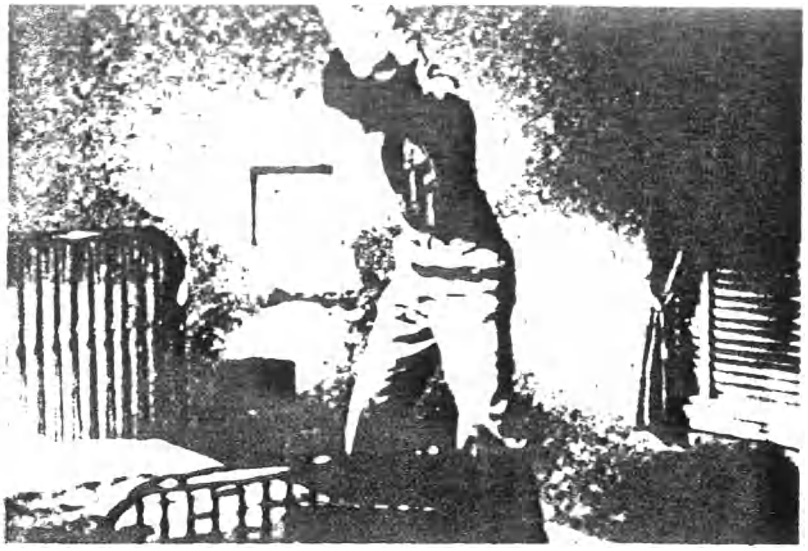
No. 445-3

As transistors remain cool and are so tiny, they can be crowded together in a small space. Miniature electronic devices with transistors and other elements are shown "potted" in plastic.



No. 445-4

New types of transistors are developed and tested in this room at the Bell Telephone Laboratories.



ONCE TOO OFTEN

TF 20-1684

PURPOSE:

To reduce accident incidence among armed service groups.

SYNOPSIS:

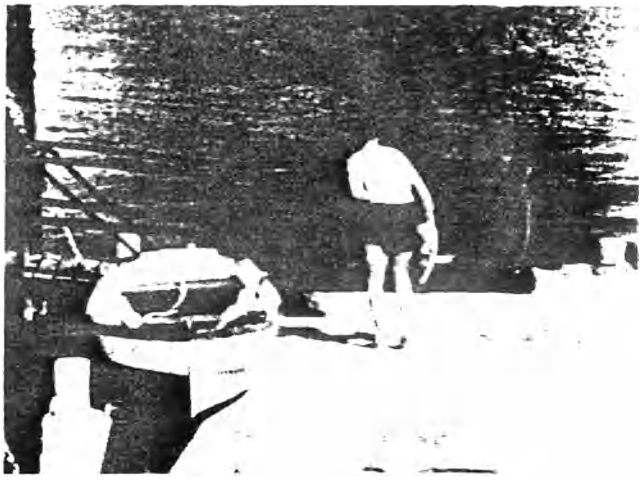
A G.I. obtains a 10 day furlough. During his visit home he commits one hazardous act after another until at last "Fate" decrees that his luck has run out. Portrayed are such items as entering traffic without looking, accepting rides with unknown drivers, improper driving, standing on chairs, smoking in bed, diving into water without checking depth, swimming immediately after eating, etc.

TYPE OF FILM	16mm - B/w - Sound Motion
RUNNING TIME	25 minutes Year Made: 1950
PRODUCED BY	U. S. Army Signal Corps.
PRODUCED FOR	Department of the Army
ORDER FROM	United World Films, Inc. 1445 Park Avenue New York, N. Y.
PRICE	$37.88



No.446-2

Smoking in bed is a safe practice only when you have an asbestos blanket, automatic sprinkler system, fire alarm and a fireman with extinquisher.



No.446-3

The G.I. seized with cramps narrowly escapes with his life when he goes swimming alone in strange waters and immediately after eating.



No.446-4

"Fate" after looking up the G.I.'s record finally decides that his luck has run out.



No. 447

PROFESSIONAL SAFE DRIVING SERIES

Ninety Day Flash
Skill Is Your Business
Take A Look At the Odds
Champ Becomes Deaf and Dumb
Watch Your Handicap

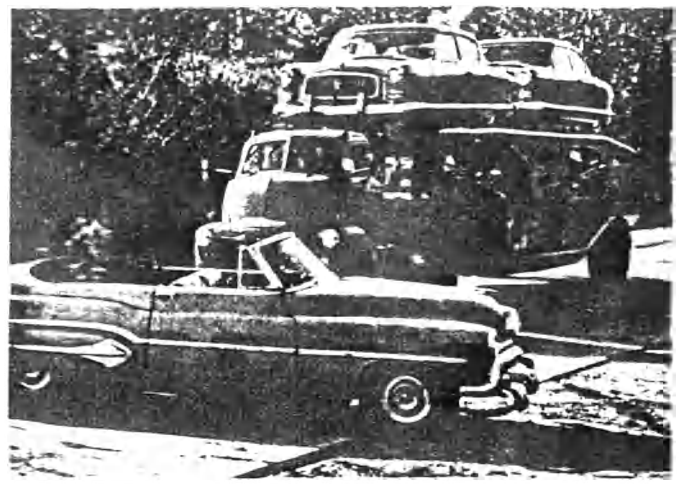
PURPOSE:

Driver education of the professional truck driver and general public.

SYNOPSIS:

Narrated by Wilbur Shaw, nationally famous racing driver and President of the Indianapolis Speedway Corporation, these films very clearly and forcefully call attention to the responsibilities resting upon the automobile operator. Assisted by other leading sports champions, Shaw demonstrates unforgettably that the right kind of practice, sensible health habits, concentration and correct mental attitude are as necessary to keep a professional driver from having accidents as they are to keep a professional athlete in winning form.

TYPE OF FILM	Sound, motion 16mm B/W and Color
RUNNING TIME	10 minutes Year Made: 1953
PRODUCED BY	Dallas Jones Production
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 N. Michigan Ave. Chicago 11, Illinois
PRICE	B/W- $245 set of five films - $53 individual films Color-$425 set of five films- $95. " "



No.447-2

"Take a Look at the Odds"

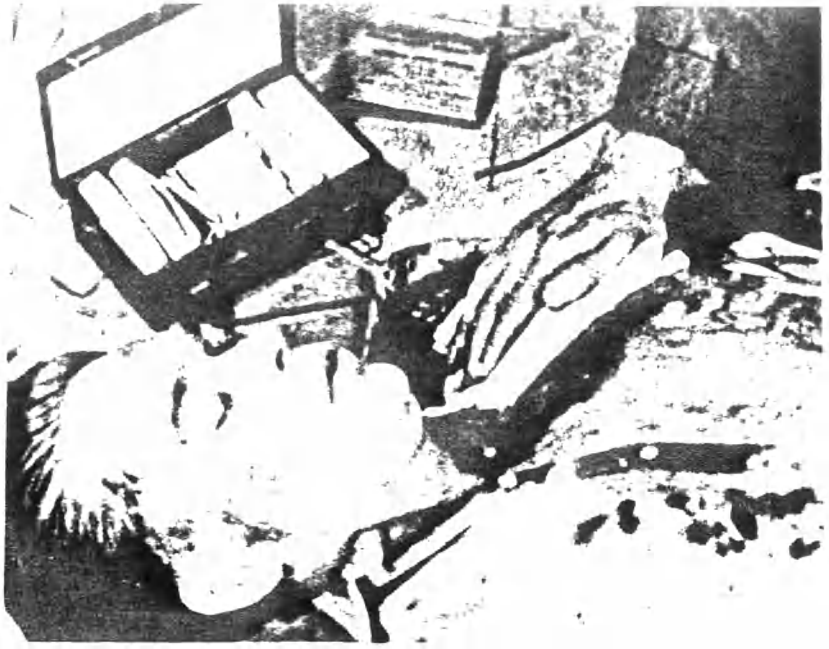
A convertible, unattended, rolls out onto the highway. The driver of the trailer truck stopped in time because he put the odds on his side and developed safe driving habits.



No.447-3

"Skill is Your Business"

Wilbur Shaw discusses some factors which make drivers "professionals" and "safe" on the road.



No. 448

EMERGENCY ACTION TO SAVE LIVES

PURPOSE:

First aid instruction for Civilian Defense volunteers.

SYNOPSIS:

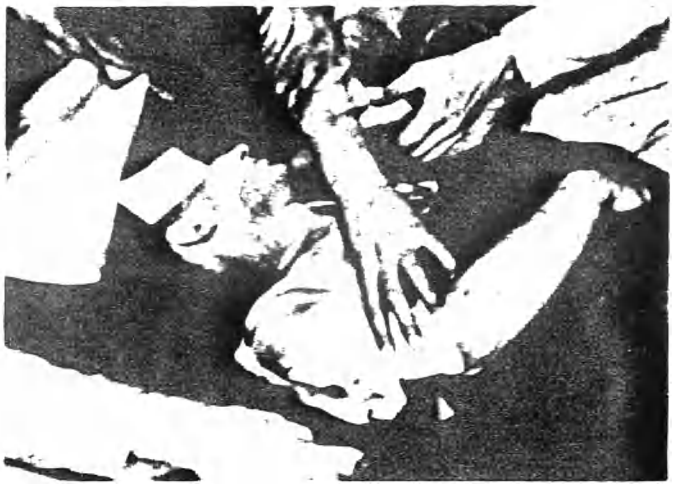
Portrays briefly but clearly the recommended methods for first aid treatment of bleeding, shock, burns, suffocation and broken bones. Also shows how to move an injured person.

TYPE OF FILM	Sound motion 16mm B/W
RUNNING TIME	9 minutes Year Made: 1953
PRODUCED BY	Byron Motion Pictures
PRODUCED FOR	Federal Civil Defense Admin.
ORDER FROM	United World Films, Inc. 1445 Park Ave. New York 29, N. Y.
PRICE	$19.75 f.o.b. (Price Subject to Change)



No.448-2

The new Back pressure-arm lift method is applied to a victim of suffocation.



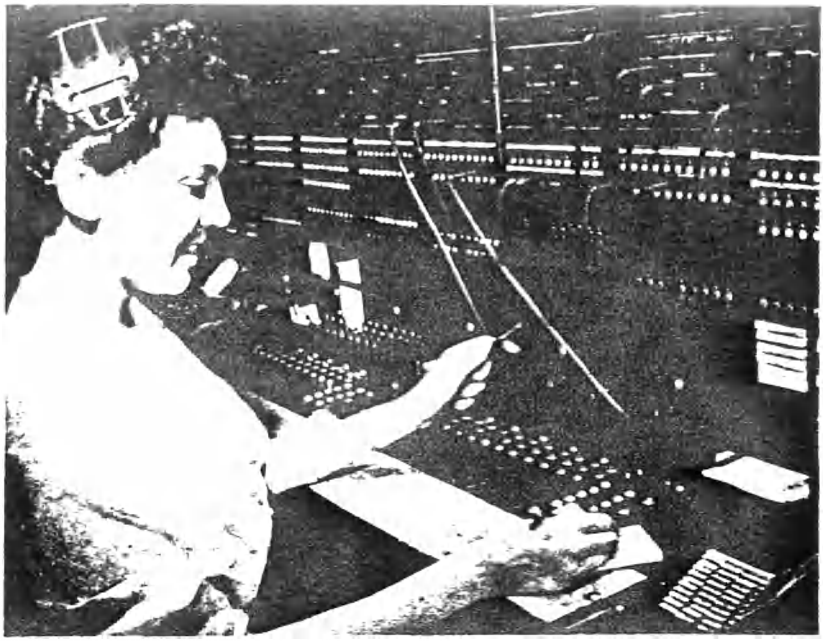
No.448-3

A burn victim is treated for shock as the cloth is cut away and dry bandages applied.



No.448-4

A temporary splint of folded newspapers is being applied to an auto accident victim.



No. 449

CHARGE ACCOUNTS

PURPOSE:

To demonstrate and emphasize to new and experienced operators the importance of writing toll tickets accurately and legibly. Referred to in Mr. A. C. Palmer's letter of November 17, 1953 to all General Traffic Managers.

SYNOPSIS:

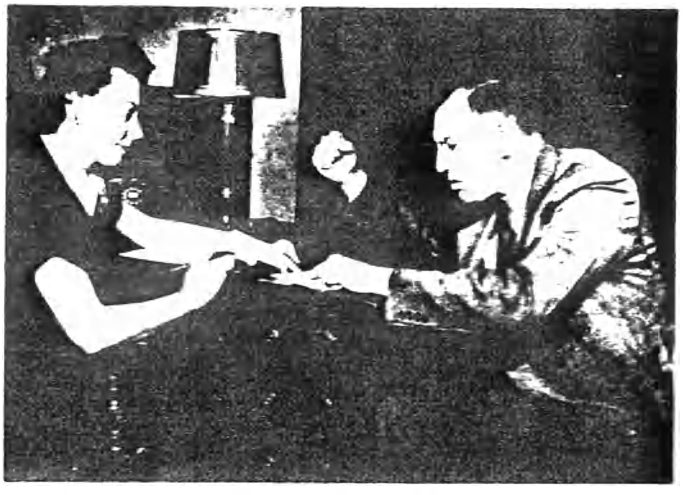
Color slides and film strip, used to illustrate a toll ticket discussion, demonstrates the sequence of events that takes place when Marion Peters, an operator, transposes digits of the calling party's number in recording a toll ticket. The toll ticket is introduced as the sales slip of the telephone business and is compared in importance to a sales slip used in connection with department store's charge accounts. The story emphasizes the contrast between unfavorable customer reaction and needless extra work caused by an incorrectly prepared toll ticket and the good customer reaction and saving of time when a toll ticket is correctly prepared. A leaders guide is used to assist the discussion leader in telling the story to employees.

TYPE OF FILM	Silent, color, 2 x 2 glass slides or 35mm filmstrip
RUNNING TIME	25 minutes Year Made: 1953
PRODUCED BY	New York Telephone Company
PRODUCED FOR	The New York Telephone Company
ORDER FROM	Roy E. Demeo 749 Herman Avenue Franklin Square New York, N. Y.
PRICE	2 x 2 glass slides $21.00 per set 35mm film strip $10.00 each



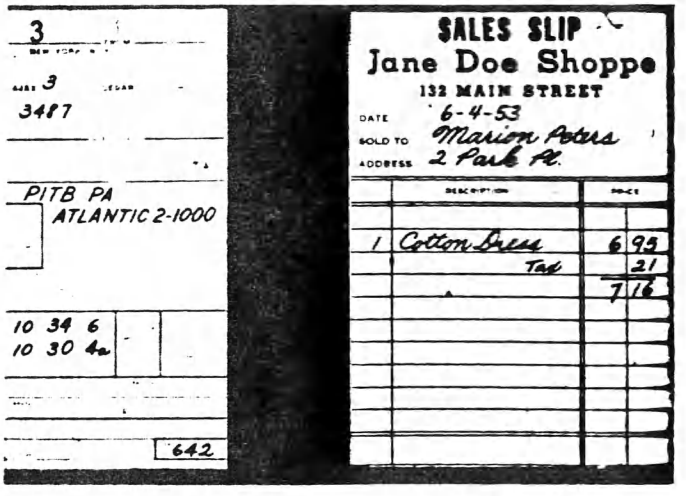
No. 449-2

Thousands of these toll tickets arrive in Accounting every day where they are used to make up customer's bills.



No. 449-3

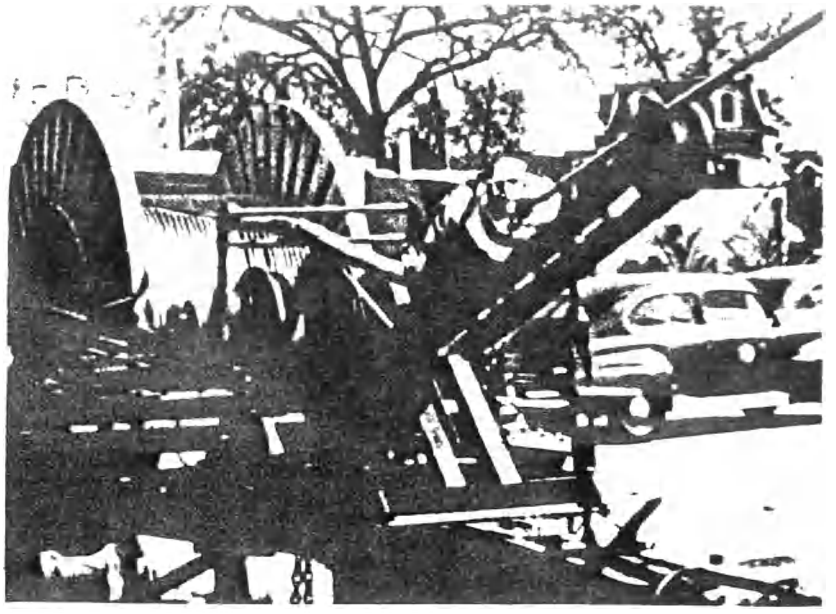
Mr. Fuss protesting violently to public office representative.



No. 449-4

Every toll ticket is a Sales Slip.

No. 450



THE PRELASHER

PURPOSE:

To portray the operation and use of the prelasher on cable projects. Referred to in Mr. Greber's letter of August 20, 1952 to all General Plant Managers.

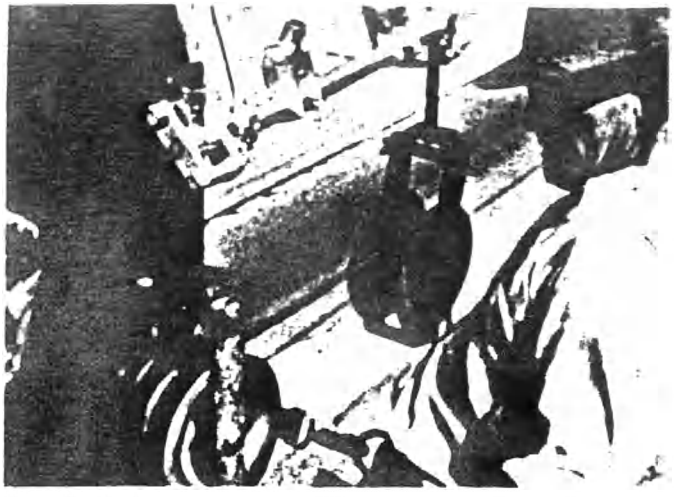
SYNOPSIS:

Presents the complete operation of prelashing cable from the installation of special pole hardware and setting up of the machine to the permanent fastening of the erected cable plant.

Film is silent, thus affording opportunity for narrator to explain method being used and to inject local applications or modifications as required.

TYPE OF FILM	16mm silent motion color
RUNNING TIME	50 Minutes Year Made: 1952
PRODUCED BY	New York Telephone Company
PRODUCED FOR	New York Telephone Company
ORDER FROM	Mr. C. B. Johnson, General Plant Personnel Supervisor New York Telephone Company 1775 Grand Concourse New York 53, New York
PRICE	$90.00

?



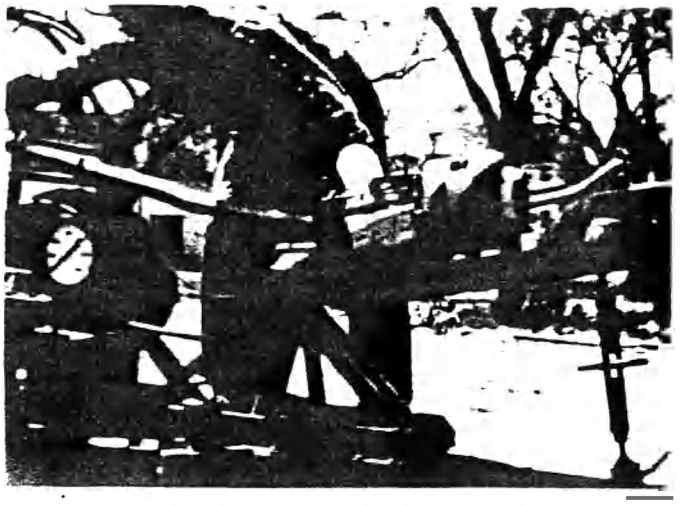
No. 450-2

Special temporary rollers are placed at each pole.



No. 450-3

Induction talking sets provide continuous communication between foreman, prelasher trailer and truck.



No. 450-4

The cable is fed through the lasher and attached to the anti-twister.



