

MAY 11 3 12 PM 1966

**UNITED STATES DEPARTMENT OF JUSTICE**

REGISTRATION SECTION

WASHINGTON, D. C.

REGISTRATION NO. 1803

**SUPPLEMENTAL REGISTRATION STATEMENT**

*Pursuant to Section 2 of the Foreign Agents  
Registration Act of 1938, as Amended*

For Six Months Period Ending APR 19 1966  
(Insert date)

- 1. (a) Name of Registrant.           MODERN TALKING PICTURE SERVICE, INC.
- (b) All other names used by Registrant during the period.           None
- (c) Address of principal office.   1212 Avenue Of The Americas, New York, New York 10036
- (d) Name of person or persons in charge of principal office.       Carl H. Lenz, President
- 3. If Registrant is a nonbusiness membership organization, state—   Not applicable
  - (a) Approximate number of members in the United States .....
  - (b) Approximate number of members outside the United States .....

4. (a) All persons who became partners, officers, directors, and similar officials of Registrant during the period.

<i>Name and address of official</i>	<i>Date connection began</i>	<i>Position, office, or nature of duties</i>
-----------------------------------------	------------------------------	--------------------------------------------------

None

(b) All persons who ceased to be partners, officers, directors, or similar officials of Registrant during the period.

<i>Name and address of official</i>	<i>Date connection ended</i>	<i>Reason for ending connection</i>
-----------------------------------------	------------------------------	-----------------------------------------

None

5. (a) All branches and local units of Registrant and all other component or affiliated groups or organizations which began to operate during the period.

*Name and address of branch, unit,  
group, or organization*

*Nature of connection with  
Registrant*

*Name and address of person  
in charge*

See Schedule "A" - updated list of addresses

- (b) All branches and local units of Registrant and all other component or affiliated groups or organizations which ceased to operate during the period.

*Name of branch, unit, group, or organization*

*Reason operations ceased*

None

6. All persons who at any time during the period were foreign principals of Registrant.

*Name and principal  
address*

*Is person still a foreign principal  
of Registrant?*

*If not, give date connection  
ended*

See Schedule "B"

7. Describe fully all activities of Registrant during the period for or in the interests of each foreign principal named under item 6.

Registrant renders services in the distribution of films for all the agencies listed.

8. Describe briefly all other businesses, occupations, and public activities in which Registrant engaged during the period.

None

9. Furnish the following information as to all employees and other individuals except those named under item 4, who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6:

(a) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have previously been filed.

<i>Name and address of employee or other individual</i>	<i>Nature of any changes during period in activities for Registrant or its foreign principals</i>	<i>Has connection with Registrant ended?</i>
Richard H. Rogers 360 Midwood Road, Woodmere, N. Y.	None	No
Guilford C. Kater 605 Argyle, Flossmoor, Illinois	None	No
Bruce Thomas 54 Wallbrooke Rd., Scarsdale, N. Y.	None	No
William Lee Quivey 68 Mason St., Greenwich, Conn.	None	No
Coulter Lynn Meek 66 Cassandra Blvd., Don Mills, Ont. Canada	None	No
Fontaine Kincheloe 156 Sycamore Terrace, Glen Rock, N. J.	None	No
Calla Jane Fricke 120 E. 73 Street, New York, N. Y.	None	No

(b) All such employees and other individuals for whom Short Form Registration Statements (Formerly Exhibits A) have not been previously filed.

<i>Name and address of employee or other individual</i>	<i>Nature of services or assistance rendered</i>	<i>Has connection with Registrant ended?</i>
---------------------------------------------------------	--------------------------------------------------	----------------------------------------------

None

10. Furnish the following information as to Registrant's receipts and expenditures during the period covered by this statement. The information may, if Registrant desires, be furnished for Registrant's latest semiannual fiscal period, provided the period covered is indicated and future statements are furnished on the same basis:

- (a) All amounts received during the period directly or indirectly from each foreign principal named under item 6, itemized as follows:

<i>Date funds received</i>	<i>Name of foreign principal from whom funds received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
----------------------------	-----------------------------------------------------------------------	------------------------------------------------	------------------------------------

See Schedule "C"

- (b) All amounts received during the period from other sources to be used directly or indirectly for or in the interests of any foreign principal named under item 6, itemized as follows:<sup>4</sup>

<i>Date funds received</i>	<i>Name of person from whom received<sup>1</sup></i>	<i>Purposes for which received<sup>2</sup></i>	<i>Amount received<sup>3</sup></i>
----------------------------	------------------------------------------------------	------------------------------------------------	------------------------------------

None

- (c) All expenditures made during the period directly or indirectly for or in the interests of each foreign principal named under item 6, itemized as follows:<sup>5</sup>

<i>Date payment was made</i>	<i>Name of person to whom payment was made<sup>1</sup></i>	<i>Purposes for which payment was made<sup>2</sup></i>	<i>Amount of payment<sup>3</sup></i>
------------------------------	------------------------------------------------------------	--------------------------------------------------------	--------------------------------------

All part of overhead - not proportioned. We do not have a cost accounting system. During the period 7/1/65 - 12/31/65, there were no special expenditures in behalf of any of these clients which could be identified as such.

<sup>1</sup> Include all amounts so received, whether received as compensation, loans, contributions, subscriptions, fees, dues, subsidies, or otherwise.

<sup>2</sup> Receipts from or payments to a person amounting to less than \$200 for the period may be combined with other like amounts, provided the source or disposition of the funds, as the case may be, is clearly indicated.

<sup>3</sup> Where funds were received or paid, as the case may be, for various purposes, such purposes shall be listed in reasonable detail.

<sup>4</sup> Show separately the amount received or paid, as the case may be, for each purpose listed under the preceding column.

<sup>5</sup> Include all transfers of funds to any foreign principal.

11. (a) Speeches, lectures, talks, and radio broadcasts arranged or sponsored by Registrant or delivered by officials or employees of Registrant, during the period.

<i>Name of person by whom delivered</i>	<i>Number of speeches, lectures, and talks delivered</i>	<i>Number of radio broadcasts delivered</i>
-----------------------------------------	----------------------------------------------------------	---------------------------------------------

None

(b) Publications prepared or distributed by Registrant, or by others for Registrant, or in the preparation or distribution of which Registrant rendered any services or assistance, during the period. (Indicate each type of publication by an "X.")

- |                                                                   |                                                                         |                                                                     |
|-------------------------------------------------------------------|-------------------------------------------------------------------------|---------------------------------------------------------------------|
| (1) Press releases . . . . .                                      | (8) Circulars . . . . .                                                 | (15) Lantern slides . . . . .                                       |
| (2) News bulletins . . . . .                                      | (9) Form letters . . . . .                                              | (16) Still pictures . . . . .                                       |
| (3) Newspapers . . . . .                                          | (10) Reprints . . . . .                                                 | (17) Posters . . . . .                                              |
| (4) Articles . . . . .                                            | (11) Copies of speeches, lectures, talks, or radio broadcasts . . . . . | (18) Photographs . . . . .                                          |
| (5) Books . . . . .                                               | (12) Radio programs . . . . .                                           | (19) Charts . . . . .                                               |
| (6) Magazines . . . . .                                           | (13) Radio scripts . . . . .                                            | (20) Maps . . . . .                                                 |
| (7) Pamphlets . . . . . <u>X</u><br>(See Exhibits II, III, IV, V) | (14) Moving pictures . . . . . <u>X</u>                                 | (21) Other publications . . . . . <u>X</u><br>(Catalog - Exhibit I) |

(7) & (21) - Designed to describe accurately the films distributed by Modern Talking Picture Service, Inc.

(c) Preparation and distribution of publications referred to in answer to (b) above.

<i>Description of publication</i>	<i>By whom written, edited, or prepared</i>	<i>By whom printed, produced, or published</i>	<i>By whom distributed</i>
(7) Brochures listing film descriptions )	MTPS	MTPS	MTPS by
(21) Catalog listing film descriptions )	Promotion Department	Promotion Department	direct mail
(14) Moving pictures	Individual foreign principals		MTPS by direct mail

(d) Compliance with the filing, labeling, and reporting provisions of Section 4 of the Foreign Agents Registration Act of 1938, as amended, and Rules 400-403 thereunder.

(1) Were copies or summaries of all communications and publications referred to in answer to (a) and (b) above filed with the Department of Justice and the Librarian of Congress? If not, explain why copies or summaries of any such communications and publications were not filed.

No - above films and publications do not contain political propoganda as defined by Section 1(j) of the Act.

(2) Were all such communications and publications labeled in accordance with Section 4 and Rules 400-403? If not, explain why any such communications and publications were not so labeled.

No - above films and publications do not contain political propoganda as defined by Section 1(j) of the Act.

(3) Were reports of the delivery, distribution, or other dissemination of all such communications and publications made to the Department of Justice in accordance with Section 4 and Rules 400-403? If not, explain why any such reports were omitted.

No.- above films and publications do not contain political propoganda as defined by Section 1(j) of the Act.

12. (a) Any changes during the period, not fully described above, in Registrant's affiliations, associations, or other connections with foreign governments, foreign political parties, or officials or agencies thereof.

*Name of government, party, or official,  
or agency thereof*

*Nature of changes during period in Registrant's  
connections therewith*

None

- (b) Any changes during the period in Registrant's pecuniary interest in or control over partnerships, corporations, associations, or other organizations or combinations of individuals.

*Name of organization or  
combination*

*Nature of changes during period in  
Registrant's ownership or other  
pecuniary interest*

*Nature of changes during period in any  
direction or control exercised  
by Registrant*

None

13. (a) Any changes during the period in the ownership of or supervision, direction or control over Registrant by any organization, group, or individual.

*Name of organization, group,  
or individual*

*Nature of changes during period in ownership,  
supervision, direction, or control*

None

---

(b) Any subsidy or other financial assistance received by Registrant during the period directly or indirectly from—

Any individual who is a citizen of, or resides in, a foreign country.

Any organization created in, or under the laws of, any foreign country or having its principal place of business in a foreign country.

Any foreign government or foreign political party, or any official or agency thereof.

<i>Name of person from whom subsidy or financial assistance received</i>	<i>Nature and amount of subsidy or financial assistance</i>
--------------------------------------------------------------------------	-------------------------------------------------------------

None

14. File the following exhibits with this statement:

*Short Form Registration Statement* - File a Short Form Registration Statement, on the printed form provided therefor, for each of the following persons for whom a Short Form Registration Statement (formerly Exhibit A) has not previously been filed:

(a) All partners, officers, directors, and similar officials of Registrant.      None

(b) All employees or other individuals who during the period rendered any services or assistance to Registrant, with or without compensation, for or in the interests of any foreign principal named under item 6.      None

*Exhibit B.*—File a copy of any changes during the period in the agreement, arrangement, or authorization (or if not in writing a written description thereof) pursuant to which Registrant is acting for, or receiving funds from, each foreign principal named under item 6.      (Exhibit "B" enclosed)

*Exhibit C.*—File an Exhibit C, on the printed form provided therefor, for each foreign principal named under item 6 for whom an Exhibit C has not previously been filed.      (2 Exhibit "C" enclosed)

*Exhibit D.*—If Registrant is a nonbusiness organization, file a copy of any changes during the period in its charter, constitution, bylaws, or other instruments of organization.      ~~(2 Exhibit "D" enclosed)~~  
Not applicable

*Exhibit E.*—File a copy of the agreement or arrangement (or if not in writing, a written description thereof) between the Registrant and each business firm or other organization named under item 11 (c), and copies of all changes during the period in similar contracts previously filed.      None

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this statement and the attached exhibits and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in Exhibit A insofar as such information is not within his (their) personal knowledge.

(Type or print name under each signature)

*Carl H. Lenz*

(Signature)

Carl H. Lenz, President

*William M. Oard*

(Signature)

William M. Oard, Vice President

*Ralph J. Del Coro*

(Signature)

Ralph J. Del Coro, Vice President

*Richard M. Hough*

(Signature)

Richard M. Hough, Vice President

(Both copies of this statement shall be signed and sworn to before a notary public or other person authorized to administer oaths, by a majority of those partners, officers, directors, or persons performing similar functions who are in the United States. If no such person is in the United States, the statement shall be signed and sworn to by the duly authorized representative of the Registrant.)

Subscribed and sworn to before me at New York

this 9 day of May, 1966

*Grace C. Samwell*

(Signature of notary or other officer)

My commission expires \_\_\_\_\_, 19\_\_\_\_\_

GRACE C. SAMWELL  
Notary Public, State of New York  
No. 24-3443075  
Qualified in Kings County  
Certificate filed in New York County  
Commission Expires March 30, 1967

# ADDRESSES AND MANAGERS OF MODERN TALKING PICTURE SERVICE FILM LIBRARIES

Schedule "A"

- Anchorage, Alaska 99501**  
c/o Pictures Inc. 272-2131  
811 8th Avenue Area code 917  
Mr. Richard Norman but ask for operator
- Atlanta, Georgia 30308**  
714 Spring Street, N.W. Trinity 5-5666  
Mr. Thomas L. Gunter Area code 404
- Boston, Massachusetts 02116** 734-3732  
- c/o Ladd Visual Service - Hancock 6-7262  
- 235 Stuart Street Area code 617  
- Mr. John Ladd  
1168 Commonwealth Ave.  
Mr. Jim Lowe  
**Buffalo, New York 14202**  
c/o Buchan Pictures TL 3-1805  
122 West Chippewa Street Area code 716  
Mr. Fred Buchan
- Cedar Rapids, Iowa 52404**  
c/o Pratt Sound Films, Inc. Empire 5-0567  
129 Third Avenue, S.W. Area code 319  
Mrs. Louise Nordstrom
- Charlotte, North Carolina 28202**  
501 North College Street Franklin 7-2574  
Miss Lona Abdell Area code 704
- ★ **Chicago, Illinois 60611**  
160 E. Grand Ave. 467-6470  
Mr. William Gallagher Area code 312
- ★ **Cincinnati, Ohio 45202**  
9 Garfield Place Garfield 1-2516  
Mrs. Rosalie Kuwatch Area code 513
- Cleveland, Ohio 44115**  
c/o Film Programs, Inc. Main 1-9469  
2238 Euclid Avenue Area code 216  
Mr. Al Shobel
- ★ **Dallas, Texas 75207**  
1411 Slocum Street Riverside 2-4106  
Mr. Ed Cothran Area code 214
- Denver, Colorado 80204**  
c/o Cromar's Modern Films 244-4621  
922 Bannock Street Area code 303  
Mr. R. Kenneth Cromar
- Detroit, Michigan 48203**  
c/o Engleman Visual Education Service  
14533 Second Avenue 883-7333  
Mr. Lewis Lash Area code 313
- Harrisburg, Pennsylvania 17105**  
c/o J. P. Lilley & Son, Inc. Cedar 8-8123  
928 North Third Street Area code 717  
(P.O. Box 3035)  
Mr. J. K. Lilley
- Honolulu, Hawaii 96813**  
c/o Film Services of Hawaii, Ltd. 99-4102  
742 Ala Moana Blvd.  
Mrs. Sherry Hogg  
Mrs. Arlayne Rosenstock
- Houston, Texas 77027**  
4084 Westheimer Road Mohawk 6-2438  
Mr. Gene Riggs Area code 713
- Indianapolis, Indiana 46204**  
102 East Vermont Street Meirose 5-5331  
Mrs. E. S. Poff Area code 317
- ★ **Kansas City, Missouri 64111**  
3718 Broadway Logan 1-1208  
Mr. Michael Carroll Area code 816
- Los Angeles, California 90057**  
2400 West 7th Street Dunkirk 7-7221  
Mr. Jack Whalen Area code 213
- Memphis, Tennessee 38104**  
214 South Cleveland Street Broadway 5-3187  
Miss T. R. Boland Area code 901
- Milwaukee, Wisconsin 53202**  
c/o Roa's Films Broadway 1-0861  
1696 North Astor Street Area code 414  
Mrs. Roa K. Birch
- Minneapolis, Minnesota 55403**  
c/o Elliott Film Company Federal 6-2645  
1114 Nicollet Avenue Area code 612  
Mr. Fred Hoffman
- New Orleans, Louisiana 70130**  
c/o Delta Visual Service, Inc. Jackson 5-9061-2-3  
715 Girod St. Area code 504  
Mr. F. J. Didier
- New York**  
1212 Ave. of the Americas Judson 6-5530  
New York, N. Y. 10036 Area code 212  
Mr. Alex Siodmak  
Serving the boroughs of Manhattan & Bronx only.
- ★ 315 Springfield Avenue 277-6300  
Summit, N. J. 07901 Area code 201  
Mr. M. L. Marchewka  
Serving Connecticut, northern New Jersey and  
southern New York State and the boroughs of  
Brooklyn, Queens and Richmond in NYC.
- Omaha, Nebraska 68102**  
c/o Modern Sound Pictures, Inc. 34-1-8476  
1410 Howard Street Area code 402  
Mr. Keith T. Smith
- Philadelphia, Pennsylvania 19107**  
1234 Spruce Street Kingsley 5-2500  
Mrs. E. H. Dunn Area code 215
- Pittsburgh, Pennsylvania 15222**  
910 Penn Avenue Grant 1-9118  
Mr. Hal Smith Area code 412
- St. Louis, Missouri 63130**  
c/o Swank's Motion Pictures, Inc. Parkview 6-3333  
621 North Skinker Boulevard Area code 314  
Mr. P. Ray Swank
- ★ **San Francisco, California 94105**  
16 Spear Street Yukon 2-1712  
Mr. Gordon Reynolds Area code 415
- Seattle, Washington 98103**  
c/o Rarig's, Inc. Melrose 3-3878  
2100 North 45th Street Area code 206  
Mrs. E. A. Rarig
- ★ **Washington, D. C. 20006**  
927 Nineteenth Street, N.W. Sterling 3-6611  
Mr. Frank Hufford Area code 202  
Mrs. Martha Gardner
- ★ **CANADA**  
**Don Mills (Metro Toronto), Ontario**  
1875 Leslie Street 444-7347  
Miss Lottie Aird Area code 416  
Shipments of films & merchandise  
from the U. S. must have proper  
customs documentation, or they  
will be returned to sender.

## SALES & SERVICE OFFICES

1212 Ave. of the Americas  
New York, New York 10036  
765-3100 (Area code 212)

1717 N. Highland Ave.  
Los Angeles, Calif. 90028  
Hollywood 2-2201 (Area code 213)

1834 "K" Street N.W.  
Washington, D. C. 20006  
296-8466 (Area code 202)  
783-0558

1909 Prudential Plaza  
Chicago, Illinois 60601  
Delaware 7-3252 (Area code 312)

910 Penn Ave.  
Pittsburgh, Pennsylvania 15222  
Grant 1-9118 (Area code 412)

16 Spear Street  
San Francisco, California 94105  
Yukon 2-9414 (Area code 415)

1875 Leslie St.  
Don Mills—Ontario, Canada  
444-7347 (Area code 416)

**NATIONAL PRINT DEPOT**  
~~21 W. 60th Street~~ 2323 New Hyde Park Rd.  
~~New York, New York 10023~~ New Hyde  
~~Circle 6-2333 (Area code 212)~~ Park, L.I.  
516-437-6313 N. Y.

Printed in U.S.A.