No. 451

TECHNIQUE OF INSTRUCTION IN THE ARMY

PART I Foundation M-1137
PART II Framework M-1138
PART III Methods M-1139

PURPOSE:

Instructor training

SYNOPSIS:

PART I FOUNDATION: Emphasizes the need for well trained men by showing how various casualties resulted from lack of knowledge or skill. Places blame largely on the instructor. Demonstrates typical teaching faults. Concludes by showing that good instruction results from thorough planning which in turn depends on Matter, Method and Manner.

PART II FRAMEWORK: Gives detailed analysis of good elements of teaching. Thorough preparation of Matter breeds confidence in the instructor. Manner involves entire attitude toward class - results in cooperation. Method gets the instruction across.

PART III METHODS: Breaks Methods into:
Lecture - large groups - leader must be enthusiastic - ask questions - give a quiz.
Lesson - Demonstration and Practice for smaller groups.
Discussion - Conference type of group meeting. Concludes with thought that the competent instructor uses all methods interchangeably as conditions require.

Muelete

TYPE OF FILM	16mm Sound Motion B/W
RUNNING TIME	PT.I- 15 Mins- PT.II- 22 Mins PT.III- 25 Mins.
PRODUCED BY	British War Office Production Year Made: 1944
PRODUCED FOR	Directorate of Army Kinematography
ORDER FROM	United World Films Inc. 1445 Park Avenue New York, New York
PRICE	PT.I- $25.68 PT.II- 34.27 PT.III- 37.88 (Price subject to change)



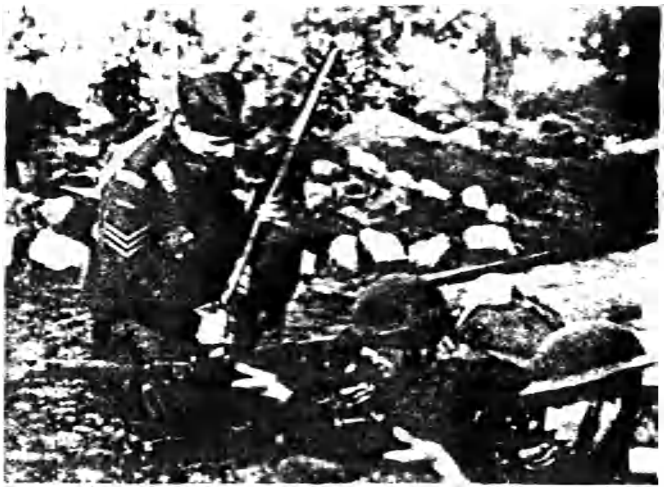
451 - 2

The good instructor attempts to reach as many of the students senses as possible.



451 - 3

The sergeant fails to learn the trick due to incomplete instruction.



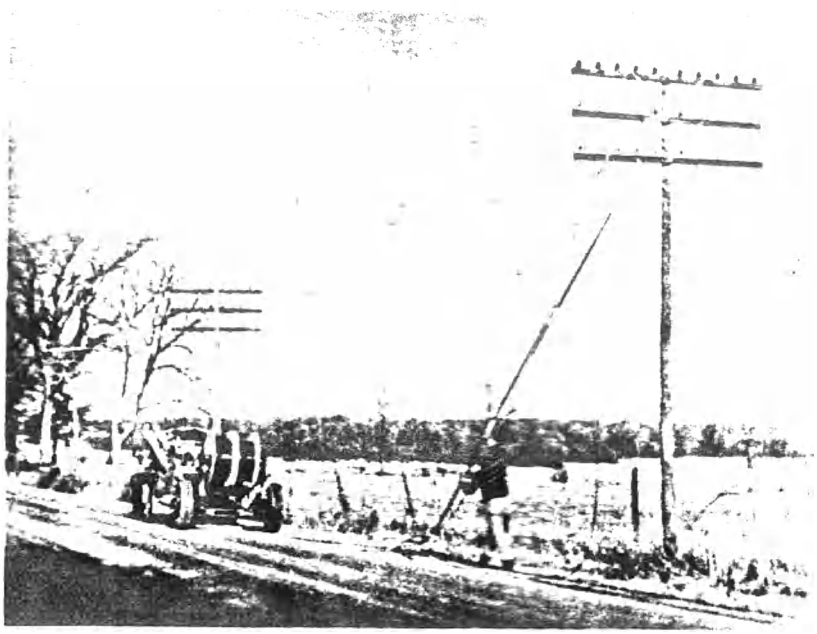
451 - 4

The instructor asks questions to develop the students ability to analyze his own mistakes.

NO. 452

YOUR VOICE IS YOU
NEW YORK TELEPHONE
195?
NO LONGER AVAILABLE

No. 453



B - RURAL DISTRIBUTION WIRE

PURPOSE:

To show manufacture, typical uses and method of placing B Rural Distribution Wire. Referred to in P.O.L. 1444 of May 21, 1954 to all General Plant Managers.

SYNOPSIS:

Portrays a typical open wire reinforcement job on which the B Rural Distribution Wire is placed by a two man crew.

Film points out that B Distribution Wire is an economical way of providing telephone service under many field conditions and its use will increase materially the Systems' ability to meet the demand for telephone service.

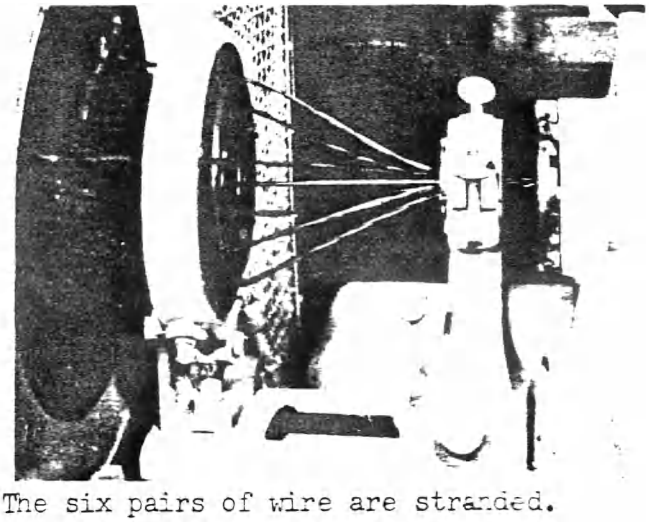
TYPE OF FILM	16mm sound motion B/W
RUNNING TIME	15½ minutes Year Made: 1954
PRODUCED BY	Soundmasters, Inc.
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film 16mm, "B-Rural Distribution Wire"
PRICE	See Price List included in this catalog.

Can Be Cleared for Television.



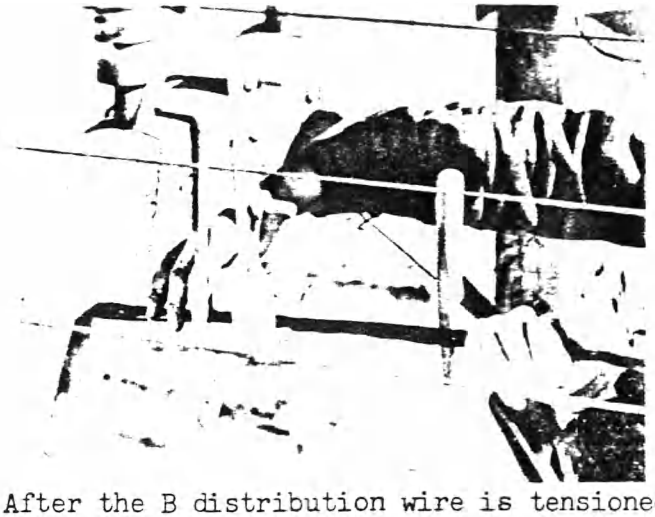
453 - 2

The wire actually is a compact assembly of six twisted pairs formed around a support wire.



453 - 3

The six pairs of wire are stranded.



453 - 4

After the B distribution wire is tensioned, it is removed from the temporary support and fastened to the permanent bracket.



No. 454

CASHING IN ON COURTESY

PURPOSE:

To illustrate the value of good telephone habits for business users.

SYNOPSIS:

Here is a new sound slide film...in full color... Gay cartoon characters, including the great Sir Walter Raleigh, demonstrate in a refreshingly different way, the "do's" and "don'ts" of telephone manners for business users. Film shows how a friendly, courteous telephone voice plus proper telephone usage makes and keeps customers. Stresses prompt answering, allowing other party time to answer, screening calls tactfully, identifying one's self properly, transferring calls correctly, etc.

No. 454 - Cashing In On Courtesy

ORDER FROM: Telepix Corporation
Telepix Building
1515 North Western Avenue
Hollywood 27, California

PRICE: Single copies - $10 each
Quantities of ten - 10% discount
Quantities of twenty - 20% discount

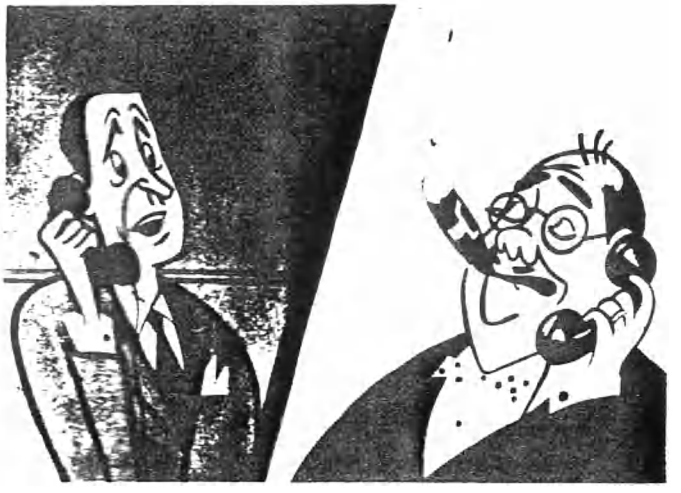
4/22/53

TYPE OF FILM	Sound slide, color cartoon
RUNNING TIME	15 minutes. Year made - 1952.
PRODUCED BY	Dick Lewis Studios, Telepix Division
PRODUCED FOR	Illinois Bell Telephone Company
ORDER FROM	~~Dick Lewis Studios~~ ~~Telepix Division~~ ~~155 East Ohio Street~~ Chicago ~~11, Illinois~~
PRICE	~~1 to 11 copies $12.00~~ ~~12 to 25 copies 11.25~~ ~~26~~ to 49 copies 10.00 50 to 100 copies 9.00



454-2

Sir Walter Raleigh made courtesy pay off.



454-3

...you can't talk over the telephone and chew a cigar at the same time.



454-4

Answer your telephone promptly.



MUSIC IN MOTION

PURPOSE:

To show how scientists of the Bell Telephone Laboratories analyze sound in their efforts to further improve telephone communications.

SYNOPSIS:

"Music In Motion" is a Technicolor film opening with a demonstration of "spectrographs" — flame-like color patterns representing the intensity and harmonic content of the narrator's voice and various musical instruments. Bell Laboratories engineers arrange to make sample tape recordings of the Telephone Hour orchestra at rehearsal. The orchestra, under Donald Voorhees, plays "Waltz of the Flowers" and the guest artist, violinist Zino Francescatti, plays "Londonderry Air."

The engineers now return to the Laboratories where they translate the tape recordings into visible patterns by means of sound spectrograph equipment. The sequence shows how these studies of sound help in the design of the telephone so that it will respond faithfully to the harmonic patterns of each customer's voice.

Other scenes show telephone research men at work in the transistor laboratory, the coaxial and the microwave laboratory--all searching for new and better ways to bring to the public the voices of friends, the pictures of television and the music of radio.

The picture returns to the broadcast studio where The Telephone Hour radio program is in progress. Francescatti and the orchestra play the "Concerto in E Minor" by Mendelssohn and the program closes with the "Bell Waltz."

"Music In Motion" combines the story of visible sound in telephone research with the best in music performed by a famous orchestra and a world-renowned violinist.

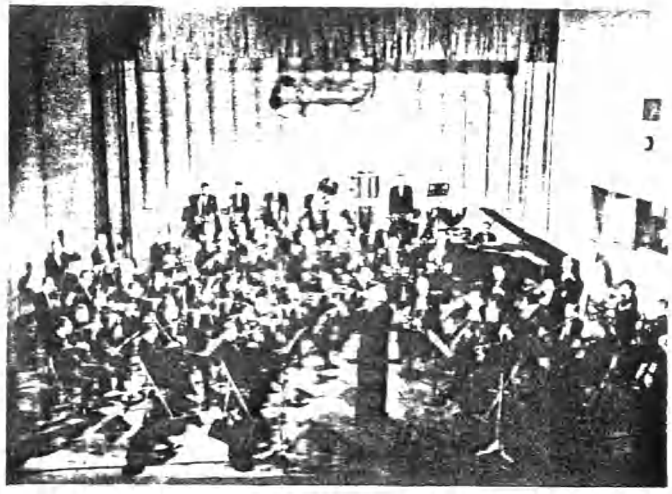
TYPE OF FILM	16mm and 35mm Color 1954 16 mm Black & White (Low Contrast for TV use)
RUNNING TIME	18 minutes
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, color, "Music In Motion" (Quantity) Film, 35mm, color, "Music In Motion" (Quantity) Film, 16mm, Black & White (Low Contrast for TV use) "Music In Motion"
PRICE	See Price List in this Catalog

Cleared for television after contractual agreement with American Federation of Musicians is signed by Associated Company desiring to use film on television.



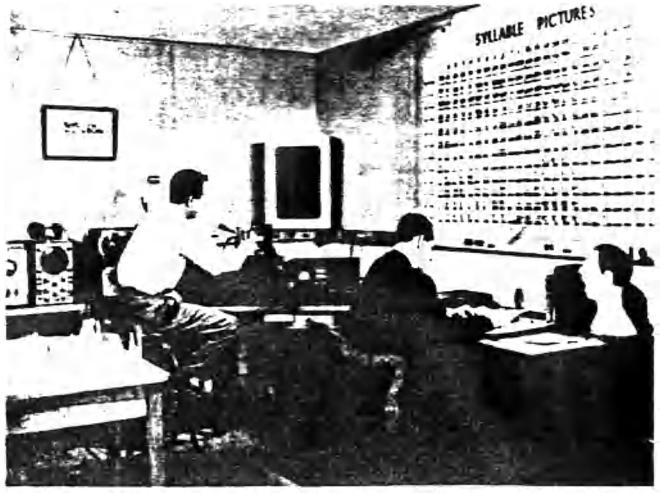
No. 455-2

Scientists from Bell Telephone Laboratories make sample tape recordings of the Telephone Hour Orchestra at rehearsal



No. 455-3

The Bell Telephone Orchestra conducted by Donald Voorhees



No. 455-4

Bell Telephone Laboratories engineers translating sound into visible patterns on a sound spectrograph.



BASIC TELEVISION

PRINCIPLES AND SERVICING

PURPOSE:

Training in television fundamentals and servicing techniques.

SYNOPSIS:

Films show basic principles of TV broadcasting, from the camera tube at studio to the picture tube at the receiver. Live action, showing broadcast practice for studio shows, films and remote pickups, is followed by animation sequences to show how the image is broken down into picture elements for transmittal to the receiver. The function of each component of the video signal - camera signal, blanking pulses and synchronizing pulses - is explained in terms of picture reproduction at the kinescope. Reproduction of picture elements as the scanning raster is produced show exactly how the image is reproduced in shades of black and white on the screen.

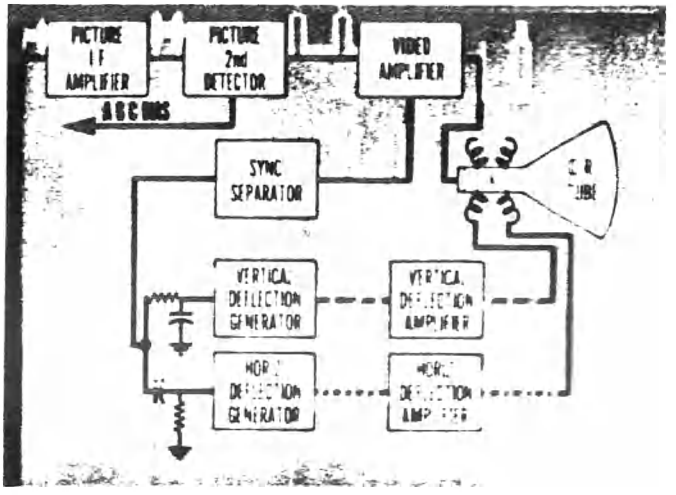
In another of the series a block diagram builds up the receiver circuit from antenna and transmission line to picture tube, to illustrate different sections (and the specific functions of each) then the function of each section is explained.

TYPE OF FILM	Sound, Motion B/W	
RUNNING TIME	TV System - 14 mins.	Year Made: 1953
	Practical TV Align.-16 mins.	
	TV Receivers-7 mins.	
	Deflection Circuits-11 mins.	
	Localizing Troubles-11 mins.	
	Antenna Installation-12 mins.	
PRODUCED BY	Loucks & Norling Studios	
PRODUCED FOR	McGraw-Hill Book Co.	
ORDER FROM	McGraw-Hill Book Co.	
	330 West 42nd St.	
	New York 36, N.Y.	
PRICE	Series - $350	
	Television System-$75	Deflection Circuits-$60
	Practical TV Alignment-$90	Localizing Troubles-$60
	TV Receivers-$50	Antenna Installation-$60



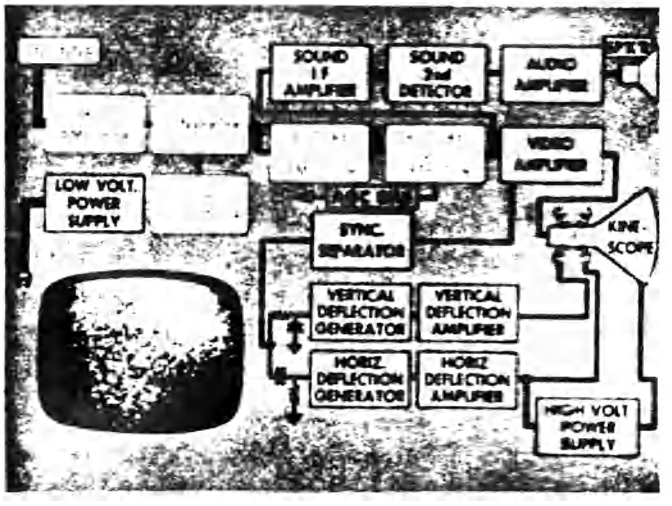
No.456-2

Shows method of localizing trouble in TV Receivers.



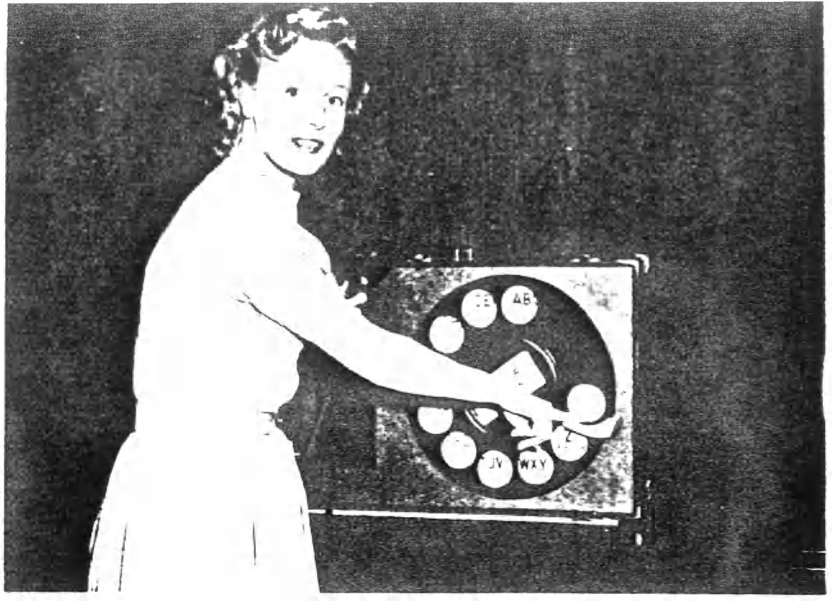
No.456-3

Block diagram of TV Receivers and illustration of the specific function of each component.



No.456-4

Outlines block diagram method of localizing troubles from symptoms.



DIALING TIPS

PURPOSE:

To aid in reducing customer dialing irregularities by demonstrating the correct way to use the dial telephone.