★ Also Includes Television



6. All persons who at any time during the period were foreign principals of Registrant.

<u>Name &amp; Principal Address</u>	<u>Is Person Still A Foreign Principal of Registrant?</u>	<u>If not, give date connection ended</u>
Bermuda Trade Development Board 620 Fifth Avenue New York, New York	Yes	-
Consulate General Of Japan 235 East 42 Street New York, New York	Yes	-
German Federal Republic Bonn, Germany	No	7/8/65
Hong Kong Tourist Association Caroline Mansions 4 Yun Ping Road Hong Kong, B.C.C.	Yes	-
Island Government Of Curacao 1270 Avenue Of The Americas New York, New York	Yes	-
Province Of Nova Scotia Provincial Building Halifax, N.S., Canada	Yes	-
Province Of Ontario 67 College Street Toronto, Ontario, Canada	Yes	-
Scandinavian Railways Companies c/o Royal Board Of The Swedish State Railways Stockholm C, Sweden	Yes	-
St. Lucia Tourist Board P.O. Box 221, Castries St. Lucia, West Indies	Yes	-
South African Tourist Association 610 Fifth Avenue New York, New York	No	1/13/66
Yugoslav State Tourist Association 509 Madison Avenue New York, New York	Yes	-

10 (a) All amounts received during the period directly or indirectly from each foreign principal named under Item 6, itemized as follows:

<u>Date funds received</u>	<u>Name of Foreign Principal from whom funds received</u>	<u>Purposes for which rec'd</u>	<u>Amount rec'd</u>
Semi-annual Fiscal period: 7/1/65 - 12/31/65	Bermuda Trade Dev. Board	In payment of distribution services rendered	\$ 5,375.60
	Consulate General of Japan		11,994.52
	German Federal Republic		1,105.25
	Hong Kong Tourist Assn.		3,119.10
	Island Gov't of Curacao		234.50
	Province Of Nova Scotia		1,851.50
	Province of Ontario		2,542.50
	Scandinavian Railways Companies		--
	St. Lucia Tourist Board		720.90
	South African Tourist Assn.		4,554.50
	Yugoslav State Tourist Assn.		1,137.44

The above figures represent accounts receivable -- we operate on an accounts receivable basis and these figures presented so reflect.

We have no written agreements with:

Bermuda Trade Development Board  
Province Of Nova Scotia  
Province Of Ontario  
St. Lucia Tourist Board  
Yugoslav Tourist Association

Our verbal agreements are as follow:

**BERMUDA TRADE DEVELOPMENT BOARD** - We distribute one film "Passage To Bermuda" to general adult groups. Our charge per booking to each audience is \$3.50. Print Inventory: 70 prints.

**PROVINCE OF NOVA SCOTIA** - We distribute "The New Nova Scotia" for their Division of Trade and Industry to adult audiences and television stations in the U.S. and Canada. U.S. non-theatrical rate is \$3.50 per booking - Canadian booking - \$4.00; and \$15.00 per television booking. Print inventory: 18 prints.

**PROVINCE OF ONTARIO** - For the Department of Highways, we distribute 3 titles to television stations, one of which is also distributed to non-theatrical groups in Canada. For the Department of Travel and Publicity we distribute 6 titles to television stations. Group bookings are billed at \$4.00 per Canadian booking and television showings at \$15.00. Print inventory: 87 prints.

**YUGOSLAV STATE TOURIST BUREAU** - We distribute 8 titles to non-theatrical adult groups (of which one title is also distributed to television stations). Rate charge per non-theatrical booking is \$3.00 and \$15.00 per television booking. Print inventory: 51 prints.

**ST. LUCIA TOURIST BOARD** - We distribute one film "Sunshine In St. Lucia" to high schools, youth and general adult audiences, and television stations in the United States and Canada. U.S. non-theatrical rate \$3.50 per booking; Canadian booking - \$4.00; and \$15.00 per television booking. Print inventory: 24 prints. (Exhibit "C" enclosed)

Our services include booking, shipping, promotion, inspection, cleaning and repairs of the film, and monthly reporting of bookings.

- continued -

**CONTRACTURAL AGREEMENTS:**

Hong Kong Tourist Association. (Contract dated 6/5/61 - on file with Justice Dept.)

Modern distributes 1 title "A Million Lights Shall Glow" to schools and general adult groups in the United States and Canada. U.S. non-theatrical charge \$3.25 - Canada - \$4.00.

Print inventory: 50 prints.

Consulate General Of Japan. (Contract dated 4/1/65 on file with Justice Dept.) Modern

distributes 19 titles to television stations in the United States - our charge per booking is \$14.25

- Print inventory: 324.

Scandinavian Railways Companies (thru: Royal Board of Swedish State Railways).

Contract dated 1/17/66 - included herewith, Exhibit "B" - Contract covers non-theatrical distribution of one title "Call To Pleasure" in the continental United States to adult groups at \$3.50 per booking; resort bookings \$3.25 per booking and television distribution at \$15.00 per booking. Print inventory: 50 prints. (Exhibit "C" enclosed)

German Federal Republic. (Ltr. of agreement dated 5/27/63 on file with Justice Dept.)

Modern discontinued active non-theatrical and television distribution in the United States

of one title "Bridge Of Friendship". Committed bookings through 12/31/65 on our records

as of the stop order date (7/8/65) have been served. Non-theatrical rate: \$3.25; Television - \$15.00

Print inventory: 140 prints. All monies have not been collected and we are awaiting instructions on the disposition of prints.

South African Tourist Corporation. (Contract dated 5/11/55 on file with Justice Dept.)

Effective 1/13/66, Modern discontinued active non-theatrical distribution in the United States

of 4 titles to general adult groups. Non-theatrical rate: \$3.00 per booking. Print inventory: 157

prints. Committed bookings on our records through 3/31/66 have been served and prints have

been returned to the sponsor. All monies have not been collected.

Island Government Of Curacao. (Contract dated 2/11/64 on file with Justice Dept.)

Effective 6/15/65, Modern discontinued active non-theatrical and television distribution of one

title "Curacao, The Caribbean Dutch Treat" in the United States and Canada. Committed bookings

on our records through 12/31/65 have been served and all monies collected. Non-theatrical

rate \$3.50 in the U.S. and \$4.00 in Canada. Television charge: \$15.00 - Print inventory: 30 prints.

Effective 1/1/66, by verbal agreement, "Curacao, The Caribbean Dutch Treat" was reactivated

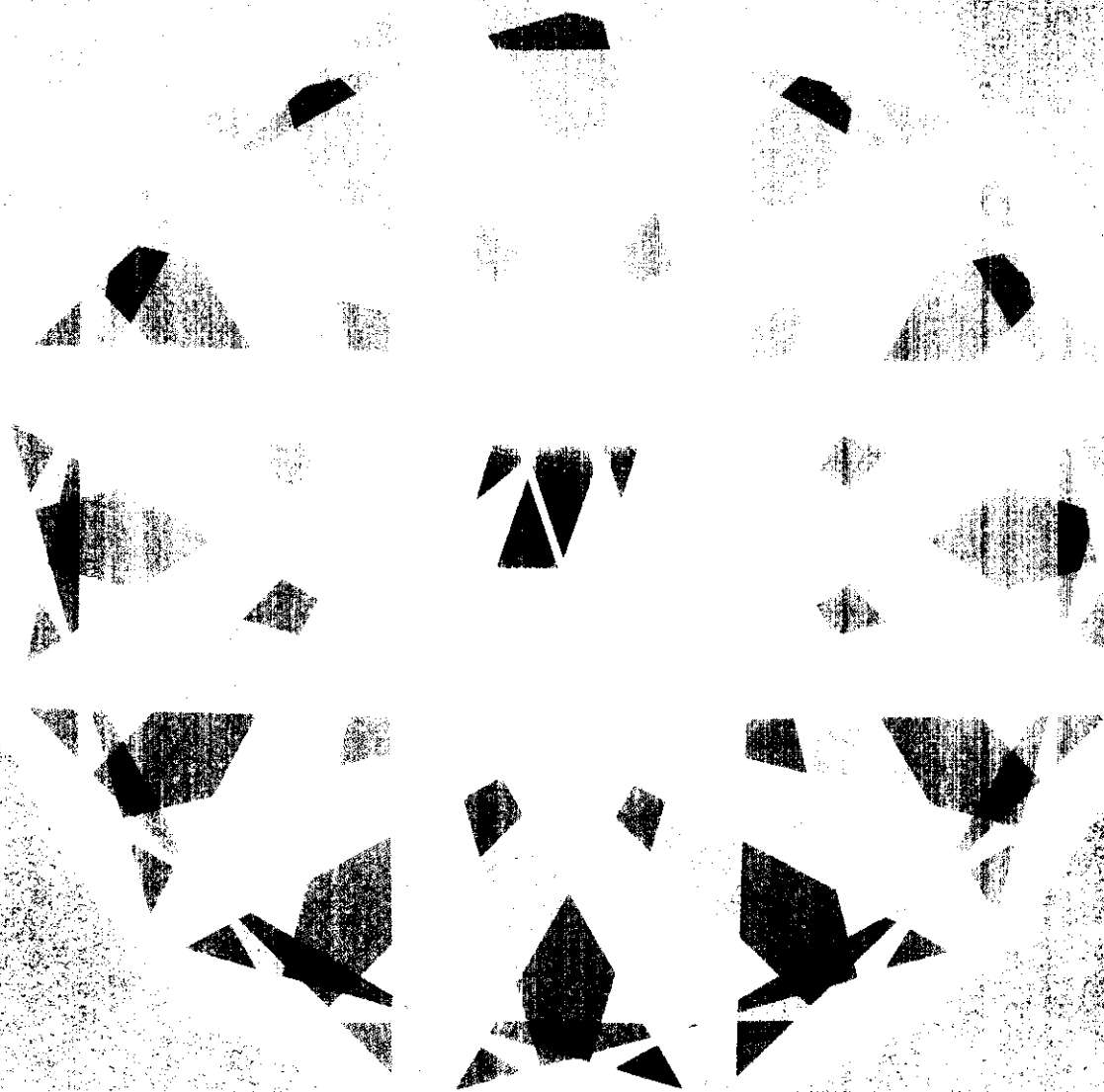
for distribution. Our New York City library will serve sponsor requests only at \$3.50 per booking.