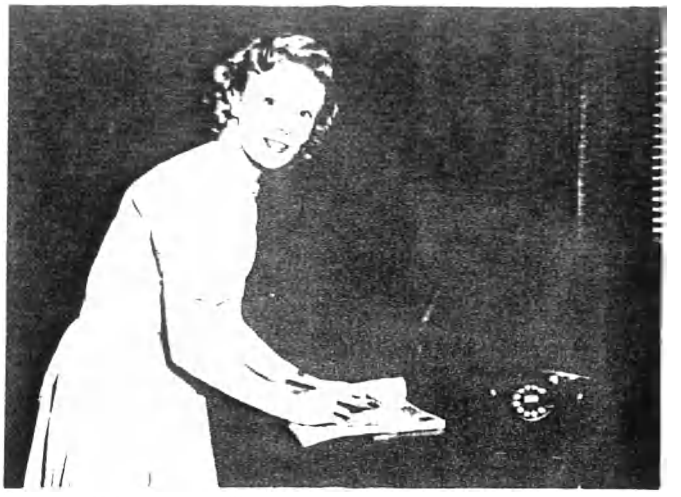
SYNOPSIS:

This film, made in color for either conventional or wide screen, is essentially the dial instruction portion of "Now You Can Dial". The film opens with the demonstrator pointing out the importance of correctly using the dial telephone. Correct dialing techniques are demonstrated (using 2-5 numbering) with emphasis placed on:

1. Being sure of the right number.
2. Waiting for the dial tone.
3. Referring to the number while dialing.
4. Turning the dial until finger firmly touches finger stop.
5. How to avoid confusing the letter "O" with the numeral "O" (zero).
6. The difference between ringing and busy signals.

TYPE OF FILM	16 mm & 35 mm color Year Made: 1954
RUNNING TIME	5½ minutes
PRODUCED BY	Charles E. Skinner Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16 mm, color, "Dialing Tips" (Quantity) Film, 35 mm, color, "Dialing Tips"
PRICE	See Price List included in this catalog.

Cleared for television however, no rights have been obtained to use excerpts of this film in TV commercials.



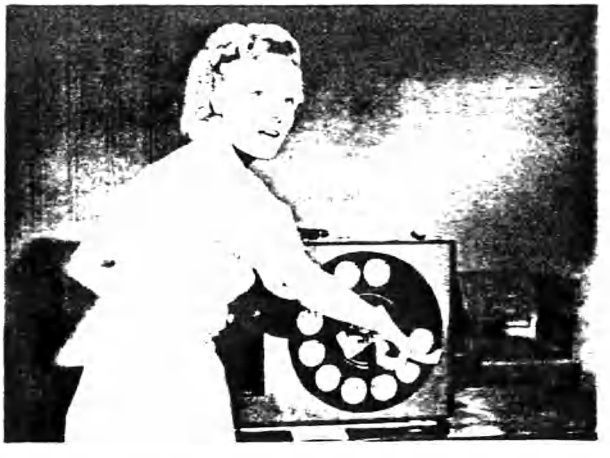
No. 457-2

Consult your directory for any number you are not sure of -- write the number down.



No. 457-3

Make a note of numbers you frequently call. You can get a free personal numbers booklet for this purpose from your telephone company business office.



No. 457-4 Failure to bring your finger firmly to the finger stop with each pull of the dial may cause you to reach a wrong number.



No. 457-5 Let the telephone ring for at least a minute or about 10 rings to give the person you're calling time to answer.



NOW YOU CAN DIAL

PURPOSE:

To inform the public and employees of work necessary to change from manual to dial service, explain the need for the 2-5 numbering system and demonstrate how to use the dial telephone correctly.

SYNOPSIS:

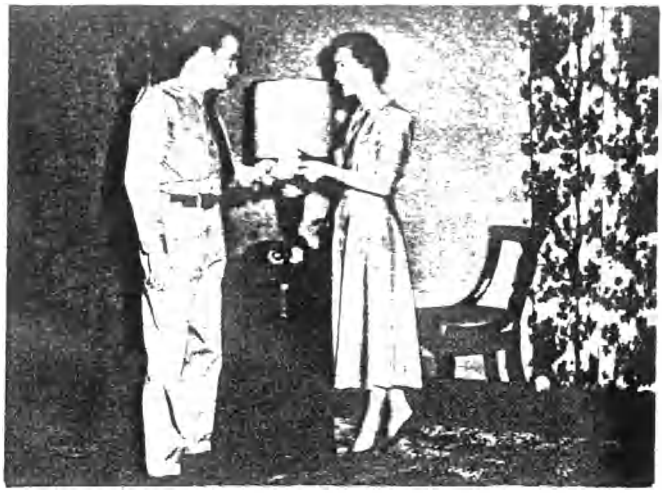
Made in color for either conventional or wide screen, the film opens with the demonstrator telling of some of the background of the change to dial. We see scenes of construction, installation and the actual cutover. After explaining the need for the 2-5 numbering plan, she then illustrates how to use the dial telephone. Some of the points covered are:

1. Having the right number.
2. Listening for dial tone.
3. Referring to the number while dialing.
4. Dialing the first 2 letters and the 5 numerals.
5. Turning the dial until finger firmly touches the finger stop.
6. How to avoid confusing the letter "O" with the numeral "0" (zero).
7. The difference between ringing and busy signals.

She emphasizes that proper dial usage will save the telephone user time and possible annoyance.

TYPE OF FILM	16 mm & 35 mm color
RUNNING TIME	9½ minutes Year Made: 1954
PRODUCED BY	Charles E. Skinner Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16 mm, color, "Now You Can Dial" (Quantity) Film, 35 mm, color, "Now You Can Dial"
PRICE	See Price List included in this catalog.

Cleared for television, however, no rights have been obtained to use excerpts of this film in TV commercials.



No. 458-2

After converting station to dial, installer gives dial instruction pamphlets to customer.



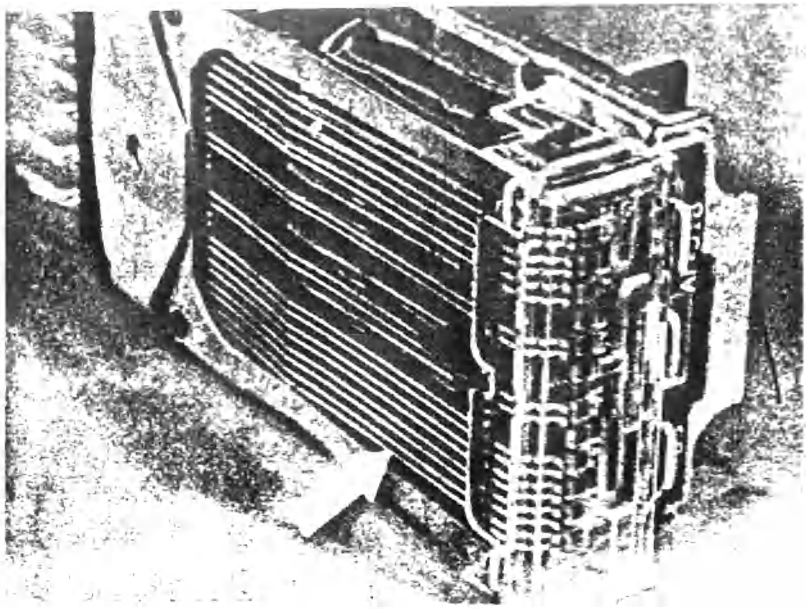
No. 458-3

Remember before dialing, always listen for the dial tone.



No. 458-4

Soon after you dial the number you want, you will hear the ringing signal.



No. 459

TELEPHONE RELAYS - WIRE SPRING TYPE

PART I AND PART II

PURPOSE:

To show the development and manufacture of wire spring relays and the adjustment procedures and tools required. Referred to in Mr. Greber's letter of Dec. 10, 1954 to General Plant Managers.

SYNOPSIS:

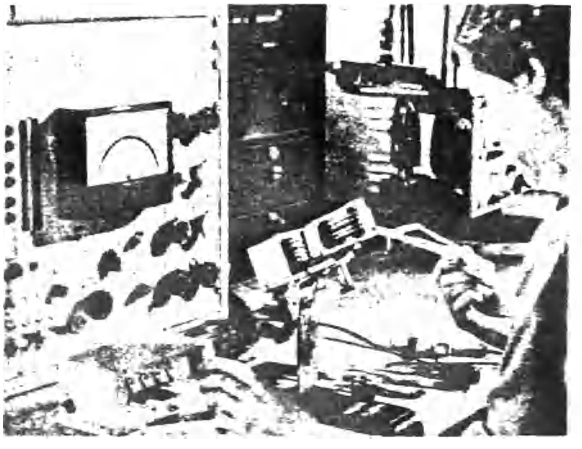
Part I pictures some of the developmental and research work which preceded the manufacture of the relay. It also shows some of the manufacturing processes and by the use of slow motion photography demonstrates its new mechanical features. Some of the advantages that will accrue from the general use of the relay are discussed.

Part II deals exclusively with technical aspects of the relay, demonstrating maintenance and adjustment procedures as well as tools which are peculiar to it.

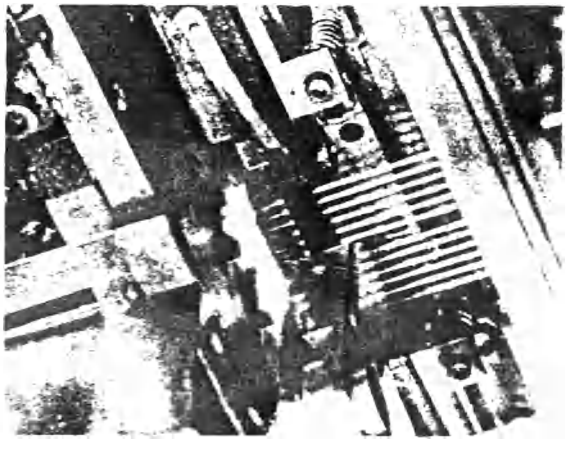
TYPE OF FILM	Sound motion 16mm B&W
RUNNING TIME	Part I-24 min. Part II-15 min. Year Made: 1954
PRODUCED BY	Audio Productions
PRODUCED FOR	Bell System
ORDER FROM	On requisition through local Western Electric Distributing House
	(Quantity)Film 16mm Part I "Telephone Relays—Wire Spring Type"
	" " " Part II " " " " "
PRICE	See Price List Included in this catalog.



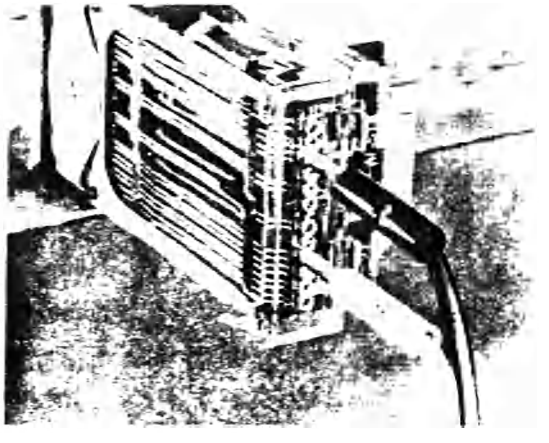
No. 459-2 The design objectives.



No. 459-3 Checking adjustments at Western Electric.



No. 459-4 Welding contacts on wire assemblies at Western Electric.



No. 459-5

Test covers protect the contacts.



No. 460

ANYONE AT ALL

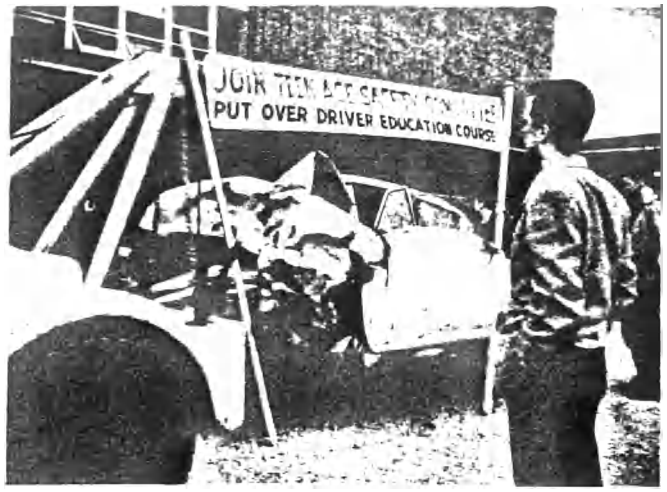
PURPOSE:

To prove that each individual employee has a personal stake in his own safety and the safety of his fellow worker.

SYNOPSIS:

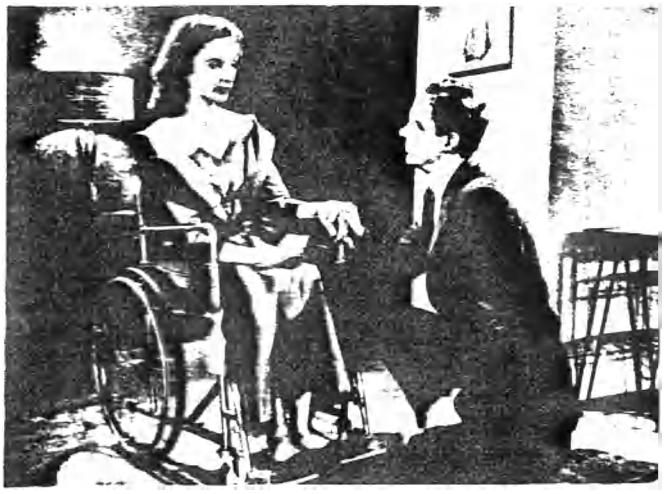
This film shows how the citizens of an average American town -- with interest in community welfare aroused with the enthusiastic safety campaign of a single community group -- proceeded to organize a concerted fight against lax safety conditions. The incidents presented in the film are based on factual records of real life occurrences gleaned from the vast storehouse of information and procedures which is made available to the public by the National Safety Council.

TYPE OF FILM	Sound, motion 16mm B&W & color
RUNNING TIME	22 mins. Year Made: 1954
PRODUCED BY	John Barnes
PRODUCED FOR	National Safety Council
ORDER FROM	Encyclopedia Britannica Films 1150 Central Ave., Wilmette, Ill.
PRICE	B&W $100; Color $200



460-2

Students start a campaign to have a driver training course given in the high school.



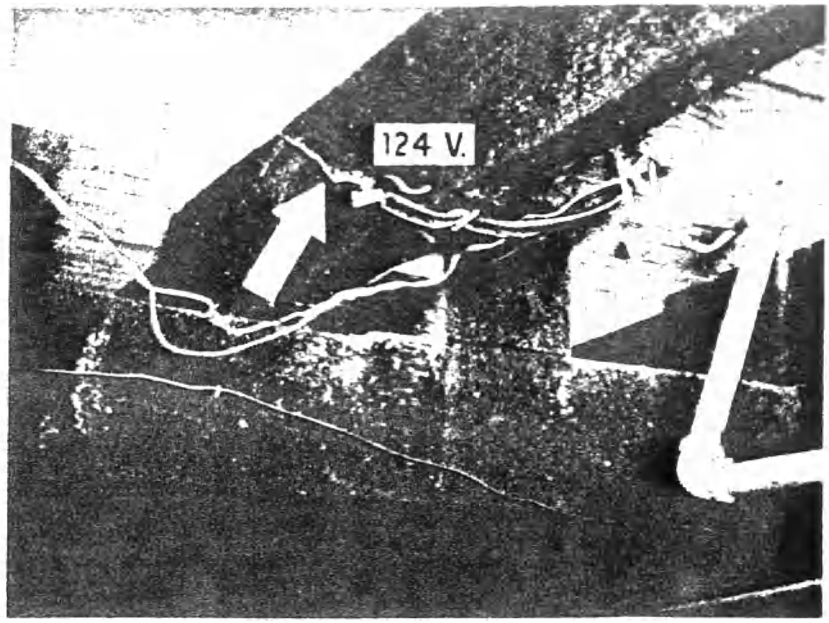
460-3

No dancing for this young woman -- an unnecessary accident has confined her to a wheel chair.



460-4

Tragic accidents can occur when safety practices are not followed. Make safety a regular habit.



ELECTRIC SHOCK ACCIDENTS

PURPOSE:

To review the fatal electric shock accidents that occurred during 1953 and 1954 and explain the importance of preventing similar accidents

SYNOPSIS:

The film starts by reviewing the trend of lost time injuries in the Bell System. It then shows the record of electric shock accidents and focuses attention on the fatalities. Before discussing individual cases, the narrator asks the audience to consider what safety rules were violated, as they look at each case, in preparation for the discussion following the film.

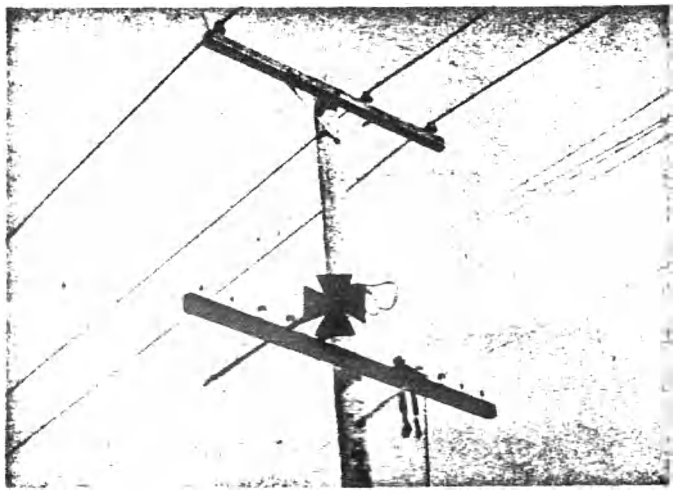
The slide film then shows how each fatal electric shock accident happened and reviews the cause of the accident. At the conclusion of the narration, a selected scene from each accident is shown to the audience to stimulate discussion and to develop suggestions for prevention of similar accidents.

TYPE OF FILM	35 mm sound slide B&W
RUNNING TIME	15 minutes Year Made: 1954
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	A. T. & T. Co. Plant Department
ORDER FROM	Audio Productions, Inc. 630 Ninth Avenue, N. Y., N. Y.
ORDER WORDING	(Quantity) 35 mm Sound Slide, "Electric Shock Accidents" $5.00 each. (Quantity) Recording only, for 35 mm filmstrip "Electric Shock Accidents" $3.50 each. (Quantity) Filmstrip only, for 35mm Sound Slide, "Electric Shock Accidents" $1.50 each
PRICE	See above



461-2

Cable sheath damaged by broken, energized, power wire as seen from ground by cable splicers helper.



461-3

Lineman was pulling slack from wires at this point when telephone wire fell onto power wire several spans away.



461-4

Repairman, while locating cable trouble, accidentally lifted exploring coil assembly too high contacting 7200 volt power.



No. 462

WRITE IT RIGHT

PURPOSE:

To show the importance of accurate and legible toll ticket writing.

SYNOPSIS:

Mr. Olsen, a small business customer, is charged for a long distance call he didn't make. He complains, and through flashbacks we learn that the operator had carelessly transposed the calling number when writing the charge ticket. Some 14 people are then involved in "extra" work to correct the error which could have been easily avoided by the operator. A few tips on accurate and legible ticket writing wind up the film.

There are two versions of the same film - one for toll operators and the other for "local" operators, the difference being largely one of methods, appearance of the switchboard, the tickets, etc.

TYPE OF FILM	16mm Sound Motion B/W
RUNNING TIME	15 minutes Year Made: 1954
PRODUCED BY	Illinois Bell Telephone Company
PRODUCED FOR	Illinois Bell Traffic Department
ORDER FROM	Public Relations & General Info. Dept. Illinois Bell Telephone Company 208 West Washington Street, Room 1805 Chicago 6, Illinois
PRICE	$52.50 (Specify local or toll version)



462-2

The business representative discusses the billing error with the customer, Mr. Olsen.



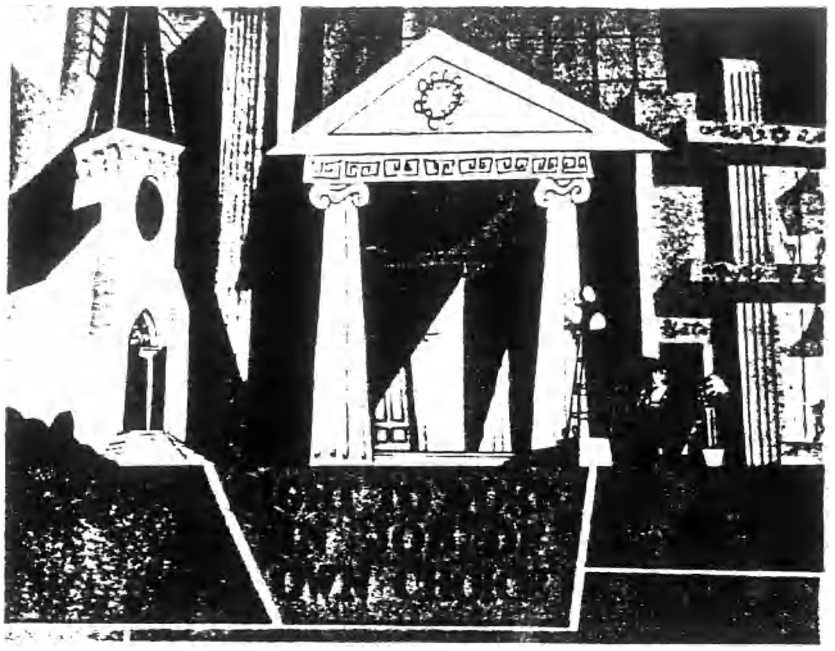
462-3

This girl has to do extra work because of the operator's error.