Exhibit I

Catalog listing film descriptions - direct mail to approximately 600 television stations in the U.S. (one copy each - 2/66)

<u>SPONSOR &amp; TITLE</u>	<u>Page #</u>
Consulate General of Japan	
School Life In Japan	5
Japan Today	5
Kabuki	5
The Culinary Art of Japan	5
Gardens of Japan	6
Agriculture Today In Japan	7
Two Weeks In Japan	7
Ikebana - Art of Flower Arrangement	8
Industries Of Japan	8
Living Arts Of Japan	9
The Four Seasons Of Japan	9
A Day With A Japanese Family	10
Children's Songs Of Japan	11
Fishing In Japan	11
Origami	16
The Television Age In Japan	18
The Japanese Press In Action	23
Province Of Nova Scotia - Dept. of Trade & Industry	
New Nova Scotia	15
Province Of Ontario - Dept. of Highways	
Carnival Country	27
Roads To Recreation	27
Province Of Ontario - Dept. of Tourism and Information	
Holiday Corner	27
Blue Water Holiday	27
They Come To Huronia	27
Skier's Choice	27
Project Muskie	27
Waterway Holiday	15

*S. J. ...  
5/11/66*





# TABLE OF CONTENTS

Subject Index .....	2
Half-hour Films .....	4
Quarter-hour Films .....	16
Series Programming .....	19
Short Short Films .....	28
Religious Film Series .....	36
Your Modern TV Film Library .....	40



# SUBJECT MATTER INDEX

## Travel Programs

The Alamo	32
Al-Can Trailer Trek	18
Along the Gaspé Road	15
Arizona	16
Atlantic City	18
Big Bend	32
Blue Water Holiday	27
California—World in a Week (1965)	5
Cape Cod National Seashore	32
Chocolate Town, U.S.A.	8
Come to Texas!	12
Conversation Piece	7
Discover Iceland	6
Early America	23
Ever New, New York	12
Explore Kentucky	23
Fabulous Florida	12
Fare Thee West	6
The Four Seasons of Japan	9
Four Seasons of Maine	18
Glacier National Park	14
Grand Canyon	32
Greenfield Village	32
Happy Holidays . . . Along the Potomac	10
Happy Holidays . . . Anywhere in Michigan	7
Happy Holidays . . . Camping in the Smokies	5
Happy Holidays . . . In the Land of Lincoln	12
High Road to Yosemite	12
Holiday Corner	27
Holiday in Hawaii	13
Horizons West	25
Japan Today	5
Kern County— California's Golden Empire	14
Let's Go to the Many Michigans	30
Let's Go to Washington	31
Let Yourself Go	25
The Magic of Mexico	12
Maryland	12
Mexican Impressions	24
The Mood of Boston	32
The Mood of Chicago	32
The Mood of Dallas	32
The Mood of Detroit	32
The Mood of Los Angeles	32
The Mood of San Francisco	32
The Mood of Three Cities	23
Mt. Rushmore	4
Mystic Seaport	32
Natural Wonders	23
New England Calling	12
New York, New York	24
Niagara Falls	32
Norfolk Tour	6
Parks in America	16
Philadelphia	32
Point Lobos State Park	32
Roads to Recreation	27
Sea to Shining Sea	16
Shalom Yassu	15
Sketches of History	16
Southern New Jersey—Land of Vigor	12
Spring Song	33
State of Enchantment	6
Tempo Twelve	7
They Come to Huronia	27

This is Louisiana	12
A Tour of Grant's Farm	25
Turn the Wheel West	12
Two Weeks in Japan	7
Under White Sails	16
A Visit to Busch Gardens	25
Waterway Holiday	15
West of Key West	27
Wisconsin Dells Vacationland	26
Wonderful World of San Francisco	8
Wyoming's Wonderful Waterways	14
Yosemite	32

## Science Programs

Assignment—L.S.I.	11
For More Tomorrows	14
Impact!	6
Modern Living With Silicones	25
The Petrified River— The Story of Uranium	15
Safari For Science	7
Science Rides the High Iron	11
Silicones	35
When Every Minute Counts	14

## Sports Programs

Appointment in Arusha— Great African Adventure	8
Baseball—A Happy Summer Evening	13
Big League Baseball for Little Leaguers	11
The Big Mountain of Fun	18
A Boy's First Woodchuck	28
1965 Buick Open	5
1964 Buick Open	7
1963 Buick Open	10
1962 Buick Open	11
1961 Buick Open	12
Calling All Crows	28
Carefree Boating is Careful Boating	25
Carnival Country	27
Champions at the Wheel	11
The Coyote—Trophy Predator	28
Exhibition Shooting	26
Fighting Kingfish	28
From Kitty Hawk to Calabash	26
The Game Nobody Saw	13
Golf a Go Go	4
Havasu	26
Hunting with Honda	11
It Started with Greyhound	23
It's the Water Ski Show	24
Kings, Cods and Stripers	23
Long Island Codfish	28
Lunker Lore	10
Maryland Goose Shooting	28
More Kick Out of Football	28
Project Muskie	27
Rabbit Hunting	28
Ready on the Firing Line	10
San Francisco Stripers	28
Ski Capade	16
Ski Country, USA	9
Ski Tricks	27
Ski With Buick	8
Skier's Choice	27
Sküing at Cranmore	25

Steelhead Junction	8
Suddenly, Upon the Waters	13
This is Ocean Fishing	24
The Thoroughbred	26
Trot Town USA	18
Trout a la Shoshone	15
Water Ski Tips	27
Wild Heritage	4
Wild Wake—The Story of Offshore Power Boat Racing	4
The Wildest Ride	17
Winning Baseball	24
The Winning Formula	24
Wonderful World of Water Sports	16
The World is One	6

## Health Programs

American Doctor	13
The Biggest Bridge in Action	13
Bridge to Tomorrow	10
The Clean Look	34
Counter-Attack!	9
Decision	13
Dialogue With Life	11
Doctors to the Stone Age	9
The Fitness Challenge	10
Front Line	12
Going Our Way?	15
Good Looks	34
The Greatest Gift	17
Hands We Trust	13
The Hidden Tear	24
How Much is a Miracle?	4
Mission: Measles	23
Physically Fit	29
Project Hope	13
Pure Water and Public Health	14
The Radiant Look	34
A Report on Bootleg Dentistry	9
RX for Maryanne	23
Technique for Life	24
To Live Again—A Profile of Hope	18
To Save Your Life—Ingenuity	29
To Save Your Life—Productivity	29
Trouble Afoot	23
The View from the Mountain	14
Who Will Come to My Party	17
The Wondrous World of Sight	10

## Religious Film Series

The Bible Answers	36
-------------------	----

## General Interest Programs

Abitibi	15
Accent on Youth	16
Ada, King of Alaskan Seas	11
. . . And Something More	7
Appointment in Guaymas	12
A Better Way	15
Big Scot	27
Blue Print for Action	7
Bright Steel	15
By Their Bootstraps	18
Children's Songs of Japan	11
Chocolate Crossroads of the World	7
The Chocolate Tree	14

CONTINUED ON NEXT PAGE

The Common Denominator	18
Compressed Air and Gas— Yours to Command	6
A Cup for Adam's Ale	9
The David Hall Story	10
A Day with a Japanese Family	10
Destination Fun	31
E is for Everywhere	6
Energy on the Move	8
Experience is French	23
The Faces of Asia	16
Fishing in Japan	11
Flying Colors	5
For God and My Country	26
Futures in Steel	14
Gardens of Japan	6
The Gibson Story	5
The Good Air	17
The Great Lakes of South Dakota	24
The Green Giant's Magic	15
Halibut, Treasure of the Deep	18
Harvey Dilemma	26
Hellbent for Safety	24
Higher and Wider	7
The House that Faith Built	15
How to Drive on Snow and Ice	25
Hull 1679	10
Industries of Japan	8
Introduction to a Champion	26
The Invisible Power of Coal	6
The Japanese Press in Action	23
Jet Age Driving	24
Joining the North and South	26
Kabuki	5
The Land Called New Jersey	12
The Language of Electronics	17
The Last Great Steamboat Race	29
Leading the Parade	18
Lifeline on Wheels	6
Living Arts of Japan	9
Love that Car	30
Made to Serve for Centuries	15
The Magic Cup	15
The Magic Molecule	29
The Magic of Learning— An Adventure with Peter Pan	17
The Magic of Rainbow Forest	25
Main Street U.S.A.—Today	10
The Masters	23
The Mayflower Story	14
Me and the King	24
Meet Mr. Blue Lake	14
Men, Steel and Earthquakes	15
Migrants of the Marshlands	25
A Million Miles of Model Railroads	26
Miracle on the Vine	10
The Misguided Tour	33
Modern Mosquito Control	11
More Precious than Gold	11
New Nova Scotia	15
The New Story of Milk	15
A New Way of Life	5
Noble Heritage	14
Office in the Sky	13
On Their Own	17
Ore from Venezuela	24
Origami	16
Other Sheep	4
Pearl of the Atlantic—Story of the Atlantic Ocean Scallop	4
Pick a Winner	18
Portrait in Plastics	26
Precision Toolmaking & Machining	10
Racing . . . An Adventure with Model Cars	17
A Report to Ole	14
Revolution in Our Time	4
The Right Hand of Plenty	24

Road in the Sky	25
The Romance of Cheese	13
Salt	35
School Life in Japan	5
The Search for Meaning	33
Second in Command	30
Shape of the Future	17
The Silent Guide	6
A Spark in Time on the Firing Line	10
The Spark of Power	17
Steel and America	5
Steel by Stopwatch	8
Steps to the Jets	25
Stewardess Story	6
Strawberries—with Cream	25
The Strongest Link	6
The Sun Goes North	7
Sun, Soil and Water	13
The Television Age in Japan	18
These Are My People	26
This is Fiber Glass	18
A Time Like This	11
Tomorrow's Foodpower	13
The Underground Story of Natural Gas	27
The Vermont Granite Story	25
Water Bill U.S.A.	11
Water—Wealth or Worry for America?	27
The Way of a Ship	4
West Delta Block 27	5
Where but in America	16
Whistle and Sing	13
White Wonder	14
Wild Rivers	11
The World is Yours	14
The World of Insects	10
You Earth People	26
Your Eyes . . . "As They Really Are."	8

*Farm Programs*

Acres of Cages	14
Acres of Science	13
Agriculture Today in Japan	7
Export: Rural Electrification	16
Last Year's Model	29
Look Who's Talking	5
Mastitis—Dairy Disease Problem	31
On the Line	23
Sunny Shores	24
This Wonderful Land	11

*Women's and Home Programs*

. . . Add a Dash of You	29
Adventure in Home Decor	25
Adventures in Bathroom Decor	34
Adventures in Decor	34
Adventures in Kitchen Decor	34
America's Cookout Championship	24
" . . . And You Are the Star"	31
Appliance Proving Ground	33
The Aristocrat of the Green Bean Family	17
Art of Chinese Cookery	30
Bartlett Pears	30
Beauty Tips	34
Behind the Label . . . or The Case of Mrs. Harridan's Hat	25
The Belgian Art of Linen	26
Buffet Party	35
The Case of the Missing Cook	30
Chicken in the Bank	30
Coffee Magic	35
Color Newsreel	6
Common Paint Problems	9
Comprehending Blending	30
Cook Along with Jacques	29