462-4

Accurate and legible ticket writing is an important part of her job.



No. 1163

IT'S EVERYBODY'S BUSINESS

PURPOSE:

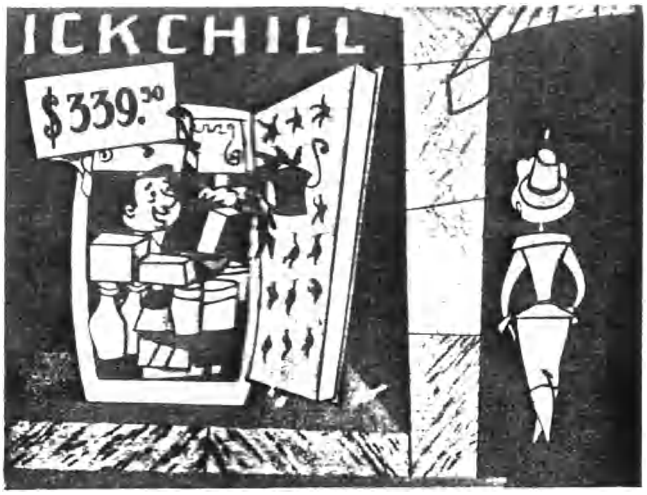
To tell the story of the growth and development of the American business system.

SYNOPSIS:

Aimed at all age groups and occupations, this film in color animation, illustrates how the freedoms guaranteed by the Constitution have enabled American business and labor to outproduce the world.

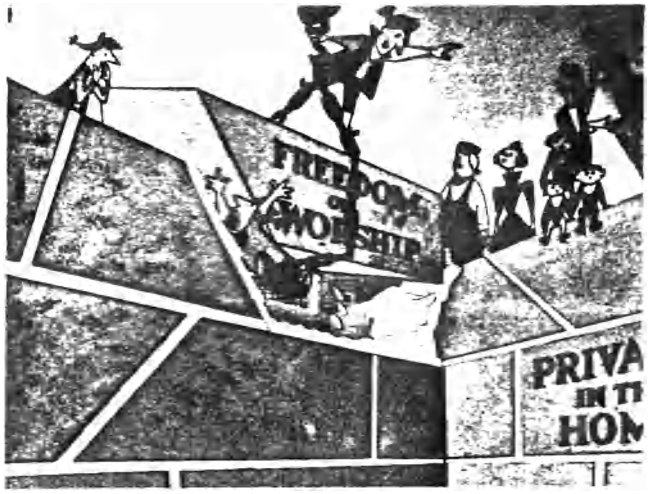
In a style that is light and humorous, it explains how profit and industrial investments create jobs; how competition keeps values high and prices low; how advertising benefits everyone, and how governments should function in a free economy to the best interest of all.

TYPE OF FILM	16mm Sound Motion Technicolor
RUNNING TIME	22 minutes Year Made: 1954
PRODUCED BY	John Sutherland Productions
PRODUCED FOR	U. S. Chamber of Commerce
ORDER FROM	Education Department Chamber of Commerce of the U. S. Washington 6, D. C.
PRICE	$130.00



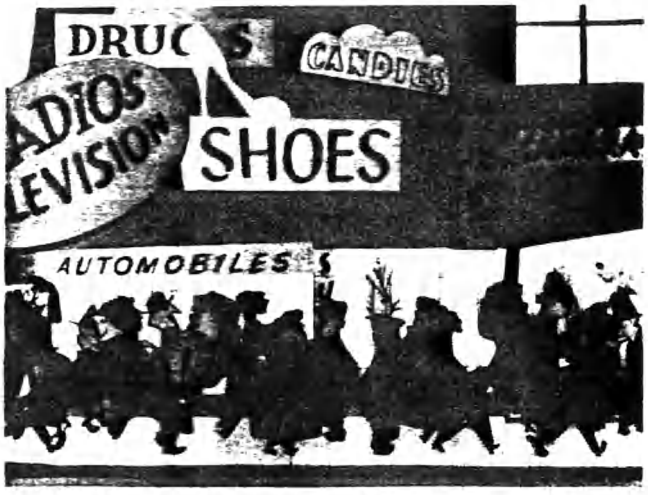
463-2

Competition keeps value high and prices low.



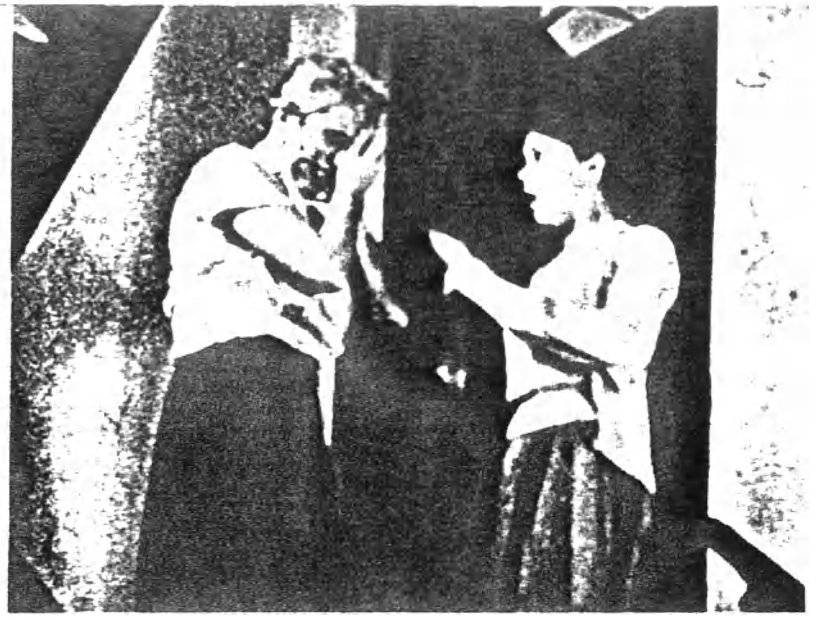
463-3

Freedom of worship - another basic freedom guaranteed by the Constitution.



463-4

Free enterprise works to the best interest of everyone.



No. 464

SAFETY IS ALWAYS

PURPOSE:

Designed to alert women employees to the possibility of office accidents and to teach safe working practices in offices and Traffic operating rooms.

SYNOPSIS:

The first section of the film in an imaginative manner, reviews many of the accidents suffered by female employees both on and off the job. This portion, in black and white, runs 11 minutes and covers the misadventures of Tizzy Gooch, a fictitious employee who performs her household chores as carelessly as she functions at the office. The resulting accidents become slapstick comedy, since the picture, filmed at slow camera speed and projected at normal speed, has the erratic movement of early film comedies.

The second portion, which runs 8 minutes, is in color and shows the proper precautions to be taken by employees in order to prevent accidents both on and off the job. A wide variety of female telephone occupations and safe practices are pictured.

TYPE OF FILM	16mm Sound Motion
RUNNING TIME	19 Minutes Year Made: 1954
PRODUCED BY	Illinois Bell Telephone Company
PRODUCED FOR	Illinois Bell Telephone Company
ORDER FROM	Illinois Bell Telephone Company Film Section, General Information Dept. 208 West Washington Street Chicago 6, Illinois
PRICE	$65.00



464-2

An umbrella in Tizzy's hands is a formidable weapon.



464-3

The misadventures of Tizzy include a fall down the stairs.

PROJECTIONIST TRAINING

PURPOSE:

To inform student operators of correct techniques used in film projection.

SYNOPSIS:

Operation & Care of Bell & Howell Sound Projector
(16mm sound, 21 minutes, sale price $85)
Made for beginners, the film shows how to set up, thread and operate the projector. Also gives information on machine maintenance.

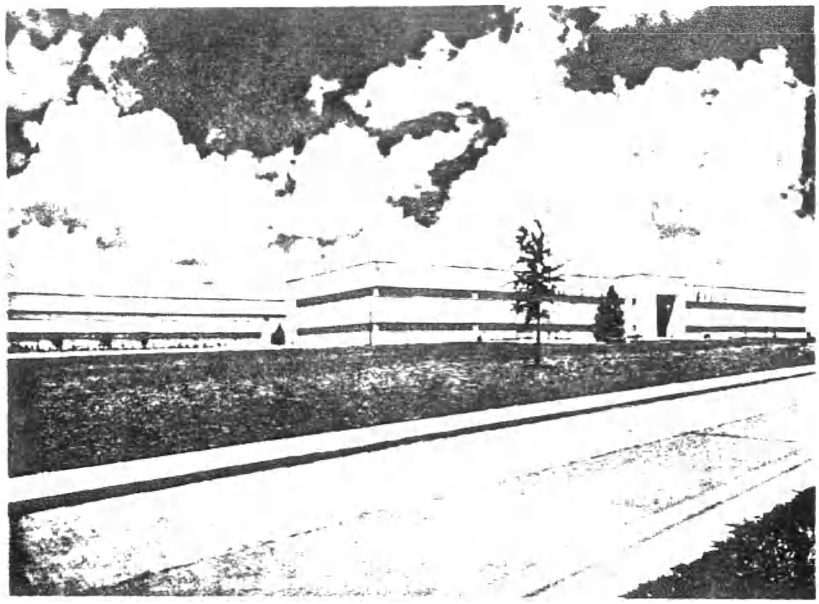
Facts About Projection
(16mm sound, 11 minutes, sale price $50)
Demonstrates principles and practices that will improve every program.

Facts About Film
(16mm sound, 11 minutes, sale price $50)
Film shows how damage occurs, what damaged film looks like on the screen, and how to prevent damage. Importance of cleaning projector is emphasized.

Operation and Care of RCA-400 16mm Sound Projector
(16mm sound, 18 minutes, price $85)
This film shows how to thread, operate & clean RCA-400 projector.

Operation and Care of the Victor 16mm Sound Projector
(16mm sound, 11 minutes, price $55)
Shows how to thread, operate & maintain Victor projector.

ORDER FROM	Running Time & Prices Shown Above. International Film Bureau, Inc. 57 East Jackson Boulevard Chicago 4, Illinois



No. 466

TALE OF THREE CITIES

PURPOSE:

To inform the public and Bell System employees of Western Electric's national defense work and its plant development in North Carolina.

SYNOPSIS:

The farms, cities and industries of North Carolina are shown through the eyes of a Western Electric employee.

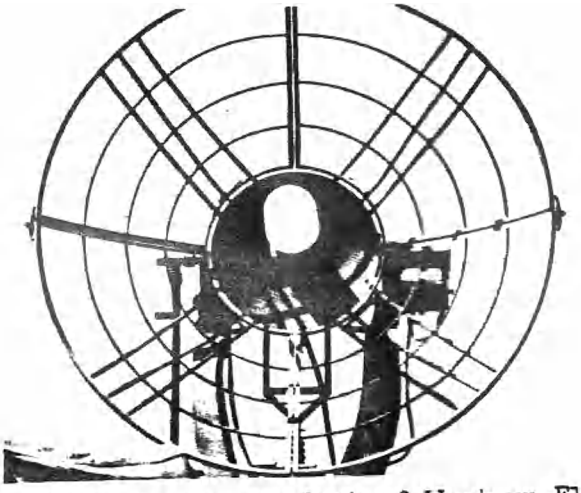
To show what brought him to North Carolina he outlines Western Electric's function in the Bell System and tells of the company's contribution to World War II---communications systems, radar and electronic gun directors. Even today Western Electric and Bell Laboratories continue to work on national defense projects such as improved fire control systems, radar bombsights, Nike and many other projects.

When Western Electric retooled after World War II, the employee relates how he came to the middle south to help develop additional plants for national defense projects. After space was acquired in Burlington, Greensboro and Winston-Salem, a new plant was constructed in Winston-Salem to consolidate various locations in that city.

TYPE OF FILM	Sound Motion, 16mm & 35 mm B&W
RUNNING TIME	13 minutes Year Made: 1955
PRODUCED BY	Western Electric Company
PRODUCED FOR	Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, "Tale of Three Cities". (Quantity) Film, 35mm, "Tale of Three Cities".
PRICE	See Price List included in this catalog.



466-2 Construction work underway on The Lexington Road plant, Winston-Salem, N.C.



466-3 A radar antenna, product of Western Electric, undergoes tests.



No. 467

THINGS PEOPLE WANT

PURPOSE:

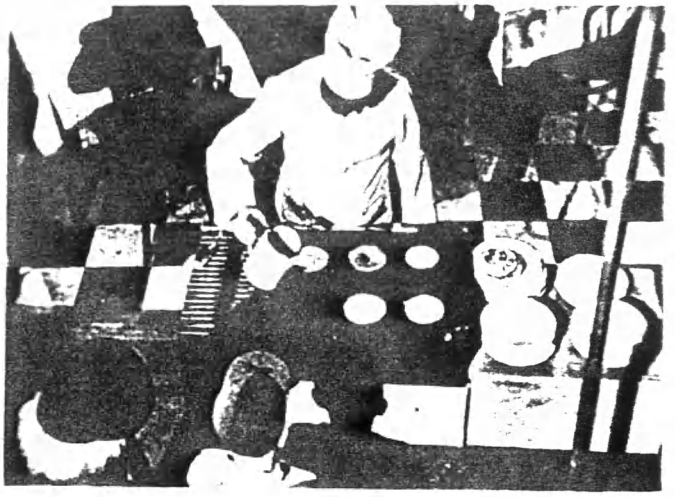
Salesmanship training

SYNOPSIS:

Film explains the "six primary interests--comfort, safety, economy, performance, durability, appearance"--which influence a prospect in buying a product. It demonstrates, through a series of over-the-counter and home sales situations, why a salesman should learn which of these is most important to his prospect--and how application of this knowledge gets sales results.

For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	Sound, Motion, 16mm B&W
RUNNING TIME	20 minutes Year Made: 1948
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	Jam Handy Organization
ORDER FROM	2821 E. Grand Blvd. Detroit 11, Michigan or local branch office
PRICE	$125



467-2

Creating desire builds sales



467-3

Team prospect's primary interests.



No. 468
Revised

FAMILY AFFAIR

PURPOSE:

Primarily for employees, but also for selected public groups. To show why one centrally located residence telephone is inadequate for modern living. See also pages No. 532 and No. 532a.

SYNOPSIS:

The film, through typical incidents from the lives of three related families, shows difficulties arising from inadequate telephone service arrangements.

The incidents demonstrate the need for telephones located where household members are most likely to be when they receive or want to make calls.

The locations are a small apartment, a medium-sized home, and a large home. The three families finally come to realize that additional telephones are a necessity, and closing scenes show how they benefit from additional telephones in bedrooms, kitchen, etc. One sequence also points up the need for an additional listing.

Color telephones are shown matching the decor in kitchen and bedrooms.

As the first unit of a sales training package for service representatives, this film helps develop an understanding of what constitutes adequate telephone service.

TYPE OF FILM	16mm and 35mm, Sound Motion, Color
RUNNING TIME	27 minutes Year Made: 1955
PRODUCED BY	Henry Strauss Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, Color, "Family Affair" (Quantity) Film, 35mm, Color, "Family Affair"
PRICE	See Price List included in this catalog

Cleared for television



468-2

Pat's father listens with annoyance to her teen-age chit-chat on the one "family" telephone.



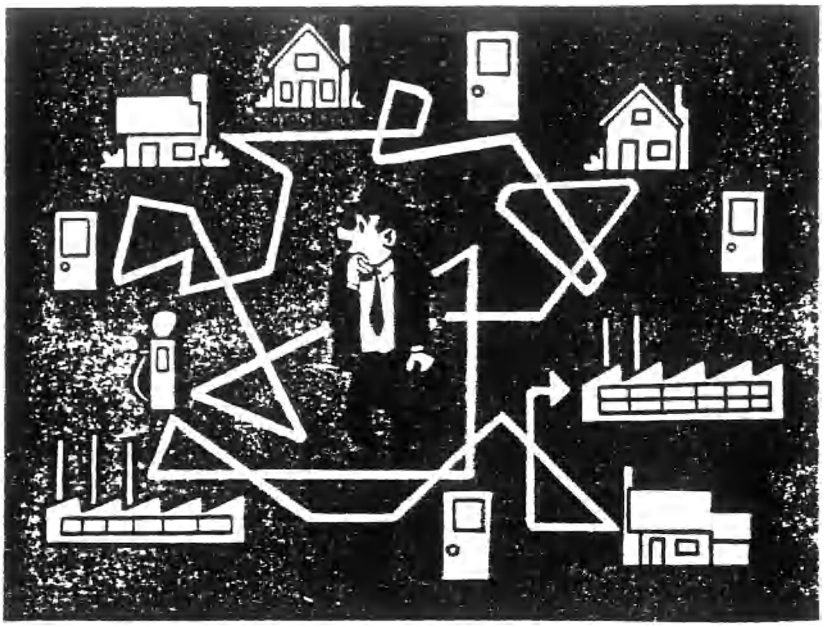
468-3

The one "family" telephone as near at hand as possible the night the baby came.



468-4

"It's for you - it's Freddy!"



SALESMANSHIP (SERIES OF 4 FILMS)

PURPOSE:

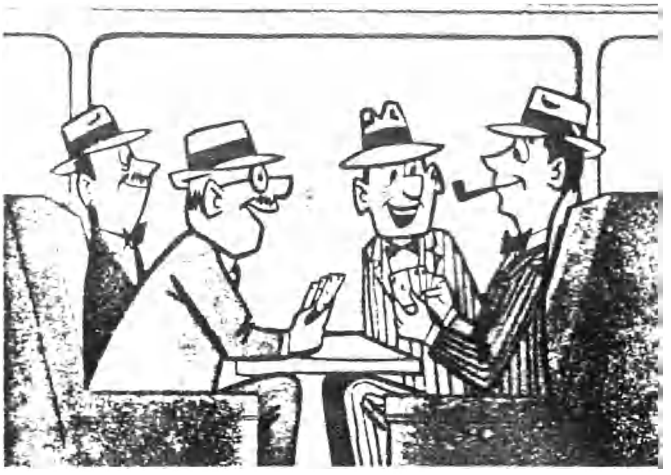
Salesmanship training.

SYNOPSIS:

Prospecting, Sound Motion, 16mm, 10 min.
Salesmen for 3 different products get a line on one prospect by running down leads picked up in overheard conversations, previous sales, etc.
The Preapproach, Sound Motion, 16mm, 10 min.
A salesman learns personal traits, likes, dislikes, interests and problems of key members of a business in order to tailor-make his presentation and to help assure a sympathetic reception.
The Approach, Sound Motion, 16mm, 10 min.
Salesman uses information in "Preapproach" film to get prospect's interest in an insurance policy. One sequence explains how prospect's secretary reacts to attempts to see the boss.
Making That Sale, Sound Motion, 16mm, 14 min.
Starts with review of steps in the preceding 3 films. Story continues with the sale of an oil burner. Salesman tells how he interested the prospect, dealt with his objections and got the signature.

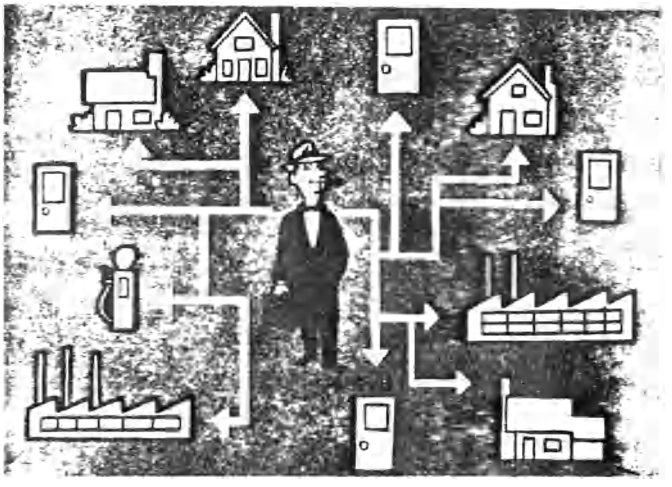
For background in presenting this film for training purposes see Commercial Letter 1344.