Cook Yourself a Smile	31
Cooking Can Be Fun	31
Cooking Frozen Beef	35
Cooking with Curry	35
Cookware for Cooking	31
The Culinary Art of Japan	5
Decorate with Quiet	33
Dishwashing . . . Automatically	33
Enameling and Spray Painting	9
The Fabric Story	23
Fashions in Music	30
Figure for Fashion	29
The Fine Art of Sterling Design	7
The Fourth "R"	31
Freezing Beef	34
Freezing Food . . . and Fun	33
Game Cookery	35
Good Eating	34
Grapefruit Preparation	35
Grapefruit Sections	35
Grooming Roses	33
Home Remodeling Ideas	16
How to Finish Floors	9
How to Look Like a Model	29
How to Paint Your Home	9
How to Use Tangerines	29
Ikebana—Art of Flower Arrangement	8
Interior Wall Painting	9
The Invisible Burglar	24
Is the Modern Homemaker Modern?	23
A Kitchen is an Idea	34
Land . . . and Space to Grow	26
Lawn and Garden Insect Control	25
The Making of Fine China	26
The Making of Wedgwood	12
Menu Planning	30
New Ideas for Legendary Delicacy	30
Newsmakers in the Kitchen	35
Old Recipes—New Ideas	35
Orange Concentrate	35
Orange Selection	35
Pas De Deux . . . New Laundry, Too	30
Patterned for Dining	24
The Peanut Butter Cookbook	18
Porcelain—New Yet Ancient	33
Preparing and Serving Ham	34
The Quiet Home	30
Recipe Favorites	31
Re-Do-It Yourself	31
Research House	34
A Rose for You	25
The Search for Total Comfort	16
Secrets of Chinese Cookery	30
Smorgasbord is Served	34
Something New from Something Old	23
An SOS from the Kitchen	34
Steaks for Broiling	35
Sun-Time Tips	31
Tabasco Tips	35
Take a Box of Mix	31
Tea for Twenty	33
30-Second Gourmet	35
The Three Magic Carpets of Miss America	29
Tie-Tie Go Round	34
Time of Change	24
Tips for Plant Care	31
Tips on Tasty Low-Cost Recipes	29
Treasures for Your Table	13
Utilizing the Pork Loin	35
Variety in Pork	35
A Visit with Betty Crocker	26
Where Do the Walnuts Go	17
Wine Vinegar Recipes	31
The World in Your Kitchen	5
You Are an Artist	30
Your Next New Home	16

Exhibit II

Brochure lists film descriptions - direct mail to 23,000 general adult groups in the U.S. (one copy each) - 11/65

SOUTH AFRICAN TOURIST CORPORATION

South African Encounter

*filed  
11/11/65*

modern



cinema

FREE-LOAN 16mm-SOUND FILMS IN COLOR

modern  
movies  
for  
modern  
meetings

entertaining  
timely  
informational  
dramatic  
enriching

modern



cinema

Do you need some exceptional entertainment to put sparkle in your meetings or get-togethers? Try our superb travel and sports films. They're the best!

Do you want excellent, stimulating program material for your meetings? We have authoritative films on many important subjects.

Do you like to give early arrivals something interesting to do? Short films are the answer—some are highly informative—others highly entertaining.

Do you welcome a change of pace between business sessions? Your members can relax with a movie.

Do your members want a little fun after meetings? We have some great films they will enjoy.

So you see the variety of uses for these films and the subject matter is almost endless.

**SOUTH AFRICAN ENCOUNTER**—56 min. color. A warm, wonderful welcome to South Africa as seen through the eyes of a young artist travelling around the country in search of subjects for his canvas. See the cities and the colorful countryside, wine farms, diamond mines and wildlife.

#7730 SOUTH AFRICAN TOURIST CORPORATION

**LOOK WHO'S TALKING**—20 min. color. Here is an excellent film which deals with the dairy farmer's ability to produce and his need to develop real selling power. It combines a brief description of modern tools of communication with an analysis of dairy sales gains.

#2543 AMERICAN DAIRY ASSOCIATION

**A NEW WAY OF LIFE**—26½ min. color. Harry Babbit narrates the story of the advantages of living in a planned community with built-in recreation, social and medical plans. Film shows the benefits of living within a leisure world for those over fifty-two years of age, whether retired or semi-retired.

#2538 LEISURE WORLD FOUNDATION

**HERITAGE OF SPLENDOR**—18 min. color. America's natural wonders, recreation areas and parks and the great variety of activities enjoyed in them make a fine film indeed. It also shows how all this beauty is spoiled by litterbugs and what can be done about it. Narrated by Ronald Reagan.

#2537 JAS. H. MATTHEWS & CO.

**1965 BUICK OPEN**—28 min. color. Blasting his way through all competition, Tony Lema won the 1965 Buick Open for the second straight time. See all these brilliant tournament plays as he noses out Johnny Pott, Julius Boros and Jack Nicklaus with a 280 for the four rounds.

#2536 BUICK MOTOR DIVISION  
GENERAL MOTORS CORPORATION

**A STORY WITH NO END**—29 min. color. Tour of modern medical research laboratory. Closeups of experiments, methods and techniques used by research scientists in their search for ways to prolong life and reduce suffering and disability caused by diseases.

#2528 PARKE, DAVIS & COMPANY

**CALIFORNIA—WORLD IN A WEEK (1965)**—28 min. color. There is a whole world of attractions within the borders of diversified and colorful California. San Francisco, Los Angeles and Disneyland are included in the wide coverage.

#2524 UNITED AIR LINES, INC.

Film #2524 not available in the following Libraries: Atlanta, Buffalo, Charlotte, Dallas, Harrisburg, Houston, Indianapolis, Memphis, Minneapolis, New Orleans, and St. Louis.



**LIFELINE ON WHEELS**—28 min. color. A little-known but vital part of our life today is the trucking industry. The film shows how this round-the-clock lifeline keeps Americans all over the U.S. supplied with a fantastic variety of products.

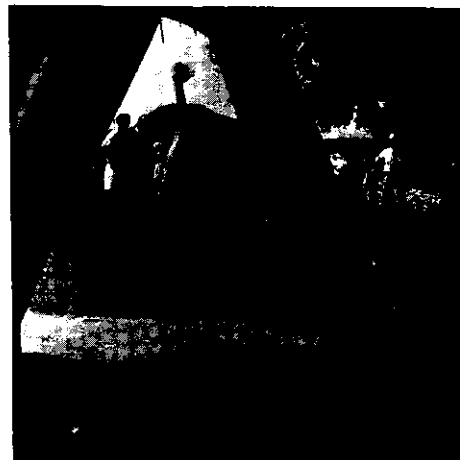
#2512 AUTOMOBILE MANUFACTURERS ASSOCIATION

**GROUP PORTRAIT**—28 min. color. The wide scope of the community interests of NADA dealers across the country, such as plans for a youth activities center, Little League baseball and highway planning are highlighted in various vignettes. Each shows how the NADA dealer makes his community a better place in which to live.

#2502 NATIONAL AUTOMOBILE DEALERS ASSOCIATION

**BUILDING THE GOLDEN GATE BRIDGE**—27 min. color. Today the magnificent Golden Gate Bridge stands as a tribute to determination, art and engineering. You will witness daring feats of engineering and bridge building as you watch its construction from start to finish.

#2494 BETHLEHEM STEEL CORPORATION



**STEWARDESS STORY**—20 min. color. The unique and interesting experiences of an airline stewardess are the subject of this film. It shows the first interview and then the careful training at United's modern training center. In addition, there are fascinating scenes of the life of an airline stewardess, both aloft and on the ground.

#2480 UNITED AIR LINES, INC.

**COLOR NEWSREEL**—28 min. color. Narrated by Betty Furness and Art James, this picture features seven rooms by seven internationally-known interior designers. The key role of paint and colors in modern home environments is dramatized.

#2473 NATIONAL PAINT, VARNISH AND LACQUER ASSOCIATION

**IMPACT**—28 min. color. A far-ranging story of the natural gas industry and its impact on the face of the land, people, their jobs and the way they live.

#2462 PANHANDLE EASTERN PIPELINE COMPANY

Film #2462 is available only in Ark., Conn., Del., Ill., Ind., Kan., Ky., La., Md., N. Mich., Miss., Mo., N. J., N.Y., Ohio, Okla., Pa., Tenn., Texas, Va., & Wash. D.C.

**FORMICA'S WORLD'S FAIR HOUSE**—5 min. color. Beautiful ideas for building, remodeling and furnishing with new products. New materials and new colors for every room—in your present home or a new one.

Women's groups only.

#2417 THE FORMICA CORPORATION

**CONVERSATION PIECE**—28 min. color. Four families travel from four different points in the U.S.A. and meet in the Midwest. Their experiences make a fine film. Gorgeous scenery and exceptional photography.

#2390 MOBILE HOMES

MANUFACTURERS ASSOCIATION

TRAILER COACH ASSOCIATION

**HAPPY HOLIDAYS . . . ANYWHERE IN MICHIGAN**—28 min. color. The whole family will love this trip through Michigan by car. We visit historic Greenfield Village, Detroit, beautiful Mackinac Island . . . busy Soo Locks . . . wilderness wonderland of upper Peninsula . . . colorful Holland. Here, too, is a ride on a famous dune-buggy, skiing and fishing. Prizewinner.

#2355 AMERICAN OIL COMPANY

**SKI WITH BUICK**—29 min. color. Fine ski instruction film starring Stein Eriksen, 4-time Gold Medal Olympic winner. Some of the best U.S. skiing in New England, midwest and Rocky Mountains. Presents new American system of teaching (conforming to U.S. Ski Assn's national standards). Award winner.  
#2348 BUICK MOTOR DIVISION  
GENERAL MOTORS CORPORATION

**THE STORY BEHIND THE MODEL 1100**—15 min. color. A very unusual film showing the testing of a fantastically durable firearm under all conditions of ice, mud, heat and abuse. A *must* for all hunters.  
#2343 REMINGTON ARMS COMPANY, INC.  
*Film #2343 not available in all libraries.*

**APPOINTMENT IN ARUSHA—GREAT AFRICAN ADVENTURE**—27 min. color. Fantastic photography and action on safari deep into East Africa. Professional hunter David Ommanney takes you into the brush country after lions, elephants, Cape Buffaloes and unlimited wild fowl. Narrated by Lee Bowman.  
#2334 WINCHESTER-WESTERN DIVISION  
OLIN

**ENERGY ON THE MOVE**—28 min. color. An up-to-the-minute story of the natural gas industry—what natural gas is and how it is tapped and converted into one of the most versatile tools in America. Its many uses in technology, manufacturing and other areas are vividly covered.  
#2326 COLUMBIA GAS SYSTEM  
*Film #2326 available only in Wash. D. C., Ky., La., Md., Miss., N. Y., Ohio, Pa., Tenn., Texas, Va., W. Va.*

**CHOCOLATE TOWN, U.S.A.**—27 min. color. A visit to Hershey, Pa. with a family of four, enjoy the zoo, museum, Hershey Gardens, Dutch Day Festival, recreational activities and sports. See chocolate made; tour Milton Hershey School; participate in other activities that make Hershey a year-around resort town.  
#2312 HERSHEY ESTATES

**THE HISTORY AND MYSTERY OF PLAYING CARDS**—28 min. color. The intriguing subject of playing cards is thoroughly covered in this fascinating film. Their amazing history through the years is cleverly told.  
#2237 HAROLDS CLUB

**READY ON THE FIRING LINE**—18 min. color. At the National Rifle and Pistol Matches, we witness the nation's finest marksmen in their annual competition for top shooting awards. Tips on shooting are provided by the experts.  
#2213 NATIONAL RIFLE ASSOCIATION OF AMERICA

**A SPARK IN TIME ON THE FIRING LINE**—22 min. color. An excellent, fully-animated film on the operation of an automobile ignition system. One of 15 films selected to represent U.S. industry at the 5th International Industrial Film Festival (CINE).  
#2211 CHAMPION SPARK PLUG COMPANY

**PASSAGE TO BERMUDA**—28 min. color. A unique travelogue on the enchanting island of Bermuda. Beautiful scenes of this lovely island are enlivened by the amusing comments of narrator Jonathan Winters. A delightful musical score.  
#2210 BERMUDA TRADE DEVELOPMENT BOARD

**HAPPY HOLIDAYS... ALONG THE POTOMAC**—28 min. color. Visit Washington, D. C., in this "different" travel picture which brings to the screen not only the things to see but also what they mean, the things to do and how to enjoy them.  
#2186 AMERICAN OIL COMPANY

**THE INVISIBLE BURGLAR**—14 min. color. Demonstrates the wonders of the new electronic air cleaner that conquers the "burglar" which contaminates the air and steals our health—the dirt, lint, dust, pollen, bacteria, smoke and waste from various sources.  
#2180 HONEYWELL, INC.

**BONANZALAND, U. S. A.**—29 min. color. A trip through the magnificent American West today. You'll see the Rockies, the Grand Canyon, Las Vegas, Salt Lake, San Diego, Palm Springs and still more. Winner of CINE Golden Eagle Award.  
#2165 BONANZA AIR LINES

**TECHNIQUE FOR LIFE**—14 min. color. Here is the story of an amazing nutrition program carried out by the famous hospital ship SS Hope. By means of efficient equipment, natural-tasting and nutritious milk is made from milk nutrients and purified water, for undernourished people throughout the world.  
#2143 EX-CELL-O CORPORATION

**NEW YORK, NEW YORK**—15 min. color. The sights and the sounds of New York, featuring the unusual and little-known places that give the city its unique character.  
#2116 AMERICAN AIRLINES  
*Film #2116 not available in Ala., Alaska, Cal., Fla., Ga., Ida., Ia., Kan., La., Minn., Miss., Mon., Neb., Nev., N. M., N. C., N. D., Ore., S. C., S. D., Utah, Wash., Wyo., or Metrop. N. Y.*

**BEHIND THE LABEL... or THE CASE OF MRS. HARRIDAN'S HAT**—13½ min. color. This amusing "dream" story, which takes place in a supermarket, cleverly combines a humorous narrative with important information on canned foods labeling and the canning industry.  
#2100 NATIONAL CANNERS ASSOCIATION

**THE LADY AND THE STOCK EXCHANGE**—27 min. color. Janet Blair and Eddie Bracken in a lively story of a family's first investment. How the Stock Exchange works, the function of brokers and sensible investment approaches for men and women.  
#2095 MEMBERS  
NEW YORK STOCK EXCHANGE

**A VISIT TO BUSCH GARDENS**—14 min. color. In the beautiful Busch Gardens in Tampa, a famous collection of rare birds. Some of the birds perform amusing and amazing tricks.  
#2082 ANHEUSER-BUSCH, INC.

**TO KEEP AND BEAR ARMS**—26 min. color. The firearms story of America. The vital role in our country's history, in war and peace, and the gun sports of thirty million Americans. Craig Stevens (TV's Peter Gunn) appears in and is narrator of this film.  
#2078 NATIONAL RIFLE ASSOCIATION

**YOUTH PHYSICAL FITNESS—A Report to the Nation.** (by the President's Council on Youth Fitness)  
—28 min. color. Describes the problem, outlines opportunities for community action to improve health and physical education programs. Message by the President. Stan Musial featured. Award winner.  
#2060 The EQUITABLE Life Assurance  
Society of the United States

**ADVENTURE IN HOME DECOR**—15 min. color. Imaginative tour through a variety of "dream" kitchens, bathrooms and other attractive rooms. Shows modern, imaginative uses of laminated plastics in cabinets, on walls, fireplaces and in other appropriate locations in the modern home.  
#2023 THE FORMICA CORPORATION

**MORE PRECIOUS THAN GOLD**—27 min. color. Shows the construction of Trinity Dam in the wilds of scenic northern California, where once prospectors panned for gold. Giant machines work day and night to construct this new earth-filled dam to conserve water "More Precious Than Gold."  
#2003 DETROIT DIESEL ENGINE DIVISION  
GENERAL MOTORS CORP.

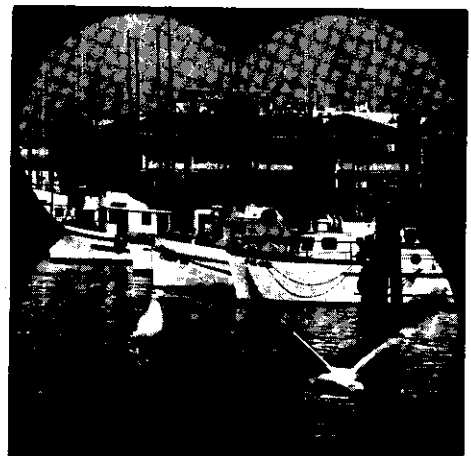
**THE SUN SHINES BRIGHT**—14 min. color. This is a terrific travel trip through the Blue Grass State. It features the state's history and has scenes of famous Kentucky horse farms and the Derby.  
#1891 COMMONWEALTH OF KENTUCKY,  
TOURIST AND TRAVEL PROMOTION  
*Film #1891 available only in Conn., Ill., Ind., most of Ky., Eastern Mo., northern half of N. J., N. Y. and Ohio.*

As you know, you borrow these fine films just like a library book. This is made possible through the courtesy of many leading companies, associations, professional societies and government agencies. You pay return postage only. Our 32 film libraries give you fast, efficient, personal service. See back page. To order films, just use the handy order card enclosed. Order now while there is a wide choice. They book up fast!

**HAPPY HOLIDAYS... IN THE LAND OF LINCOLN**—29 min. color. Visit vigorous Chicago, view vast abundant farmlands and see historic New Salem and Springfield, Illinois. Touring ideas for the whole family abound in this film.  
#1885 AMERICAN OIL COMPANY

**WHAT YOU SHOULD KNOW BEFORE YOU BUY A HOME**—27 min. color. Outlines the important things to consider before purchasing a house—space, location, convenience, age and cost. Here is an excellent guide for first buyers as well as current home owners seeking a second home.  
#1881 UNITED STATES SAVINGS & LOAN LEAGUE

**OUT OF THE NORTH**—27½ min. color. You take a trip over fjords, straits, sounds and passages as you follow the migratory flights of Alaskan duck and geese. There are closeups of nesting, laying, brooding and birth, as well as trial flights that precede the great autumnal flights south. Narrated by Alexander Scourby.  
#1880 AMERICAN MOTORS CORPORATION



**THE BEGINNING**—28 min. color. The story of a retired couple and how they discover Sun City, an Arizona community devoted to people over 50 who are retired or semi-retired but wish to "actively pursue life."  
#1828 DEL WEBB'S SUN CITY  
*Film #1828 not available in: Ark., La., Miss. and Tenn.*

**THIS IS STEEL**—33 min. color. This film shows the processes and operations involved in modern steel-making, from the mining of raw materials to the applications of the steel-mill product. *Prizewinner—American Film Festival.*  
#1810 BETHLEHEM STEEL CORPORATION

**SPECIAL NOTICE!** You will be glad to know that all outgoing postage on films is now paid for by the film sponsors. You pay nominal return postage only.

# free loan films from modern cinema

**BRIDGE TO THE FUTURE**—27 min. color. Of special interest to farm audiences, this film shows tractors and earth-movers doing a really big job: diverting the course of the Colorado River. Chet Huntley narrates. #1806 INTERNATIONAL HARVESTER COMPANY

**PROJECT HOPE**—27 min. color. Dramatic documentary of the 230-bed hospital ship, SS Hope, a ship that carries a message of peace and medical assistance to all nations. Narrated by news correspondent Bob Con-sidine. Won Academy Award. #1799 PROJECT HOPE

**AN OLD, OLD STORY**—14 min. color. Here is the story of holiday seasons of long ago told through the medium of greeting cards. It is the story of two children living in the Victorian era and their experiences with the holidays that marked the changing seasons. #1785 HALLMARK CARDS, INC.