	Year Made: 1952
PRODUCED BY	Transfilm, Incorporated
PRODUCED FOR	McGraw Hill Publishing Company
ORDER FROM	McGraw Hill, Text-Film Department 330 West 42 Street New York 36, New York
PRICE	Prospecting, Preapproach, Approach - $60. each Making that Sale-$85. Complete Set - $250 Follow-up discussion film strips - $14. each



469-2

Overheard conversations often provide sales leads.



469-3

The experienced salesman saves time and effort by planning his prospect coverage



THE BETTGER STORY*

PURPOSE:

Salesmanship training

SYNOPSIS:

Based on Frank Bettger's book, "How I Raised Myself from Failure to Success in Selling". Narrated by Mr. Bettger,* highly successful life insurance salesman.

Portrays scenes from Mr. Bettger's life - how he happened to become a salesman, his early failures and how he learned "the 13 selling points that changed failure to success" demonstrating several sales interviews. Final scene re-enacts his sale of a $250,000 life insurance policy by using these points.

Benjamin Franklin Autobiography is the source of several of Mr. Bettger's selling points.

This film makes a good case for the importance of pre-interview fact-finding and sincerity and enthusiasm in presenting the sales story. Has considerable inspirational value.

For background in presenting this film for training purposes see Commercial Letter 1344.

* Pronounced as if spelled "Betcher"

TYPE OF FILM	16mm Sound Motion B&W
RUNNING TIME	30 Minutes Year Made: 1951
PRODUCED BY	Ted Eshbaugh Studios
PRODUCED FOR	Dartnell Corporation
ORDER FROM	Local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm color, "The Bettger Story"
PRICE	Approximately $145



470-2

Frank Bettger learns his first lesson in salesmanship.



470-3

Enthusiasm - the magic sales ingredient.



470-4

Mr. Bettger plans and closes his famous $250,000 sale.



No. 471

CLOSING THE SALE

PURPOSE:

Salesmanship training

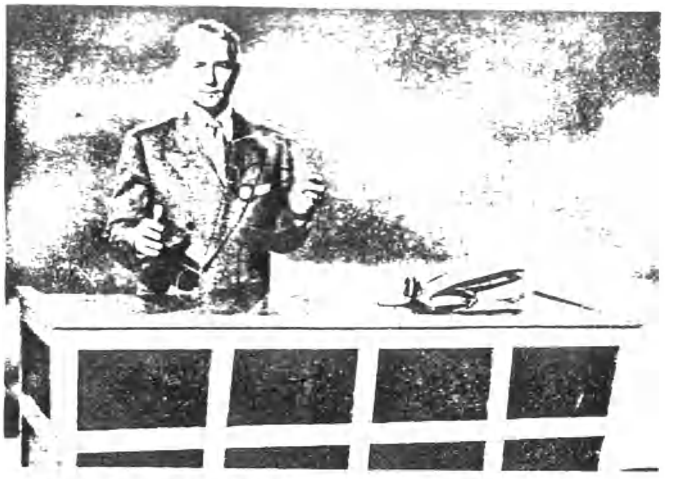
SYNOPSIS:

Written and narrated by Richard C. Borden and Alvin Busse, formerly faculty members, New York University School of Commerce.

Film dramatizes right and wrong ways of closing a sale through the use of "five established clinchers": how product benefits the customer; using a key issue; using visual tools; asking for the order; following through with continued interest in the customer.

For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	16mm Sound Motion B&W
RUNNING TIME	30 minutes Year Made: 1952
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	Dartnell Corporation
ORDER FROM	Local W.E. Distributing House
ORDER WORDING	(Quantity) Film, 16mm B&W, "Closing The Sale"
PRICE	Approximately $145



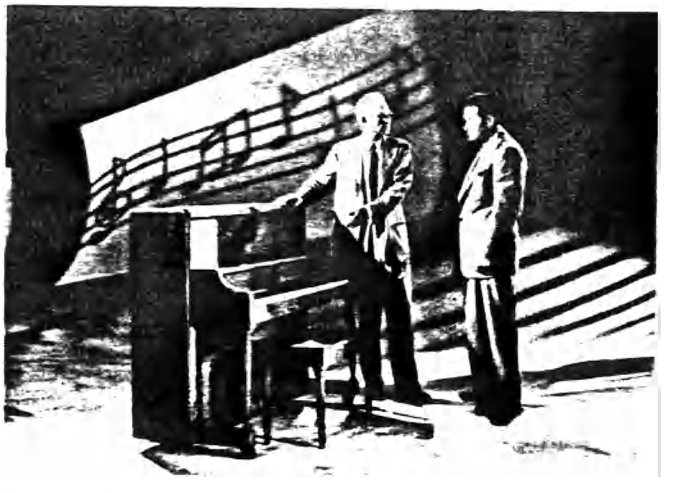
471-2

Learn the prospect's interests - ask questions.



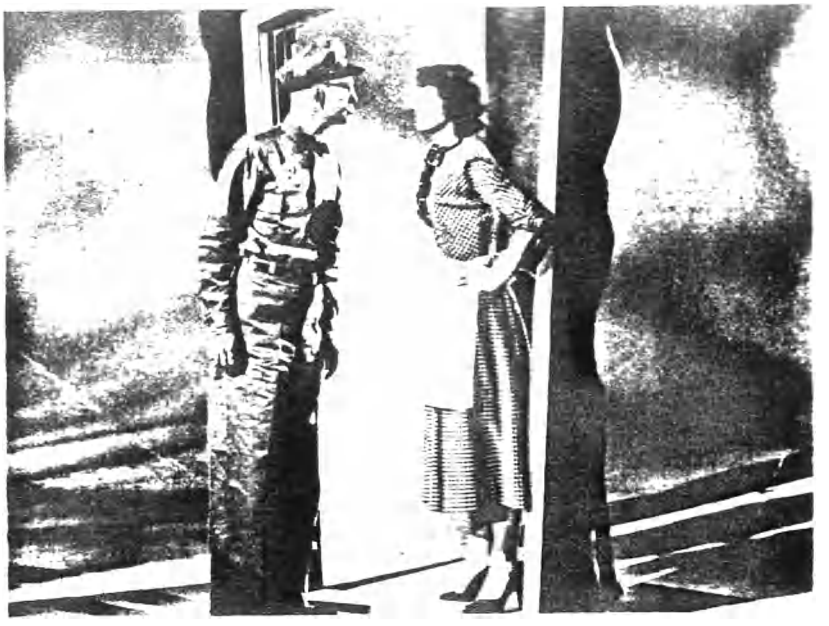
471-3

Don't play "handies" to describe product -
Do use the visual tools of selling



471-4

Use a key issue to show how product benefits
the prospect.



OVERCOMING OBJECTIONS

PURPOSE:

Salesmanship training

SYNOPSIS:

Written and narrated by Richard C. Borden and Alvin Busse, formerly faculty members, New York University School of Commerce.

They dramatize "six principles which topflight salesmen find most effective in turning objections into sales advantages."

For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	16mm Sound Motion B&W
RUNNING TIME	30 minutes Year Make: 1953
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	Dartnell Corporation
ORDER FROM	Local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm B&W, "Overcoming Objections"
PRICE	Approximately $145



472-2

Turn the prospect's objection into question - then, answer the question.



472-3

Winning the argument can lose the sale.



No. 473

AUTOPSY OF A LOST SALE

PURPOSE

Salesmanship training

SYNOPSIS:

Written and narrated by Richard C. Borden and Alvin Busse, formerly faculty members, New York University's School of Commerce.

Purports to show, "twelve outstanding reasons" why salesmen lose orders:

Misrepresentation
Not using all selling tools (e.g., visual aids).
Awkward use of selling tools
Lack of facts about product
Not covering all important points
Arguing with prospects
Failure to justify price
Not talking prospect's language
Lack of summary of important points
Not generating sufficient desire
Talking too much
Neglect of prospect

For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	16mm Sound Motion B&W
RUNNING TIME	32 minutes Year Made: 1940
PRODUCED BY	Dartnell Corporation
PRODUCED FOR	Dartnell Corporation
ORDER FROM	Modern Talking Picture Service 30 Rockefeller Plaza New York 20, New York
PRICE	Rental only - approximately $1.00 per head



No. 474

HOW TO SELL QUALITY

PURPOSE:

Salesmanship training

SYNOPSIS

A salesman who is having a hard time with price competition gets a demonstration of ways to make good quality outsell low price.

Shows how top-notch salesmen overcome the objection "too expensive" by emphasizing that quality costs less in the long run.

For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	16mm Sound Motion B&W
RUNNING TIME	30 minutes Year Made: 1954
PRODUCED BY	Jam Handy Organization
PRODUCED FOR	Dartnell Corporation
ORDER FROM	Local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm B&W, "How To Sell Quality"
PRICE	Approximately $145



474-2

The arithmetical formula for selling quality products.



474-3

Add up the benefits.



474-4

Compare cost feature by feature



SELLING AGAINST RESISTANCE

PURPOSE:

Salesmanship training

SYNOPSIS:

Richard C. Borden is featured in a series of "six realistic and hard-hitting" lessons covering selling techniques keyed to "today's selling conditions."

The six points covered are:

1. How to close without tricks.
2. How to make selling points penetrate.
3. How to overcome objections.
4. How to outsell competition.
5. The easy way to handle demonstrations.
6. How to promote customer good-will in your sales contacts.

For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	35mm Sound Slide B&W (series of six)
RUNNING TIME	15 minutes each Year Made: 1949
PRODUCED BY	Wilding Picture Productions
PRODUCED FOR	Dartnell Corporation
ORDER FROM	4660 Ravenswood Avenue Chicago 40, Illinois
PRICE	$225 for series of six



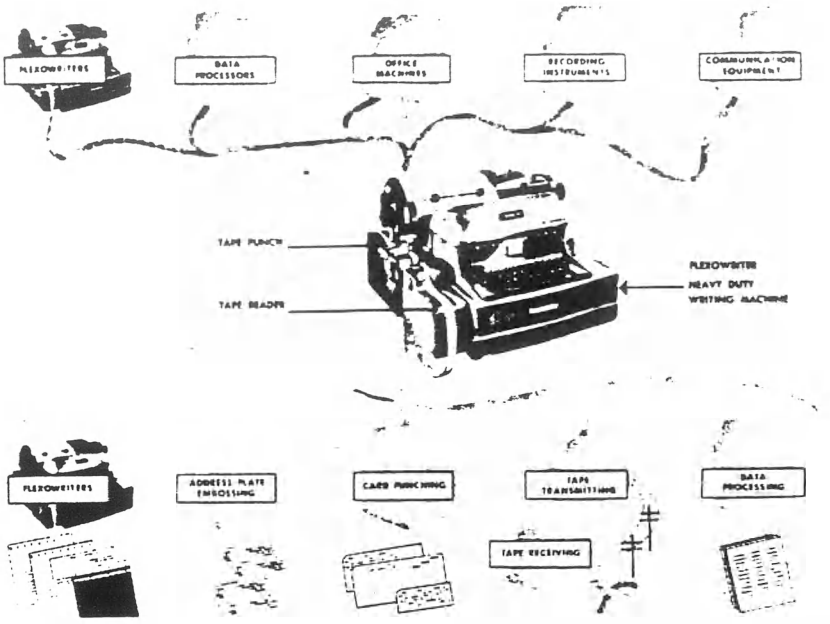
475-2



475-3



475-4



INTEGRATING THE OFFICE FOR ELECTRONICS

PURPOSE:

To explain the concept of integrated data processing (I.D.P.) using the 5-channel perforated common language tape (C.L.T.).

SYNOPSIS:

The film depicts operations, uses and latest developments in business machines producing 5-channel perforated tape as a by-product of their primary functions. This enables them to be integrated with teletypewriter service.

Should be a valuable adjunct in the training of teletypewriter salesmen.

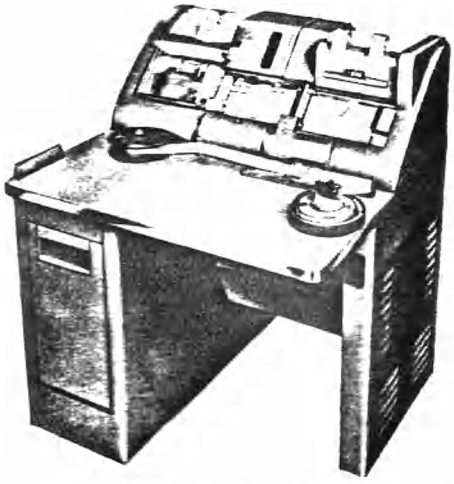
Note: Letter, dated March 23, 1955, to all General Commercial Managers, covers applications of this film in more detail.

TYPE OF FILM	16mm Sound Motion B/W
RUNNING TIME	60 minutes Year Made: 1954
PRODUCED BY	American Management Association
PRODUCED FOR	American Management Association
ORDER FROM	American Management Association 330 West 42 Street New York 36, New York Att: R.V. Alberding
PRICE	$135.00



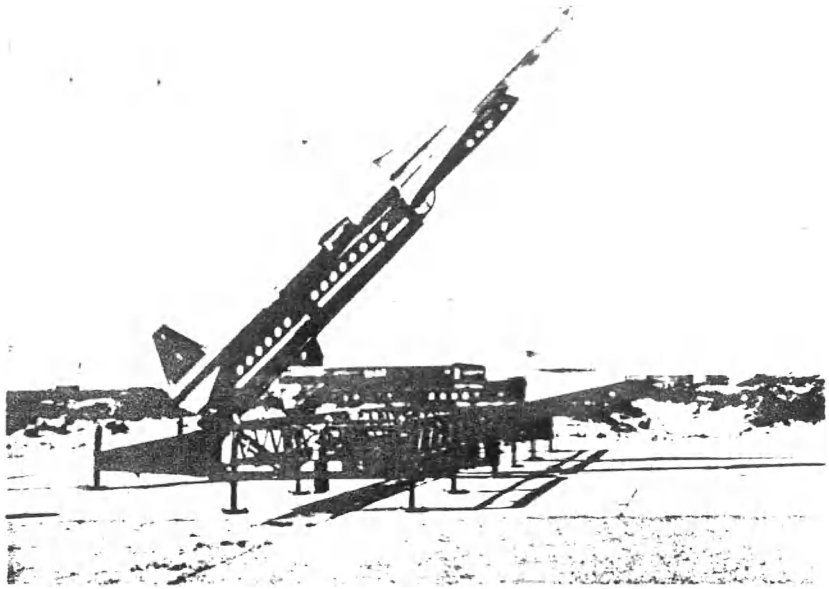
476-2

Number 19 sending and receiving page teletypewriter equipped for automatic tape transmission in an office of a customer with private line teletypewriter contract service.



476-3

The IBM 46 reads alphabetic or numerical information from a punched tape and converts it to IBM cards. This machine is designed for use with 5-channel telegraphic tape produced on the IBM card-controlled Tape Punch or telegraphic equipment. The 5-channel telegraphic tape may be used for transmission by commercial wire services.



NIKE

PURPOSE:

To show the part played by Western Electric and Bell Laboratories in the Nation's guided missile program.

SYNOPSIS:

Opening scenes show the preparation for and the actual launching of Nike. The narration develops the reasons why Bell Telephone Laboratories and Western Electric Company were asked to help develop the Army's guided missile system during World War II: "For a guided missile system is primarily a matter of communications - and when you want communications research, you go to Bell Labs". Throughout the film, the electronic brain that makes up the heart of Nike is compared with the electronic brain that searches out a distant telephone number when the dial mechanism is operated. The film traces the relationship of communications research in weapons and research for improving telephone service.... from microwave to the core of the dial system.

The scenes illustrating Nike spotting the target, launching the missile, and destroying a "hostile" plane were taken from tests at White Sands proving grounds.

This film has been previewed and approved by the Department of Defense.

TYPE OF FILM	16mm Sound Motion B&W
RUNNING TIME	7 Minutes Year Made: 1955
PRODUCED BY	Soundmasters, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, B&W., "NIKE" (Quantity) Film, 35mm, B&W., "NIKE" (Quantity) Film, 16mm (low contrast for TV use)"Nike"
PRICE	See Price list included in this catalog.

Cleared for Television

No. 477-2



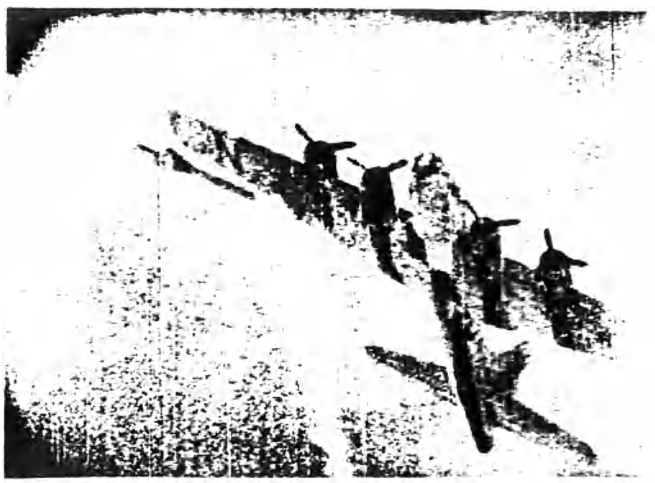
"NIKE radar systems"

No. 477-3



NIKE takeoff from Army launching Area No. 3.

No. 477-4



NIKE missile flashes beneath the target's wing.



No. 478

THE THREE FURIES

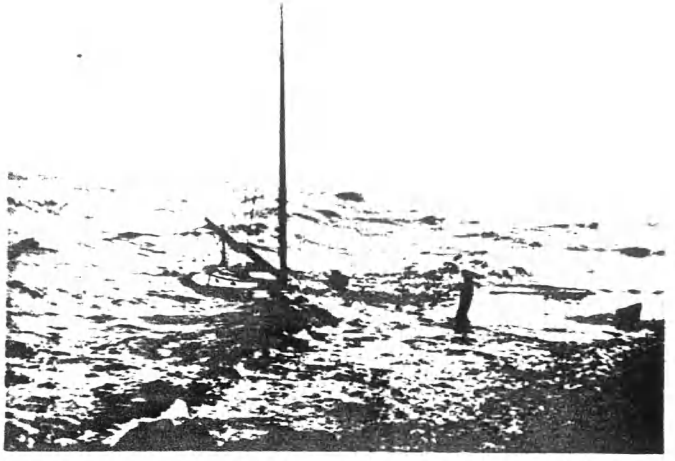
PURPOSE:

To show the widespread destruction caused by the three 1954 hurricanes and document the valiant efforts of telephone men and women who helped restore telephone service.

SYNOPSIS:

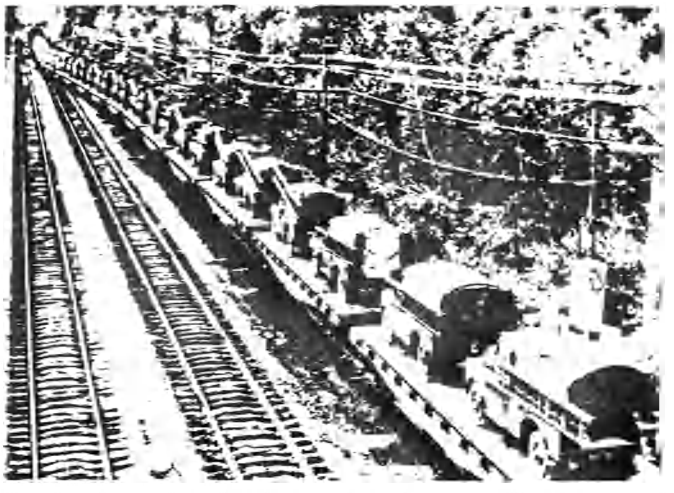
This film relates the dramatic story of the telephone restoration work following the staggering blows caused on the East Coast by the almost consecutive hurricanes Carol, Edna, and Hazel. Thousands of men and hundreds of trucks from associated telephone companies rushed to the affected areas and worked side by side with the New England telephone crews to help in getting telephones back into operation. The Western Electric Company's help was important in expediting supplies to the hard hit New England disaster areas. It also emphasizes the advantages of standardization of tools, equipment and working methods when, despite sturdy construction, such disasters damage telephone facilities.

TYPE OF FILM	Sound Motion, 16mm Color
RUNNING TIME	14 minutes Year Made: 1955
PRODUCED BY	Owen Murphy Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm Color, "The Three Furies" (Quantity) Film, 16mm B&W (Low contrast for TV use) "The Three Furies"
PRICE	See Price List included in this catalog.
	Cleared for Television use.