**SUDDENLY, UPON THE WATERS**—27 min. Color. All the fun and pleasure of swimming, boating, fishing and other water sports come to an unhappy end when courtesy, safety precautions and consideration for others are disregarded. This important film shows what happens when water sportsmen become reckless and selfish. Everyone should see this film. #1780 BOATING INDUSTRY ASSOCIATION

**ALASKA GAME HUNT**—14 min. color. Hunting with a camera in Alaska gives thrills and excitement. Seen are the flat-toe grizzly, the Alaska moose, and many other big game animals. Shows the magnificent scenery of Alaska. #1750 ANHEUSER-BUSCH, INC.

**THE REMINGTON ARMS STORY**—14 min. color. Shows how the building of the first homemade flint-lock rifle—an event of great importance in America—led to the founding of the nation's oldest arms company. Also shows manufacture of modern arms and outdoor scenes of hunting geese and trapshooting. #1657 REMINGTON ARMS COMPANY, INC.

**FURY OF THE WINDS**—25 min. color. Shows how steel structures can be built to resist the destructive violence of hurricanes. An excellent story of applied engineering. Includes some hurricane scenes. #1425 BETHLEHEM STEEL CORPORATION

**COLLECTOR'S ITEM**—32 min. color. A film documentary covering a great public works project—the successful establishment of a system of municipal collection and disposal of refuse in Los Angeles. #1380 INTERNATIONAL HARVESTER COMPANY

**PURE WATER AND PUBLIC HEALTH**—28 min. color. NBC-TV's Chet Huntley reports on progress in making water safe from disease, how a modern community's water supply system works, and the alarming facts about possible U.S. water shortages. #1347 CAST IRON PIPE RESEARCH ASSOCIATION

**FUTURES IN STEEL**—28 min. color. Brilliant study of a basic industry, from the early iron works at Saugus, Mass., to the present...outlining career opportunities for college-educated engineers and young men in other professions. #1216 BETHLEHEM STEEL CORPORATION

### For Teachers, Administrators & Parent Groups

**PROGRAMMED READING** . . . 23 min. color. Shows this new approach to teaching beginning reading in use in fourteen classrooms. This is not a service film, but an interesting, informative introduction to this individualized reading program called "the most significant advance in the teaching of reading in fifty years." *Approached from an adult viewpoint—not appropriate for showing to children's groups.* #2335 WEBSTER PUBLISHING DIVISION MCGRAW-HILL BOOK COMPANY

**YOU CAN'T PUT A PRICE ON IT!**—15 min. color. Entertaining film in which a do-it-yourself oldtimer shows his young neighbor and wife the fun and usefulness of owning a home workshop and power tools. #1128 SUPREME PRODUCTS CORPORATION

**YOUR SHARE IN TOMORROW**—27 min. color. Beautiful historical pageant of America's growth, picturing the role of investors and the N. Y. Stock Exchange. Explains stock transactions, the function of brokers and how everyone can share in America's boundless future. #1051 MEMBERS NEW YORK STOCK EXCHANGE

**THE UNDERGROUND STORY OF NATURAL GAS**—28 min. color. A story of man and nature that traces a geological drama of 300 million years to show how natural gas deposits were formed. And it tells an even bigger story of the natural gas industry's operations today. #1038 COLUMBIA GAS SYSTEM *Film #1038 available only in Ky., Md., N. Y., Ohio, Pa., Va., W. Va. and Wash., D. C.*

**WORKING DOLLARS**—13 min. color. Sparkling cartoon story explains how the stock market works and how the Monthly Investment Plan enables the average man to put his dollars to work through owning a share of American business. #644 MEMBERS NEW YORK STOCK EXCHANGE

**WHAT MAKES US TICK**—12 min. In color. Here is an informative, entertaining cartoon about the New York Stock Exchange and the role it plays in the nation's economy. It clearly explains stock transactions. You will learn about American business and how its growth is financed by the investing public. #183 MEMBERS NEW YORK STOCK EXCHANGE

## MODERN TALKING PICTURE SERVICE INC.

1212 Avenue of the Americas, New York, N.Y. 10036

<b>ANCHORAGE, ALASKA 99501</b> 811 8th Avenue 272-2131	<b>CHARLOTTE, N. C. 28202</b> 501 No. College St. Franklin 7-2574	<b>DENVER, COL. 80204</b> 922 Bannock St. 244-4621	<b>INDIANAPOLIS, IND. 46204</b> 102 E. Vermont St. Melrose 5-5331	<b>MINNEAPOLIS, MINN. 55403</b> 1114 Nicollet Ave. Federal 6-2645	<b>NEW YORK</b> 1212 Ave. of the Americas New York, N. Y. 10036 Judson 6-5530 Serving boroughs of Manhattan & Bronx only.  315 Springfield Ave. Summit, N. J. 07901 277-6300 Serving Conn., northern N. J., southern N. Y. state and boroughs of Brooklyn, Queens & Richmond in NYC.	<b>ST. LOUIS, MO. 63130</b> 621 No. Skinker Blvd. Parkview 6-3333
<b>ATLANTA, GA. 30308</b> 714 Spring St., N. W. Trinity 5-5666	<b>CHICAGO, ILL. 60611</b> 160 E. Grand Ave. 467-6470	<b>DETROIT, MICH. 48203</b> 14533 Second Ave. 883-7333	<b>KANSAS CITY, MO. 64111</b> 3718 Broadway Logan 1-1208	<b>NEW ORLEANS, LA. 70130</b> 715 Girod St. Jackson 5-9061-2-3		<b>SAN FRANCISCO, CAL. 94105</b> 16 Spear St. Yukon 2-1712
<b>BOSTON, MASS. 02116</b> 235 Stuart St. Hancock 6-7262	<b>CINCINNATI, O. 45202</b> 9 Garfield Place Garfield 1-2516	<b>HARRISBURG, PA. 17105</b> 928 No. Third St. (P.O. Box 3035) Cedar 8-8123	<b>LOS ANGELES, CAL. 90057</b> 2400 W. Seventh St. Dunkirk 7-7221	<b>OMAHA, NEB. 68102</b> 1410 Howard St. 34-1-8476		<b>SEATTLE, WASH. 98103</b> 2100 No. 45th Street Melrose 3-3878
<b>BUFFALO, N. Y. 14202</b> 122 W. Chippewa St. TL 3-1805	<b>CLEVELAND, O. 44115</b> 2238 Euclid Ave. Main 1-9469	<b>HONOLULU, HAWAII 96813</b> 742 Ala Moana Blvd. 99-4102	<b>MEMPHIS, TENN. 38104</b> 214 So. Cleveland St. Broadway 5-3187	<b>PHILADELPHIA, PA. 19107</b> 1234 Spruce St. Kingsley 5-2500		<b>WASHINGTON, D. C. 20006</b> 927 Nineteenth St., N.W. 783-6611
<b>CEDAR RAPIDS, IA. 52404</b> 129 Third Ave., S. W. Empire 5-0567	<b>DALLAS, TEX. 75207</b> 1411 Slocum St. Riverside 2-4106	<b>HOUSTON, TEX. 77027</b> 4084 Westheimer Rd. Mohawk 6-2438	<b>MILWAUKEE, WIS. 53202</b> 1696 No. Astor St. Broadway 1-0861	<b>PITTSBURGH, PA. 15222</b> 910 Penn Ave. Grant 1-9118		<b>DON MILLS, ONTARIO</b> (Metro Toronto) 1875 Leslie St. 444-7347

Exhibit III

Brochure lists film descriptions - direct mail to 25,000 industrial groups  
in the U.S. (one copy each) - 12/65

SOUTH AFRICAN TOURIST CORPORATION

Big Game Country

*filed  
5/11/66*

modern



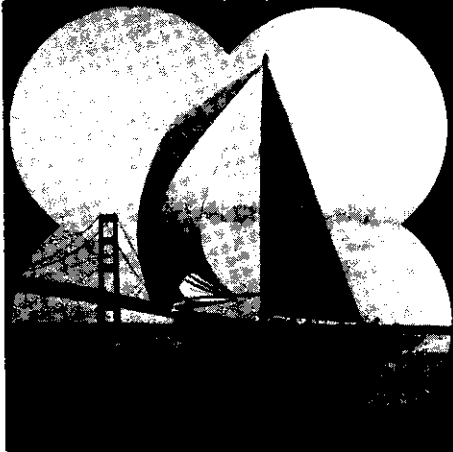
cinema

FREE-LOAN 16mm-SOUND FILMS IN COLOR

modern  
movies  
for  
modern  
industry

films for  
training  
information  
entertainment

modern



cinema

MODERN CINEMA offers you a wealth of films for training, information and entertainment. There are exciting travel and sports films and there are excellent authoritative films on varied subjects such as safety, product information, salesmanship, investments, research, technology, science, money management, natural resources—all top-quality professional productions. These exceptional motion pictures will prove both enjoyable and profitable.

As you know, you borrow the films just like a library book. This is made possible through the courtesy of many leading companies, associations, professional societies and government agencies. You pay return postage only. Our 32 film libraries give you fast, efficient, personal service. See back page.

**BIG GAME COUNTRY**—16 min. color. An unusual safari to the heart of South Africa's game reserves in colorful Kruger National Park. Camera enthusiasts "shoot" exciting close-ups of a wide variety of animals and birdlife.  
#7726 SOUTH AFRICAN TOURIST CORPORATION

**THE WAY OF A SHIP**—27½ min. color. The camera takes you around the world in this spectacular tale of seas and ships and the hardy men who sail them. Busy harbors... quaint river folk... bustling waterfronts. Magnificent photography. Narrator—Hans Conried. Script—Nicholas Monsarrat. Music—James Reichert.  
#2595 VOLKSWAGEN OF AMERICA

**GOLF A GO-GO**—28 min. color. An exciting tour of nine of the most scenic holes in the golf world. From La Costa By the Sea at Carlsbad, Cal. to the Tides Inn course in Va. designed by Sir Hugh Campbell. You'll play along with the golf pro.  
#2589 CUSHMAN MOTORS

**UNDER WHITE SAILS**—14½ min. color. All the thrills, adventure and excitement of a Windjammer cruise to the beautiful "Islands in the Sun."  
#2573 WINDJAMMER CRUISES, INC.  
Film #2573 not available in areas served by Cedar Rapids, Dallas, Houston, Kansas City, Los Angeles, Memphis, Minneapolis, Omaha, San Francisco & Seattle.