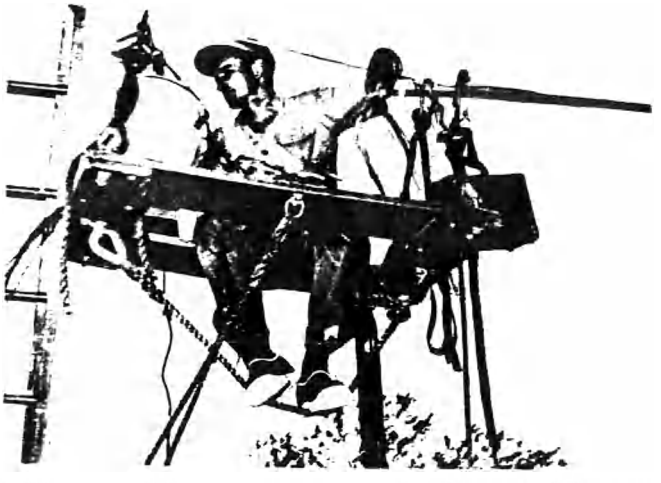
478-2

Lashing rains riding on winds up to 125 miles an hour showed no mercy.



478-3

Hundreds of telephone trucks on their way by fast freight to New England disaster areas.



478-4

Endless splices were made in the challenging task of restoring telephone service in record time.



No. 479

CONDUCTING CALL DISCUSSIONS

PURPOSE:

To demonstrate to instructors the generally accepted methods of presenting a new call to students in initial operator training. Referred to in Mr. C. K. Collins' letter to all Gen. Traf. Mgrs. dated 6-24-55.

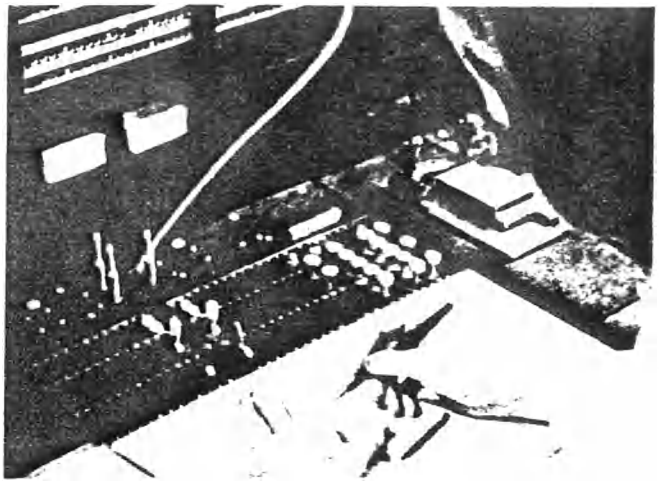
SYNOPSIS:

This film provides an audio-visual demonstration of the generally accepted methods of presenting a new call to student operators in initial training. The instructor portrays the dual role of narrator and instructor. The picture emphasizes six main points for instructors to observe in the presentation of a new call:

1. Preparation of instructor.
2. Allowing students to proceed as far as they can unaided.
3. Introducing a step at a time.
4. Keeping both students occupied.
5. Allowing students to practice each step until it is handled with ease.
6. Giving reasons for performing operations in a specified way.

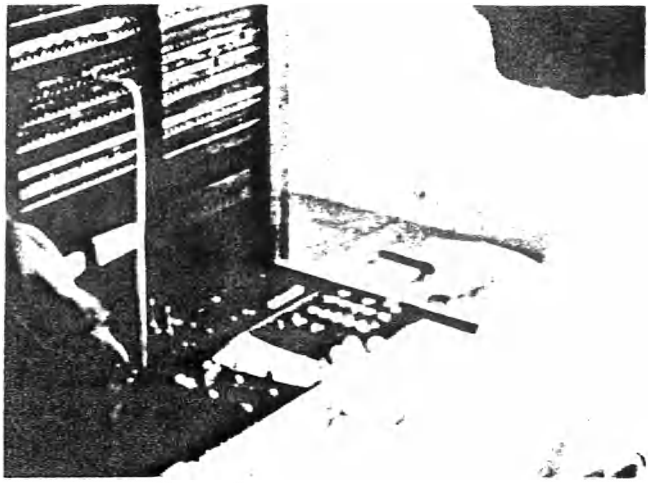
A three-page mimeographed set of "Notes Accompanying Film-Training of Instructors - 'Conducting Call Discussions" can be secured from the A.T.&T. Co., O & E Dept., Traffic Training Group. These notes deal with the film's use and list important points which may be useful to the Chief Operator or Assistant Chief Operator training instructors.

TYPE OF FILM	16mm sound motion, color & B&W Year Made: 1955
RUNNING TIME	14 minutes
PRODUCED BY	Audio Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm color, "Conducting Call Discussions" (Quantity) Film, 16mm, B&W, "Conducting Call Discussions".
PRICE	See Price List included in this catalog.



479-2

Observing Patricia's recording.



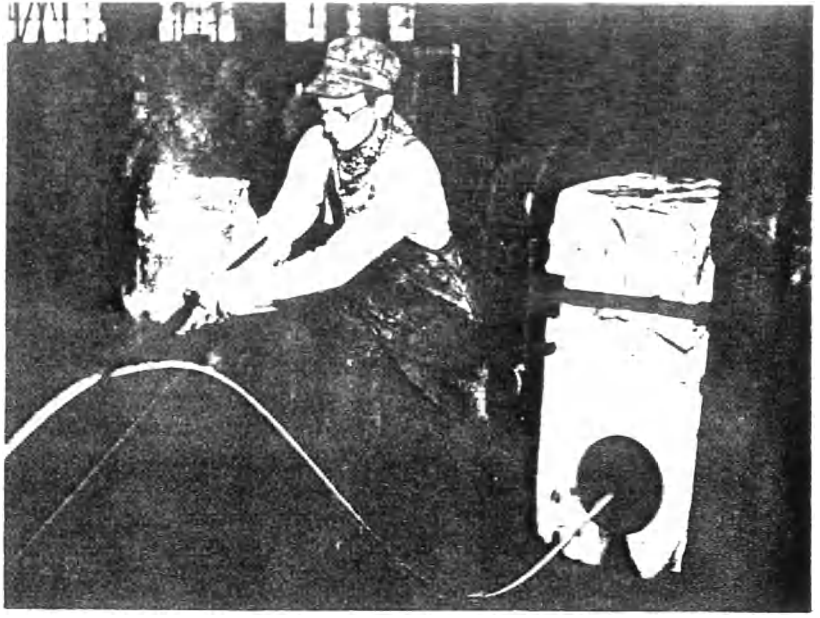
479-3

Observing Irene's key pulsing.



479-4

Instructor observes as two student operators learn new call during initial training.



No. 480

MORE THAN MEETS THE EYE

PURPOSE:

A public informational film dramatizing the making of telephone cable by Western Electric for the Bell System

SYNOPSIS:

A Western Electric engineer, Mr. Briggs, speaks on cable making to skeptical student mechancial engineers. "Just a bunch of conductors inside a sheath is a subject for electrical engineers," they say. With the aid of a fascinating optical illusion Briggs shows that modern telephone cable may be more complex than it might first appear.

To prove the point Briggs then takes the group on a visual tour of the Western Electric cable making process. A 230 pound copper bar is transformed into a brilliant hot red rod a quarter of a mile long and then into gleaming copper wire. A coating of insulating paper is manufactured on the wire in a continuous operation. It is then twisted into pairs...the pairs are stranded together...the strands are formed into cable units, then cable.

The cable is prepared for service with a crimped steel and aluminum sheath and a waterproof covering of polyethylene. Bell System personnel then place it beneath a city street for service to the telephone subscriber.

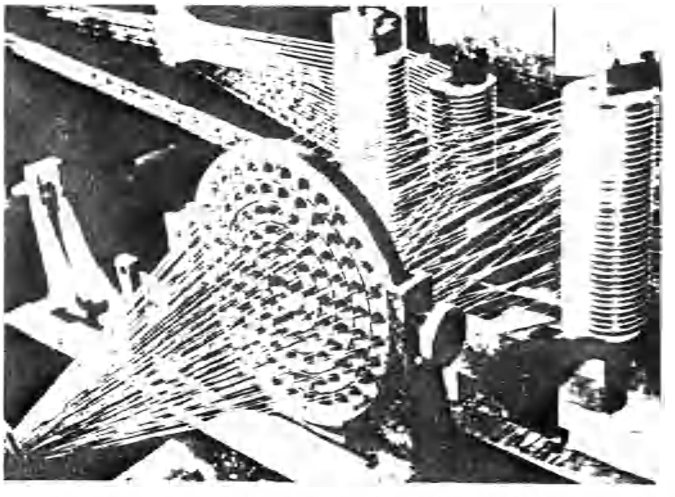
TYPE OF FILM	16mm and 35mm color 16mm B&W (For T.V.) Year Made: 1955
PRODUCED BY	Audio Productions, Inc. - Running Time: 14 minutes
PRODUCED FOR	The Western Electric Company
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Qt.) Film, 16mm, color, "More Than Meets The Eye" (Qt.) Film, 35mm, color, "More Than Meets The Eye" (Qt.) Film, B&W, (for T.V. use) "More Than Meets The Eye"
PRICE	See Price List included in this catalog.

Cleared for Television



480-2

A Western Electric engineer demonstrates to student mechanical engineers that telephone cable is "more than meets the eye" by means of an optical illusion.



480-3

Pairs of wire feed through the distributor plate of a stranding machine at the Kearny Works of the Western Electric Company, Kearny, New Jersey.



BEHIND YOUR TELEPHONE BILL

PURPOSE:

To help explain to public and employees message unit billing, its accuracy and its part in keeping costs low.

SYNOPSIS:

Through clever cartoon animation combined with live photography, this film explains the how and why of message unit billing by showing how the growth of large cities has required modernization of telephone service and telephone billing methods to keep pace. It tells what message units are, various ways they are recorded and how they finally appear on the telephone bill. Accuracy is further stressed by live photography of Automatic Message Accounting equipment. Also emphasized is how message unit billing helps keep telephone costs down.

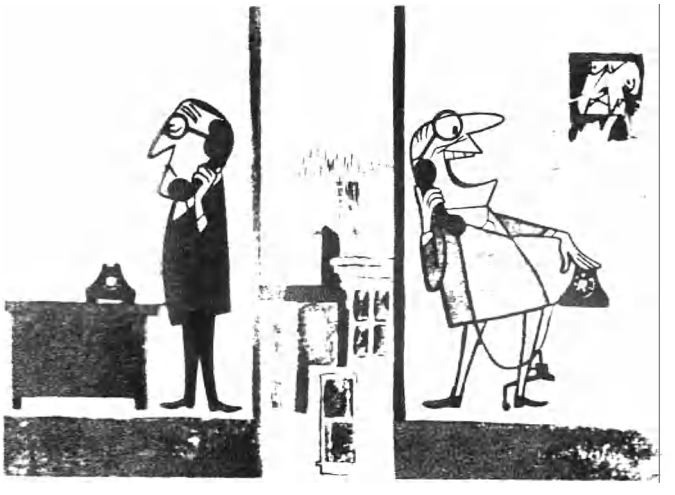
TYPE OF FILM	16mm & 35mm color
RUNNING TIME	15 minutes Year Made: 1955
PRODUCED BY	John Sutherland Productions, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm, color, "Behind Your Telephone Bill".
	(Quantity) Film, 35mm, color, "Behind Your Telephone Bill".
PRICE	See Price List included in this catalog.

Cleared for television.



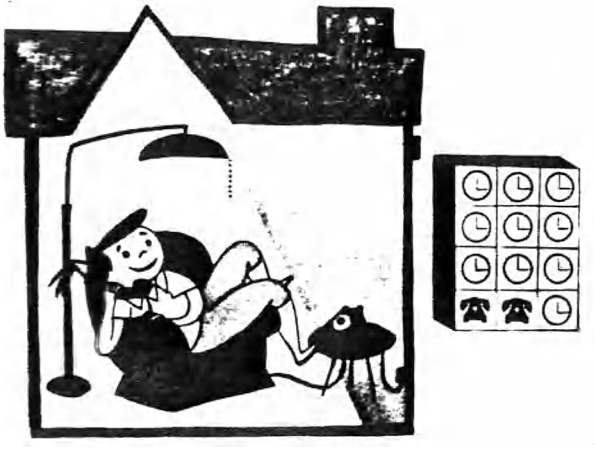
481-2

"Jane makes a call with but little assistance that a few years ago we all called long distance."



481-3

"It doesn't seem right to charge the same price to the short-distance short-talking man....."



481-4

"As you do for a person who calls far away and talks for an hour when she can."



HOT BUTTON SALESMANSHIP *

PURPOSE:

Salesmanship training

SYNOPSIS:

Written and narrated by Jack Lacy, lecturer on salesmanship and conductor of "Jack Lacy Sales Clinics". Utilizes drawings and cartoons.

Term "hot button" is synonymous with the prospect's "buying motive".

Titles of the series:

1. Creative Salesmanship - "Fifteen techniques" that "build star salesmen".
2. Approach - How to get the sale started.
3. Demonstration - How to "thwart the mass murderer" of sales.
4. Close - "Eight ways" to make closes "click," including how to close tough prospects.
5. Objections - "Three main objections" and how to handle them.

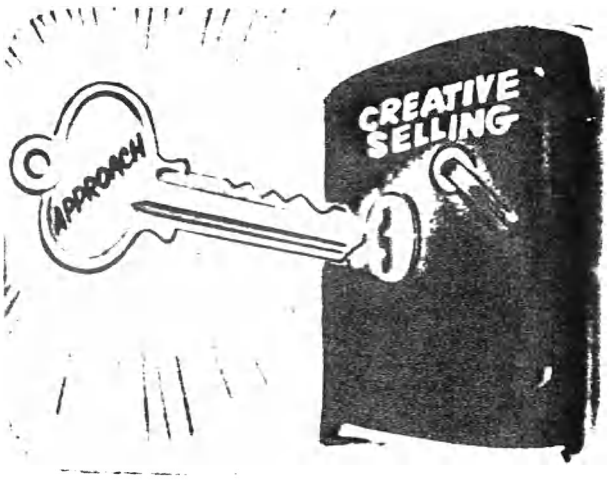
For background in presenting this film for training purposes see Commercial Letter 1344.

TYPE OF FILM	35mm Sound Slides (5), Color
RUNNING TIME	Approximately 25 minutes each Year Made: 1954
PRODUCED BY	Jack Lacy Sales Institute
PRODUCED FOR	Jack Lacy Sales Institute
ORDER FROM	Ideal Pictures 233 West 42nd Street New York 36, New York or local branch office.
PRICE	Rental: $100 Purchase: $300

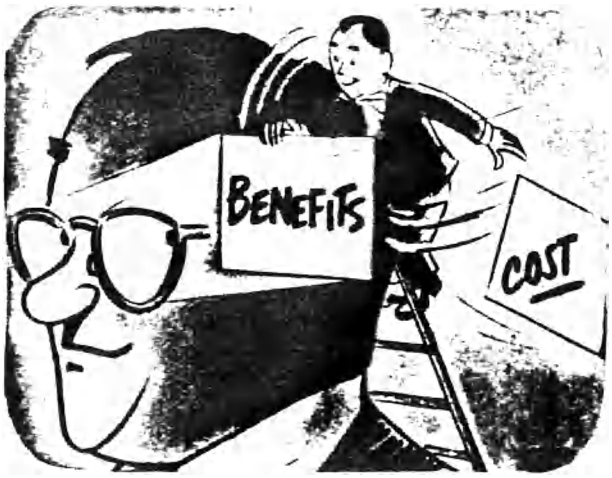
* See also "Hitting Hot Buttons," sound-motion, covering substantially the same ground.



482-2



482-3



482-4

HITTING HOT BUTTONS*

PURPOSE:

Salesmanship training

SYNOPSIS:

Written and narrated by Jack Lacy, lecturer on salesmanship and conductor of "Jack Lacy Sales Clinics". The term "Hot Button" is synonymous with the prospect's buying motive.

Intended, through a series of staged situations, to demonstrate "five basic steps to successful selling:"

1. Creative Salesmanship: Fifteen techniques that build "star salesmen".
2. The Approach: How to get the sale started
3. Demonstration: How to "thwart the mass murderer" of sales.
4. Close: Eight ways to make closes "click," including how to close tough prospects.
5. Objections: Three main objections and how to handle them.

Quite long for one sitting

For background in presenting this film for training purposes, see Commercial Letter 1344.

TYPE OF FILM	Sound Motion, 16mm color
RUNNING TIME	45 minutes Year Made: 1954
PRODUCED BY	Fotovox
PRODUCED FOR	Jack Lacy Sales Institute, Newton Center, Massachusetts
ORDER FROM	Ideal Pictures 233 West 42nd Street New York 36, New York or local branch
PRICE	Rental: Approximately $1.00 per head.

* See also "Hot Button Salesmanship," sound slide series, covering substantially the same ground.

SELLING THE SIZZLE

PURPOSE:

Salesmanship training.

SYNOPSIS:

Elmer Wheeler explains and demonstrates his "famous five super-sales points." The techinques are then applied to the selling of a specific product.

Mr. Wheeler is a lecturer, sales management consultant, and author of books on salesmanship.

Film treatment is lively and humorous; good showmanship. Its title comes from one of Mr. Wheeler's illustrations of appealing to a buying motive - "Sell the sizzle, not the steak".

For background in presenting this film for training purposes, see Commercial Letter 1344.

TYPE OF FILM	Sound Motion, 16mm color
RUNNING TIME	30 minutes Year Made: 1952
PRODUCED BY	Fotovox
ORDER FROM	Ideal Pictures 233 West 42nd Street New York 36, New York, or branch office
PRICE	Rental: Approximately $1.00 per head.



JACK AND JILL

PURPOSE:

To alert employees to the possibility of accidents both on and off the job. To stimulate safety consciousness in all employees.

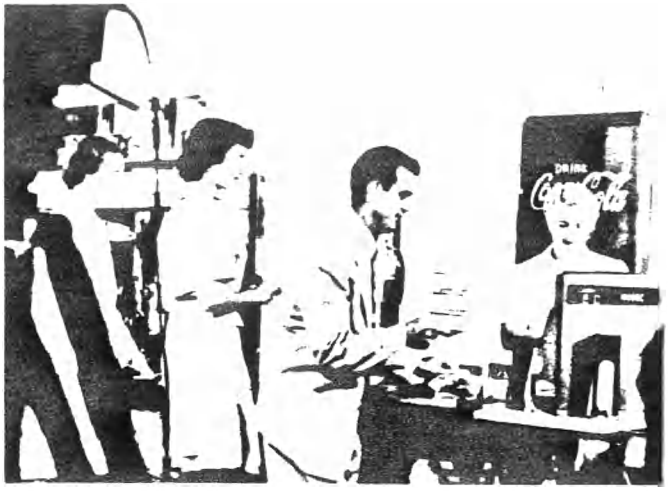
SYNOPSIS:

A 20 minute film, in color, directed primarily at office safety, but containing many thoughts which can be applied to general safety both while at work and off duty. The film portrays in a forceful way how painful injuries can be prevented by observing certain precautions.

Jill is a light-hearted office worker who lives dangerously on and off the job. Jack is the serious safety-conscious employee who works hard at keeping Jill alive and safe from harm. Jack and Jill provide many a scare as you accompany them on their way to the office and spend the day with them on the job. Autos, busses, elevators, file cabinets, doors and stairways are involved in many of the incidents that threaten to take the joy out of the life of careless, light-hearted Jill.

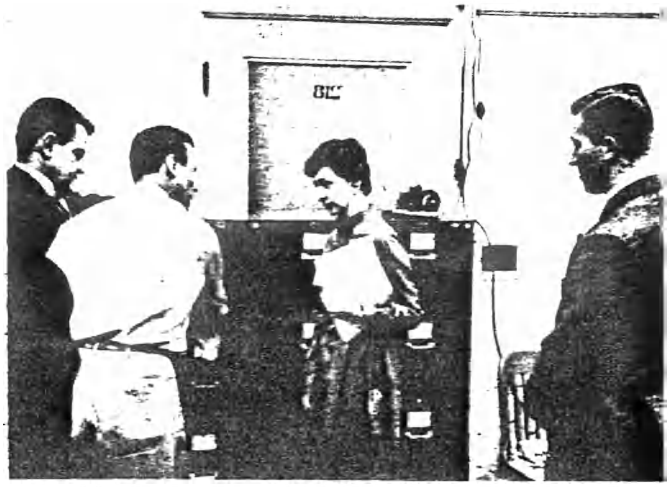
TYPE OF FILM	Sound Motion, 16mm, Color
RUNNING TIME	20 Minutes Year Made: 1955
PRODUCED BY	John Wolfe and Company
PRODUCED FOR	Pacific Telephone and Telegraph Company
ORDER FROM	John Wolfe and Company 345 Sutter Street San Francisco, California
PRICE	$125.00

485-2

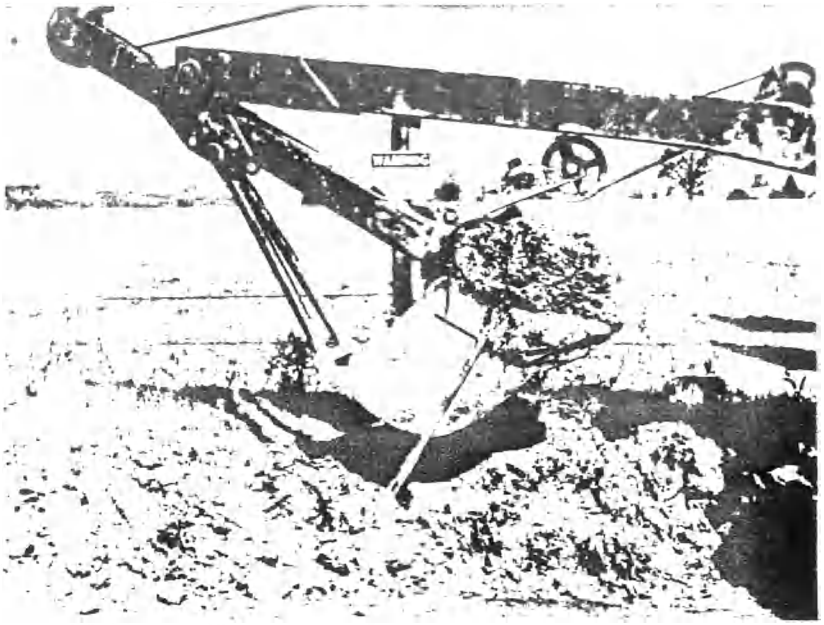


Wouldn't it be safer to use a tray?

485-3



"Jill" gets a lecture on how file cabinet drawers should be opened - the safe way. "Jack" is on extreme left.



No. 486

SPEECHLESS BY MISTAKE

PURPOSE:

To prevent damage to outside cable plant as mentioned in Mr. Oliver's letter to all Plant Managers, dated November 3, 1955.

SYNOPSIS:

An installer-repairman tells why three very different people are vitally interested in a cable exhibit on display in a business office window.

Archie Higgins, a power shovel operator, had cut off a cable carrying the television broadcast of a state championship football game in which his son was starring. Archie, although warned of the cable by a marker and by his boss, had taken a chance in order to get the job done in time to see the telecast.

Richard Mackenzie, a young boy, had shot at a crow sitting on the cable that served his farm neighborhood. The inconvenience suffered by the boy's friend, Mr. Frederick, and the advice on safe gun handling he received from the repairman make Dick more respectful of both guns and cable.

Walter Kirby, the third person who was interested in the exhibit, had burned some brush near the cable that served his farm home. The fire damaged the cable and he was unable to complete an important call.

In addition to the above, George, the installer, explains the meaning of warning signs and their uses. Several other ways in which telephone cables are damaged are shown.

TYPE OF FILM	16mm & 35mm sound motion, color Year Made: 1955
RUNNING TIME	27 minutes
PRODUCED BY	Sound Masters, Inc.
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm, Color "Speechless by Mistake". (QUANTITY) Film, 35mm, Color "Speechless by Mistake".
PRICE	See Price List included in this catalog.

Cleared for Television



No. 486-2

Brush fires take their toll.



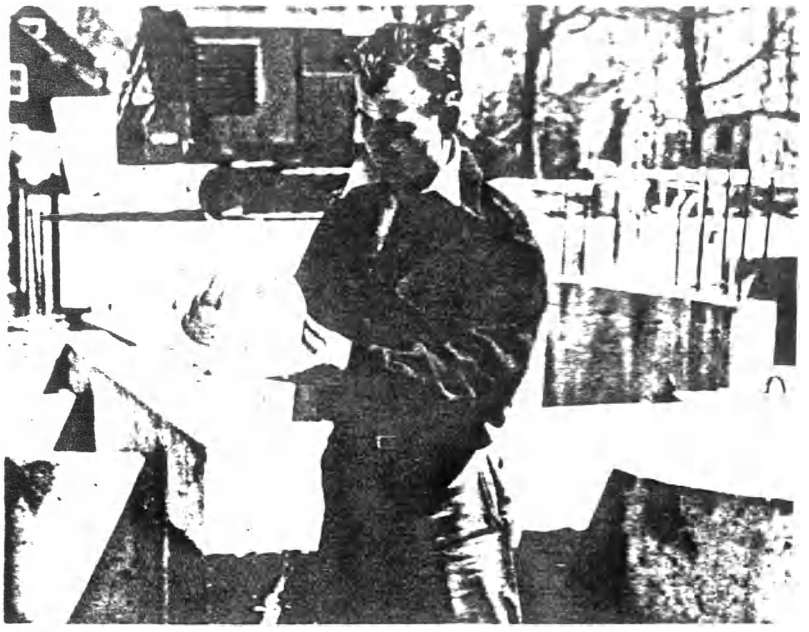
No. 486-3

The temper was gone from the strand.



No. 486-4

One shot put seven telephones out.



No. 487

ONE TO A CUSTOMER

PURPOSE:

To instill in employees the proper attitude toward safety aids.

SYNOPSIS:

The wearing of personal protective equipment by workers is likened to the nation's athletes who protect themselves against injury on the playing fields by wearing similar protective equipment.

Many different types of industrial safety equipment for both men and women workers are shown as well as the specific hazards each was designed to meet.

The film also attempts to instill in employees the proper attitude toward safety aids and emphasize the necessity for wearing protective equipment on the job.

TYPE OF FILM	Sound motion, B/W 16mm
RUNNING TIME	11 minutes Year Made: 1955
PRODUCED BY	Aetna Casualty & Surety Company
PRODUCED FOR	" " " " "
ORDER FROM	" " " " "
	Hartford 15, Conn.
	Attention: Mr. James F. Goyette
PRICE	$33.00



No. 487-2

Heavy harmful gas concentration requires hose mask, with pure air being piped from outside supply, to protect workman.



No. 487-3

Protective clothing guards workers against harmful chemicals.



No. 487-4

Caps for the ladies - to protect their hair while operating industrial machinery.



No. 488

CHAIN REACTION

PURPOSE:

To increase safety consciousness through courtesy on the part of motor vehicle operators

SYNOPSIS:

Chain reaction is a vivid lesson in safe driving, entertainingly presented with Bob Hope narrating.

It depicts how traffic discourtesy leads to traffic disaster, and how traffic courtesy leads to traffic safety.

A father lets his ill-temper control his driving, and through a chain of discourteous acts by other drivers, his son is injured by a car - an indirect result of his own discourteous driving.

TYPE OF FILM	Sound Motion, 16mm B&W
RUNNING TIME	13 minutes Year Made: 1955
PRODUCED BY	Roland Reed Productions
PRODUCED FOR	American Transit Association
ORDER FROM	" " "
	292 Madison Avenue, New York 17, N.Y.
PRICE	$100 per print



No. 488-2

When ill-temper is in control of driving, the resulting chain of discourteous acts leads to traffic mishaps like this.



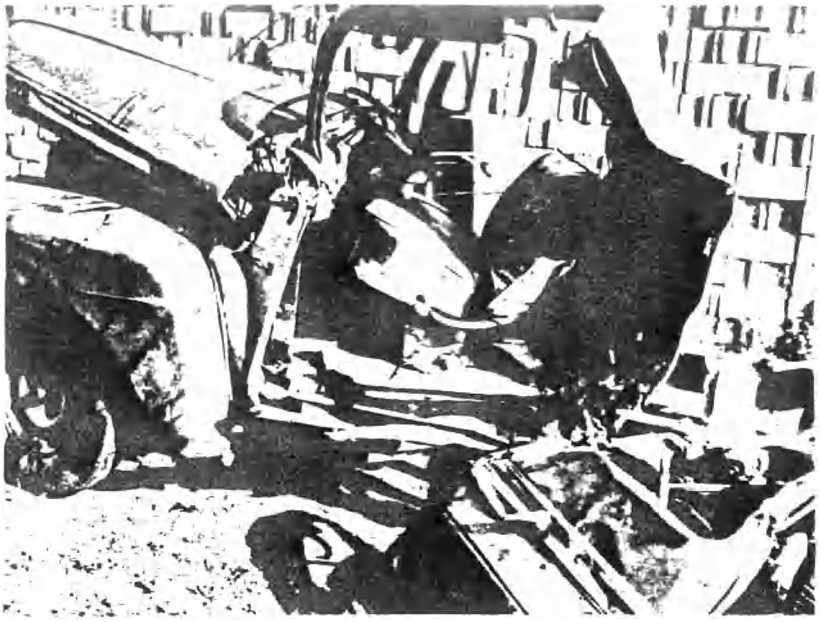
No. 488-3

Discourtesy breeds discourtesy - and tragedy, too.



No. 488-4

Chain of reaction hits home - his own son is hit by a car.



No. 489

NEAR MISSES - WHY?

PURPOSE:

To promote safety by focusing attention on a series of incidents that almost resulted in work injuries as outlined in Mr. Oliver's letter to all Plant Managers of October 17, 1955.

SYNOPSIS:

A telephone supervisor examining accident reports is impressed by the number of "near miss" incidents that almost resulted in serious injuries. He starts to relate some of them to the audience but, through motion picture legerdemain, has each employee to whom the incident happened tell about his "near miss" in his own words.

Aided by the motion picture camera, the still photographs that accompany the employees' stories seem to have movement as the employees, off-screen, discuss the incidents as object lessons for the audience.

Twelve "near misses" are presented in this manner with the supervisor commenting on each incident and introducing the next. At the conclusion, he reveals that he was the victim of an incident that was not a "near miss", which gives his advice on safety added weight.

The picture stresses the fact that serious personal injuries can be eliminated to the extent that unsafe practices and "near misses" are eliminated. Viewing the picture should impress on all that safe practices can prevent most accidents.

TYPE OF FILM	16mm Sound Motion B/W Year Made: 1955
RUNNING TIME	19 minutes
PRODUCED BY	Audio Productions
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm "Near Misses -Why?"
PRICE	See Price List included in this catalog.

Not cleared for Television.



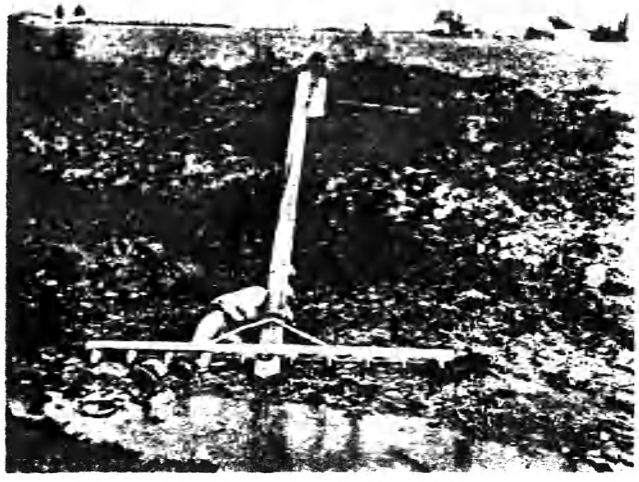
489 - 2

The strap hook came loose - and down I went, the cable car with me.



489 - 3

My climbers cut out and down I went 23 feet. The only injury I got was a few splinters in my arms.



489 - 4

I landed in the mud - that saved me.



No. 490

SALES ARE WHERE YOU FIND 'EM

PURPOSE:

To stimulate employee selling.

SYNOPSIS:

Sales made by two installers and a coin collector are re-enacted by the actual employees and the actual customers, at the latters' premises.

Film shows sale of an outside bell at a gas station, a speakerphone in an office and an additional telephone at an organ console in a church. These widely divergent incidents point up the many different kinds of selling opportunities that employees meet in connection with their regular jobs, and how they can be turned into better service to the customer. The informality of the sales also emphasizes the point that selling need not be complicated or difficult. They demonstrate the three simplest elements of a sale, i. e., recognizing the customer's need, telling customers about our equipment, getting customer's agreement to buy.

TYPE OF FILM	16mm Sound Motion B&W Year Made: 1955
RUNNING TIME	18 minutes
PRODUCED BY	Owen Murphy Productions, Inc.
PRODUCED FOR	Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(QUANTITY) Film, 16mm "Sales Are Where You Find 'Em"
PRICE	See Price List included in this catalog.

Not cleared for Television.



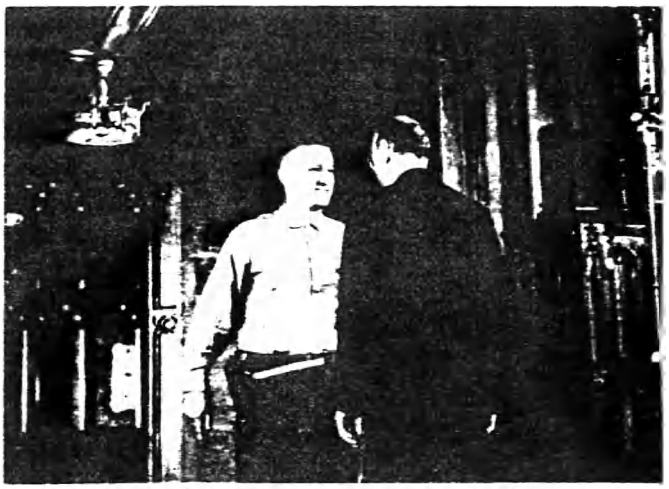
No.490-2

Recognize the customer's need.



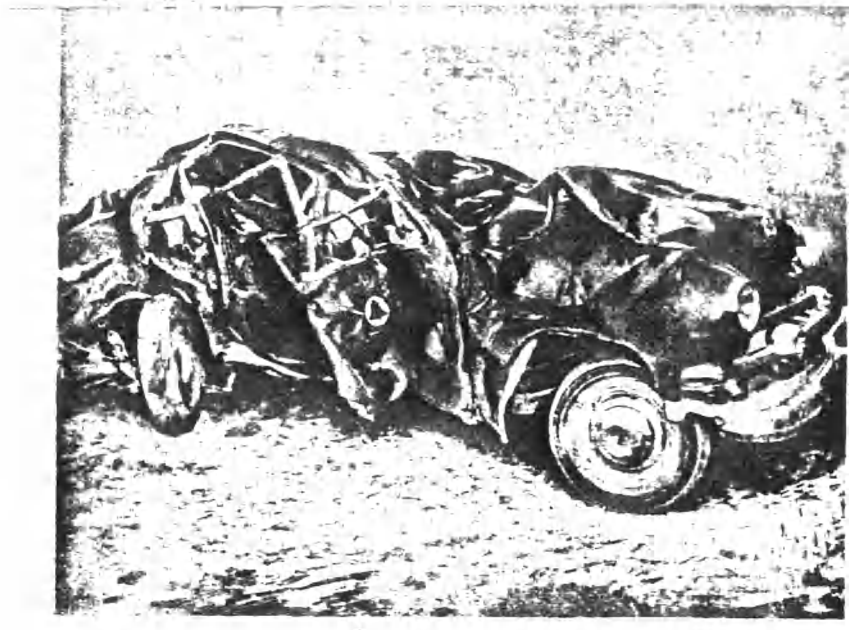
No.490-3

Tell the customer about our equipment.



No.490-4

Get the customer's agreement to buy.



No. 491

IT'S ABOUT TIME

PURPOSE:

To improve safe driving performance. See Mr. Oliver's letter to All General Plant Managers dated June 28, 1955.

SYNOPSIS:

The film reviews 12 motor vehicle accidents of recent years. The accidents are recreated by the use of a series of pictures of the actual accident sites. The film traces in detail the conditions and circumstances that lead up to the accidents and their aftermath. Among the 12 cases are the following:

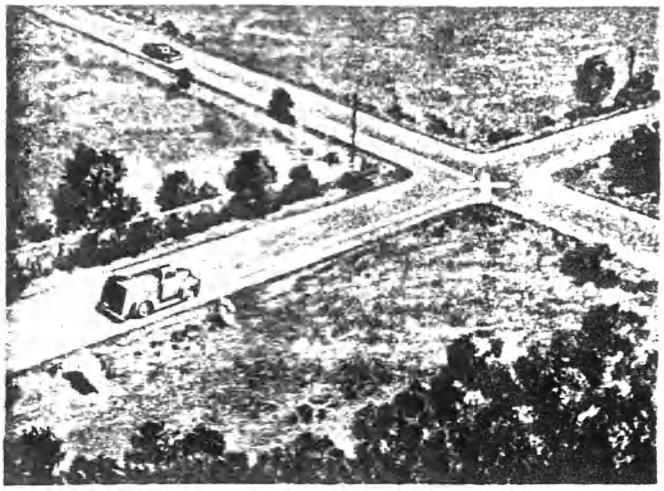
Car skidding on icy road
Driver falling asleep
Car struck by locomotive
Collision at an intersection
Employee run over by company truck
Truck and vehicle overturn

Emphasis is placed on the fact that many motor vehicle accidents can be prevented by taking only a small amount of time to be safe.

While the film deals largely with plant vehicles, all employees who drive company cars and trucks should benefit from seeing it. Presentation of the 12 cases is made in a manner that should stimulate considerable discussion of driver safety.

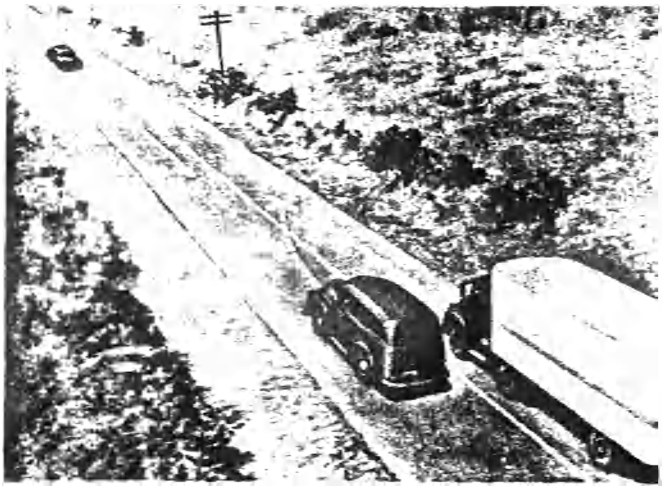
TYPE OF FILM	35mm Sound Slide, B&W
RUNNING TIME	14 minutes Year Made: 1955
PRODUCED BY	Audio Productions
PRODUCED FOR	A. T. & T. Co. Plant Department
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 35mm, and Record "It's About Time"
PRICE	See Price List included in this catalog.

Not cleared for television



No. 491-2

"X" marks the spot.



No. 491-3

Be careful when passing---you'll live longer.



No. 491-4

Twelve seconds---to life or death?



NO WITNESSES

PURPOSE:

To improve job safety. Referred to in Mr. Oliver's letter to All GPMs of December 16, 1955.

SYNOPSIS:

The narrator, who also narrated the film "Near Misses - Why?", reviews two electric shock mishaps that were shown in that film. After reviewing those cases, which did not result in injuries, he describes a recent accident that did result in the electrocution of two Plant men.

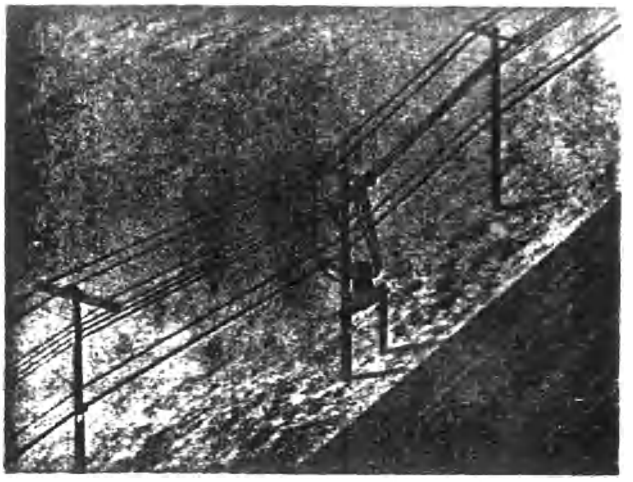
Based on the study of the accident by the investigating committee, this film makes use of posed still photographs to reconstruct the known facts and the conclusions at which the committee arrived.

The narrator emphasizes that accidents are often caused by a chain of circumstances and can be prevented if one link in the chain can be broken.

After reviewing the principal causes of accidents in the System, the film closes on an effective plea to make the safety policy of the System a personal safety policy.

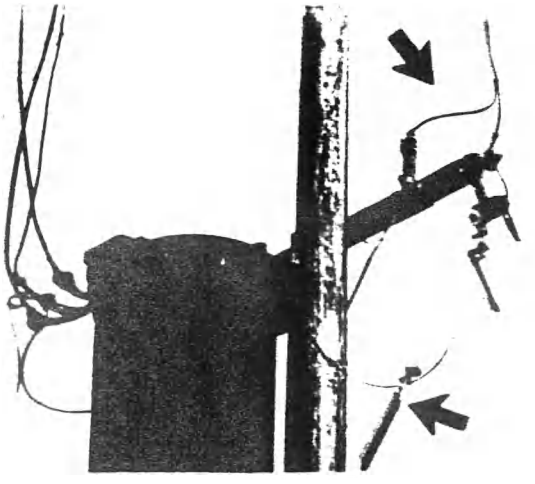
TYPE OF FILM	16mm Sound motion, B&W
RUNNING TIME	12 minutes Year Made: 1955
PRODUCED BY	Audio Productions
PRODUCED FOR	The Bell System
HOW TO ORDER	On requisition through local Western Electric Distributing House
ORDER WORDING	(Quantity) Film, 16mm "No Witnesses".
PRICE	See Price List included in this catalog.

Not cleared for television.



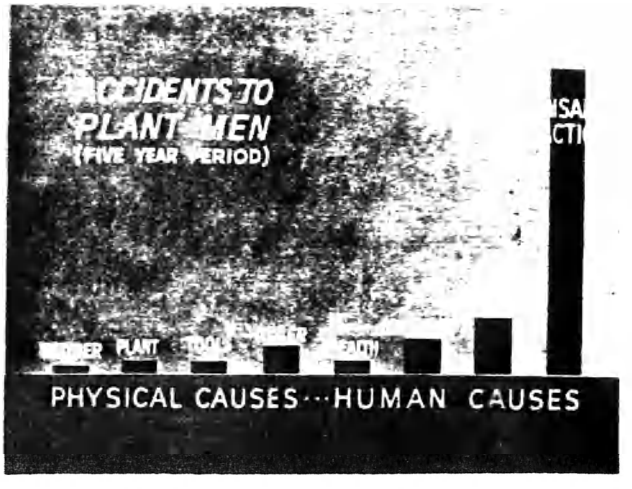
No. 492-2

Moving the transformer pole created a hazard.



No. 492-3

The cord of the exploring coil contacted the "hot" lead.



No. 492-4

Most accidents are caused by unsafe practices.



No. 493

THE DOCTOR EXAMINES YOUR HEART

PURPOSE:

To remove needless fears by making people familiar with the heart examination process.

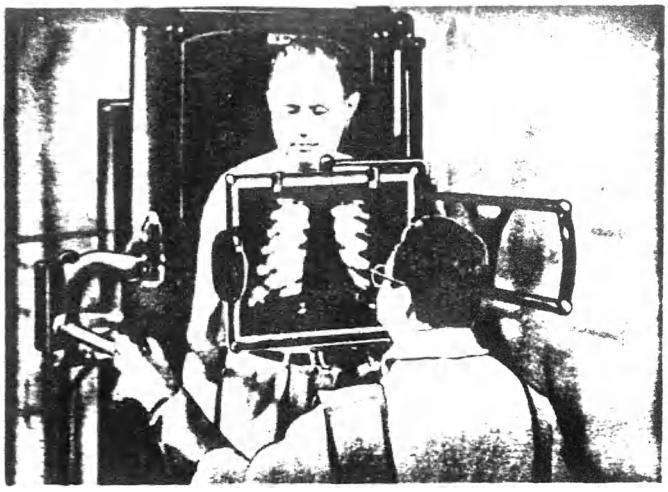
SYNOPSIS:

A demonstration of methods used by the physician in examining the heart: percussion to determine heart size, listening to the heart beat with a stethoscope, determination of blood pressure and pulse rate, fluoroscopic examination and use of electrocardiogram.

Produced with the cooperation and approval of the American Heart Association.

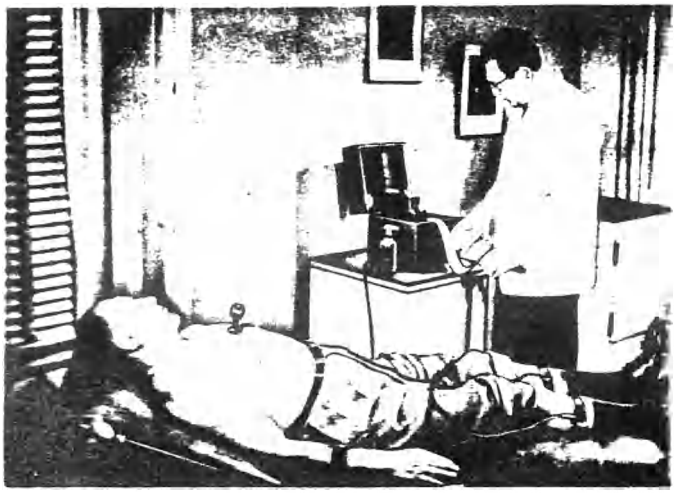
TYPE OF FILM	16mm Sound motion, B&W	Year Made: 1955
RUNNING TIME	10½ minutes	
PRODUCED BY	Bray Studios, Inc.	
PRODUCED FOR	Bray Studios, Inc.	
ORDER FROM	729 Seventh Avenue New York 19, New York	
PRICE	$60	

No. 493-2



The electrocardiograph - valuable in diagnosing irregularities of heart action.

No. 493-3



Fluoroscopy - another method of examining the heart.



DON'T SKID YOURSELF

PURPOSE:

Promote safe winter driving methods.

SYNOPSIS:

Produced in cooperation with the National Safety Council's Committee on Winter Driving Hazards, this film dramatizes the basic rules for safe winter driving which were developed from information and findings of the Committee's test projects at Pine Lake, Wisconsin.

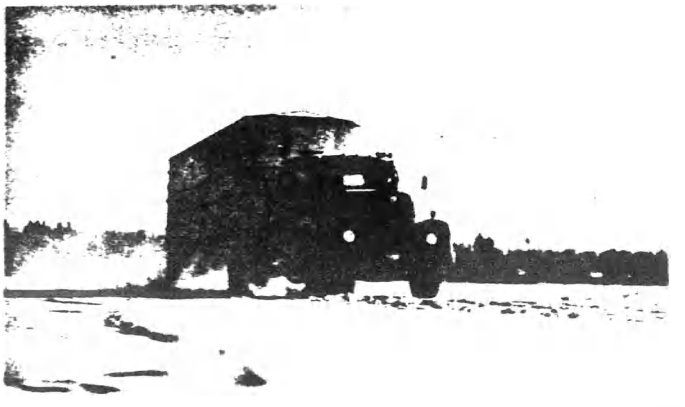
Performance of passenger cars and trucks on snow and ice, together with the recommended driving techniques, are shown.

TYPE OF FILM	16mm Sound motion, B&W Year Made: 1955
RUNNING TIME	13 minutes
PRODUCED BY	Aetna Life Affiliated Companies
PRODUCED FOR	" " " "
ORDER FROM	Public Education Department Hartford 15, Connecticut Attention: Mr. James Goyette
PRICE	$40



No. 494-2

End of the run on one of the many tests to measure the stopping distance of passenger cars equipped with various types of special winter-tread tires.



No. 494-3

Winter driving techniques for truck drivers, demonstrating how to avoid jack-knifing in a skid, are among research projects shown in the film.



No. 494-4

The camera records the driving techniques of America's fastest woman on wheels, Miss Betty Skelton, during skid test in which the car makes two complete 360° turns.



THE INCREDIBLE JOURNEY

PURPOSE:

To portray the "six murderous beliefs" that cause fatal accidents every day of the year.

SYNOPSIS:

This film tells the story of Tom Warren, whose overconfidence endangered his wife and children and launched him on a strange adventure. Just after Tom explains that he is safe from accidents because he observes all the safety rules, his car is involved in a violent crash and he finds himself in a fantastic shadow world.

There, he meets five foolhardy individuals who reveal how their erroneous beliefs caused them to disregard safety - with dire consequences. A kindly official points out that Tom, too, held a wrong belief that brought him, and his family, very close to eternity. Tom returns - with a lesson well learned.

TYPE OF FILM	16mm, Sound Motion, B&W
RUNNING TIME	28 minutes Year Made: 1955
PRODUCED BY	Wilding Picture Productions, Chicago
PRODUCED FOR	Sinclair Refining Company
ORDER FROM	Wilding Picture Productions, Inc. 1345 Argyle Street Chicago 40, Illinois
PRICE	$75.00



No. 495-2

The start of the "incredible journey" -- Tom Warren wants to know where the bus is going and why he's on the trip.



No. 495-3

Tom was careful when driving but forgot to make allowances for other people's mistakes.



No. 495-4

Tom's accident endangered the lives of his wife and children.



MORE THAN TELLING

PURPOSE:

To stimulate interest on the part of supervisors to pass on information and ideas effectively to those they supervise and to improve two-way communication.

SYNOPSIS:

Matt Jordan, a supervisor, learns that "nobody is a tough, tight-lipped boss anymore -- the more you tell people the better they feel."

Through a series of unsatisfactory experiences caused by thoughtlessness and poor planning he begins to realize the importance of interested and complete communication of information.

Matt finally learns that getting to know his people -- growing with them -- taking time to keep them informed -- favorably affects their attitude and performance both on and off the job.

TYPE OF FILM	Sound motion, 16mm, B&W Year Made: 1955
RUNNING TIME	22 minutes
PRODUCED BY	Henry Strauss & Co., Inc.
PRODUCED FOR	New York Telephone Company
ORDER FROM	New York Telephone Company Public Relations Department 140 West Street, New York 7, N. Y.
PRICE	$35 - Approximately



No. 496-2

Matt Jordan takes time to explain standard designation to an installer on the job.



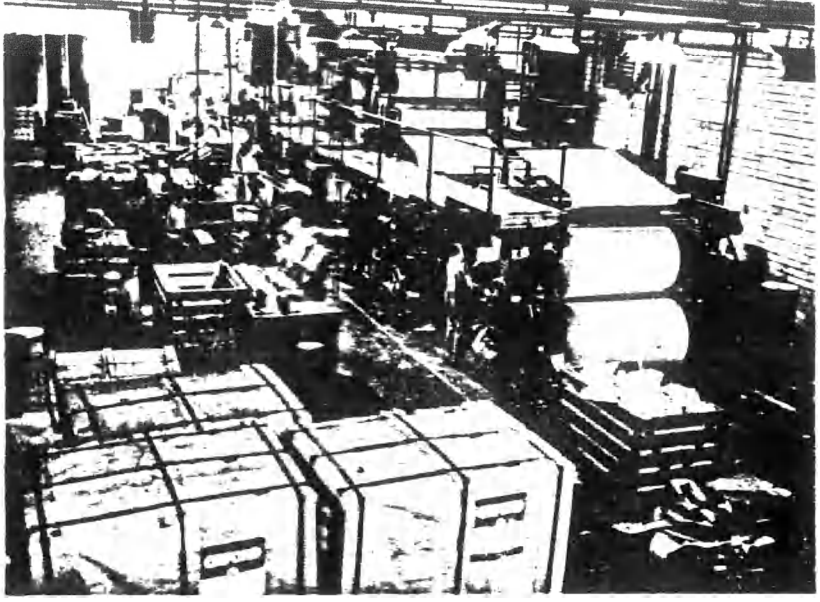
No. 496-3

An employee's attitude toward the job and the company carriers over to his family and friends.



No. 496-4

Well-planned meetings improve two-way communications.



HOW A TELEPHONE DIRECTORY IS MADE

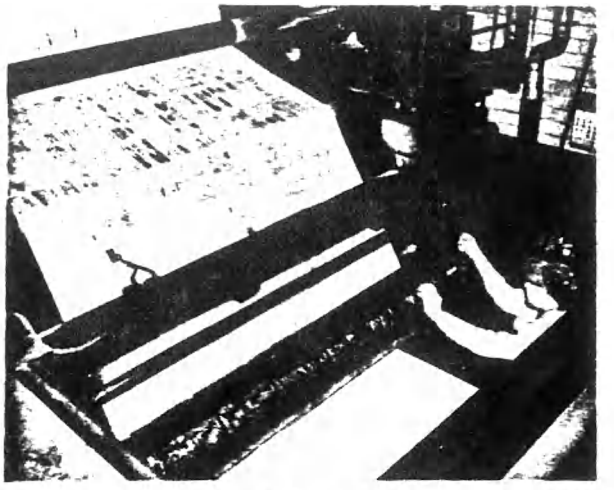
PURPOSE:

To show employees and the public how a telephone directory is printed and distributed. Referred to in Mr. Hanselman's letter of March 27, 1956

SYNOPSIS:

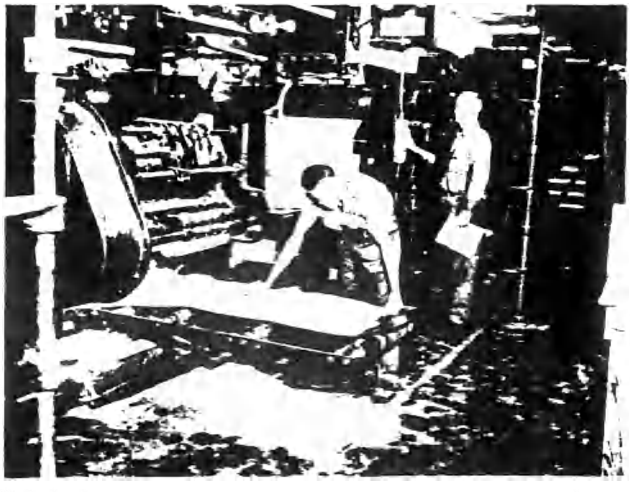
The film follows all the steps in printing telephone directories, from the linotype operation through delivery to the customers. The printing plant depicted is the Gulf Printing Company of Houston, Texas. Although some operating details may differ from other plants, the general processes serve to illustrate the type of work, care, and accuracy that go into the printing and distribution of telephone directories everywhere.

TYPE OF FILM	16mm sound motion, color
RUNNING TIME	20 minutes Year Made: 1955
PRODUCED BY	Gulf Printing Company
PRODUCED FOR	Southwestern Bell Telephone Company
ORDER FROM	Directory Manager 500 South Ervay Street Dallas, Texas
PRICE	$120



No. 497-2

Plates being locked in position for printing.



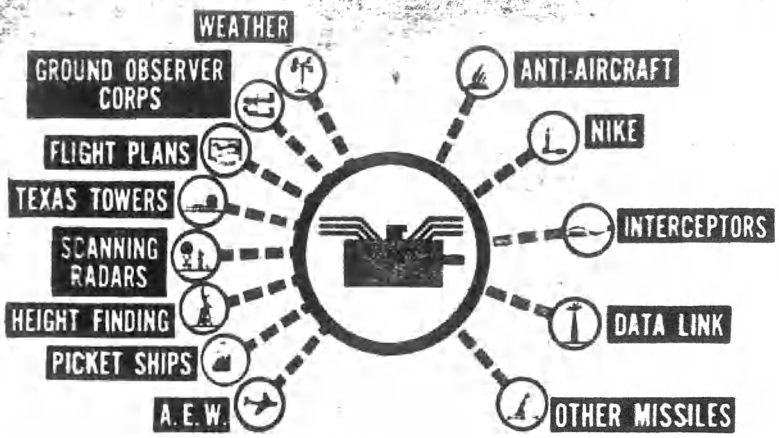
No. 497-3

Folded sections of directory coming from press.



No. 497-4

Gathering and binding of directory.



SAGE (Unclassified)

PURPOSE:

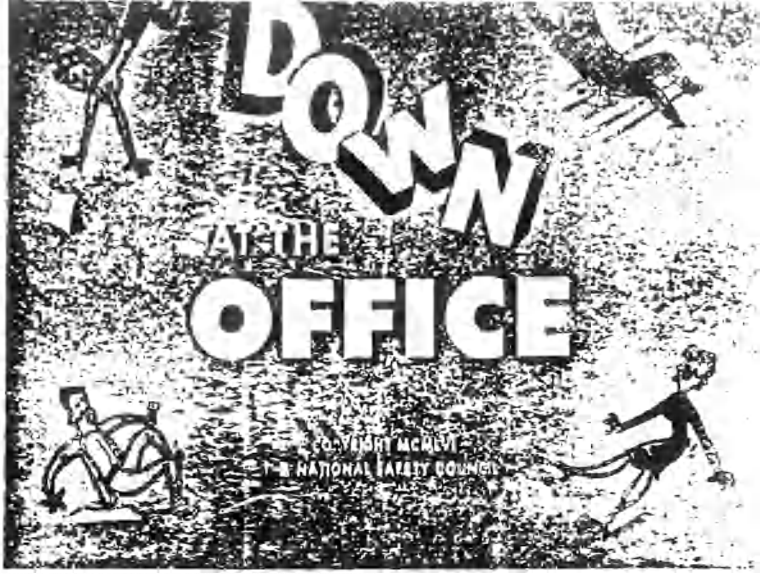
To acquaint the general public with the Sage system - how it works and its importance in modern air defense.

SYNOPSIS:

This film tells the story of SAGE (Semi-automatic Ground Environment) - a new step toward the automation of our air defense. It shows how it can detect a foe approaching by air, determine the course and best method of interception -- and even "fly" an interceptor to the kill, all in just a few minutes.

The film includes references to the components of the SAGE system; i.e., Texas towers, picket ships, Ground Observer Corps, and shows how all information received is integrated.

TYPE OF FILM	16mm Sound motion, color
RUNNING TIME	25 minutes Year Made: 1955
PRODUCED BY	American Film Producers, Inc.
PRODUCED FOR	Massachusetts Institute of Technology
ORDER FROM	American Film Producers, Inc. 1600 Broadway, New York 19, N.Y. Attention: Mr. S. Abromowitz
PRICE	$187.50



DOWN AT THE OFFICE

PURPOSE:

Office safety film. Referred to in Mr. Miner's letter of March 23, 1956 to all General Plant Safety Supervisors.

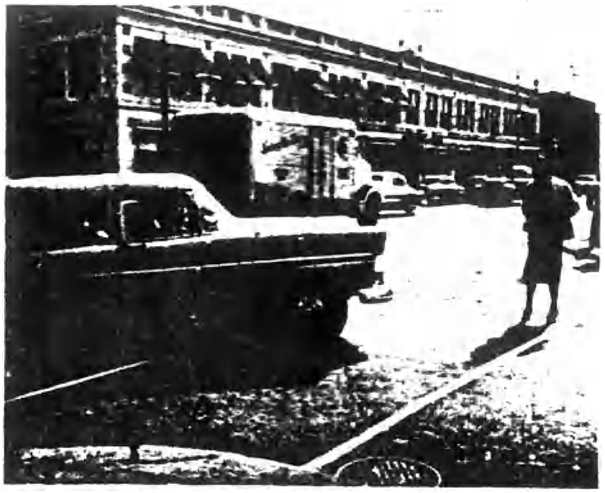
SYNOPSIS:

The story deals with a secretary who believes herself to be safe in an office, compared to the danger she faces when crossing streets. Her boss sets her straight by describing some bad accidents that occur in their office - all caused by falls.

Such things as paper clips, matches and cigarette butts on the floor have caused serious injuries, and the floors themselves can be treacherous if they are slippery and care isn't taken when walking. Open file cabinet drawers and other hazards are also mentioned. The film stresses the point that a broken back from a fall is just as painful as one from an automobile accident, and can be just as fatal.

The picture concludes with the warning that fall hazards exist in most offices and we must be just as alert there as when watching for cars while crossing the street.

TYPE OF FILM	16mm sound motion, B&W
RUNNING TIME	10 minutes Year Made: 1956
PRODUCED BY	Vogue-Wright Studios
PRODUCED FOR	National Safety Council
ORDER FROM	National Safety Council 425 North Michigan Avenue Chicago 11, Illinois
PRICE	$58



No. 499-2

On her way to work Betty is almost run down by an automobile.



No. 499-3

Betty is glad to be in her safe office. But her boss points out that there are hazards there, too.



No. 499-4

An injury from a fall can be just as painful as one from an auto accident.