**DISAPPEARING CITY**—25 min. color. Illustrates the vital necessity of a dependable auto braking system. A dramatic comparison of top-quality and "economy" brake linings—the difference is astounding! An important safety film for every driver.  
#2559 AMERICAN BRAKEBLOK DIVISION

**RACING... AN ADVENTURE WITH MODEL CARS**—14 min. color. The thrills of Le Mans, Sebring and Daytona are at your control... your metallic blue Ferrari slows for the curve then races down the straightaway in hot pursuit of that black Porsche just ahead. Discover slot racing, America's fastest growing sports hobby.  
#2547 MONOGRAM MODELS, INC.

**WEST DELTA BLOCK 27**—28½ min. color. News commentator Ron Cochran narrates the unique and interesting story of pipeline construction through southern marshlands.  
#2541 TEXAS EASTERN TRANSMISSION CORPORATION  
Film #2541 available only in the following Libraries: Boston, Cinn., Cleve., Harrisburg, Indianapolis, N.Y.C., Summit, Phila., Pitts.

**1965 BUICK OPEN**—28 min. color. Blasting his way through all competition, Tony Lema won the 1965 Buick Open for the second straight time. See all these brilliant tournament plays as he noses out Johnny Pott, Julius Boros and Jack Nicklaus with a 280 for the four rounds.  
BUICK MOTOR DIVISION  
#2536 GENERAL MOTORS CORPORATION

**THE GOLDEN STANDARD**—17½ min. color. Story of modern advertising—function of media selection in advertising, positive introduction of circulation facts, purpose and influence of ABC and the advantages of buying known and analyzed quantities of circulation.  
#2523 AUDIT BUREAU OF CIRCULATIONS  
Film #2523 available only in the following Libraries: Atlanta, Chicago, Dallas, Los Angeles, N.Y.C., San Francisco.

**LIGHT**—18 min. color. Enter the fantastically beautiful and practical world of light. See how light affects every area of your life—its endless uses and the incredible beauty it creates. Extraordinary photography.  
#2520 GENERAL ELECTRIC COMPANY  
LAMP DIVISION

**LIFELINE ON WHEELS**—28 min. color. A little-known but vital part of our life today is the trucking industry. The film shows how this round-the-clock lifeline keeps Americans all over the U.S. supplied with a fantastic variety of products.  
#2512 AUTOMOBILE MANUFACTURERS ASSOCIATION

**THE STRONGEST LINK**—26½ min. color. The importance of the trucking industry as a link in our national transportation system and the wide variety of uses for trucks (from fuel to livestock to rockets) are presented in this unusual film. Narrated by Art Baker.  
#2510 DETROIT DIESEL ENGINE DIVISION  
GENERAL MOTORS CORPORATION

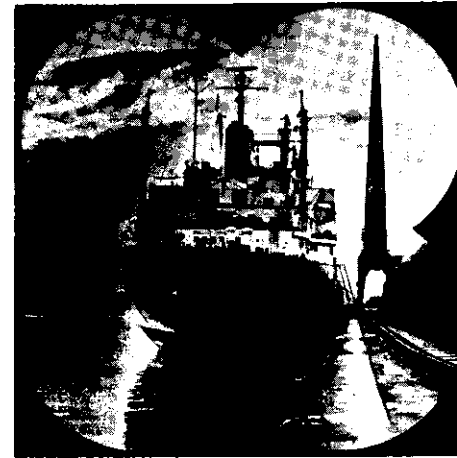
**GROUP PORTRAIT**—28 min. color. The wide scope of the community interests of NADA dealers across the country, such as plans for a youth activities center, Little League baseball and highway planning are highlighted in various vignettes. Each shows how the NADA dealer makes his community a better place in which to live.  
NATIONAL AUTOMOBILE DEALERS ASSOCIATION  
#2502

**THE SPARK OF POWER**—13½ min. color. Here is a fully animated outstanding film on the function of spark plugs in the internal combustion engine.  
#2492 CHAMPION SPARK PLUG COMPANY

**PLASTIC SHELLS—HOW THEY WERE DEVELOPED**—15½ min. color. Here is the story of the development of plastic shotgun shells—shells that withstand cold and moisture. Extraordinary time-lapse photography. A hunter will want to see this one.  
#2483 REMINGTON ARMS COMPANY, INC.

**EVER NEW, NEW YORK**—10 min. color. A live documentary on the myriad changes which are transforming New York City. You will see dynamic, pulsating New York vibrant with youthful vigor... people at work and play... new skyscrapers going up. Superb photography. Narrated by Ed Herlihy.  
#2479 THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

**THE INVISIBLE POWER OF COAL**—28 min. color. Today's highly-mechanized coal industry, history of coal and important role it plays in generating electricity, making steel and serving industries as fuel and raw material. Here are the "pushbutton miner" and fantastic mining shovel 20 stories tall. Award winning.  
#2464 NATIONAL COAL ASSOCIATION



**AL-CAN TRAILER TREK**—28 min. color. Two mobile caravans travel from Los Angeles and Chicago along the fabulous Al-Can Highway to the "land of the midnight sun"—Alaska. Here are 4,000 miles of spectacular scenery and enough adventures to last a lifetime.  
#2401 MOBILE HOME MANUFACTURERS ASSOCIATION  
TRAILER COACH ASSOCIATION

**THIS IS FIBER GLASS**—13½ min. In color. The miracle of modern inventiveness—fiber glass—has the major role in this dramatic and colorful film. We see the intricate processes that bring about this incredible material and its great variety of uses which include automobile bodies, boats, insulation or fabrics.  
#2387 PITTSBURGH PLATE GLASS COMPANY

**1964 BUICK OPEN**—28 min. color. Sports fans will love this film which captures all the electric moments from the 1964 Tournament, won by Tony Lema. Excitement is at high pitch as golfdom's greatest compete for that spectacular purse. This is one of the big golfing events of the year!  
**BUICK MOTOR DIVISION**  
 #2380 GENERAL MOTORS CORPORATION

**BLUE PRINT FOR ACTION**—28 min. color. Blue print reproduction from history's earliest duplication methods to today's vital industry. A key link in today's industrial, architectural and constructional progress.  
 #2374 INTERNATIONAL ASSOCIATION OF BLUE PRINT & ALLIED INDUSTRIES

**HAPPY HOLIDAYS . . . ANYWHERE IN MICHIGAN**—28 min. color. The whole family will love this trip through Michigan by car. We visit historic Greenfield Village, Detroit, beautiful Mackinac Island . . . busy Soo Locks . . . wilderness wonderland of upper Peninsula . . . colorful Holland. Here, too, is a ride on a famous dune-buggy, skiing and fishing. Prizewinner.  
 #2355 AMERICAN OIL COMPANY

**THE SHAPERS OF STAINLESS STEEL**—18 min. color. The many and various applications of this modern metal are featured in this highly informative film. The methods of processing and the flexibility of uses are particularly interesting.  
 #2350 REPUBLIC STEEL CORPORATION

**THE STORY BEHIND THE MODEL 1100**—15 min. color. A very unusual film showing the testing of a fantastically durable firearm under all conditions of ice, mud, heat and abuse. A *must* for all hunters.  
 #2343 REMINGTON ARMS COMPANY, INC.  
 Film #2343 not available in all libraries.

**ENERGY ON THE MOVE**—28 min. color. An up-to-the-minute story of the natural gas industry—what natural gas is and how it is tapped and converted into one of the most versatile tools in America. Its many uses in technology, manufacturing and other areas are vividly covered.  
 #2326 COLUMBIA GAS SYSTEM  
 Film #2326 available only in Wash. D. C., Ky., La., Md., Miss., N. Y., Ohio, Pa., Tenn., Texas, Va., W. Va.

**THE HISTORY AND MYSTERY OF PLAYING CARDS**—28 min. color. The intriguing subject of playing cards is thoroughly covered in this fascinating film. Their amazing history through the years is cleverly told.  
 #2237 HAROLDS CLUB

**HELLBENT FOR SAFETY**—12 min. Safe driving film showing Joie Chitwood, stunt driving star, staging different unnecessary accidents to demonstrate what will happen to the careless driver and how easily it could be avoided.  
 #2197 LIBERTY MUTUAL INSURANCE COMPANY

**MAIN STREET U.S.A.—TODAY**—22 min. color. The story of progress in this country through steel research is vividly related in this prizewinning film. The life of a typical Main Street family 30 years ago is contrasted with life today. The great improvements through the wonders of modern steel are dramatically presented.  
 #2190 ARMCO STEEL CORPORATION

**THIS IS OCEAN FISHING**—15 min. color. Go blue fishing at Montauk where surf casting in the Atlantic provides plenty of thrills . . . then to the Pacific for fast action in landing the prize sailfish . . . next 50 miles out in the Pacific to catch the tricky albacore.  
 #2159 AMERICAN AIRLINES

**A TIME LIKE THIS . . .** 28 min. color. A study of man's relationship to his basic environment in contemporary civilizations around the world. This film shows how man, through education and technology, is making progress toward controlling his environment to strike a more even balance between effort and leisure.  
 #2118 VOLKSWAGEN OF AMERICA

**MEXICAN IMPRESSIONS**—15 min. color. Mexico City, Acapulco, Cuernavaca plus other highlights of typically Mexican resorts and quaint villages.  
 #2115 AMERICAN AIRLINES  
 Film #2115 not available in Ala., Alaska, Cal., Fla., Ga., Hawaii, Ida., Ia., Kan., La., Minn., Miss., Mon., Neb., Nev., N. M., N. C., N. D., Ore., S. C., S. D., Utah, Wash. or Wyo.



**A TOUR OF GRANT'S FARM**—14 min. color. Visit to a popular tourist attraction in St. Louis which features a 160-acre deer park, a zoo and a sightseeing train.  
 #2083 ANHEUSER-BUSCH, INC.

**TO KEEP AND BEAR ARMS**—26 min. color. The fire-arms story of America. The vital role in our country's history, in war and peace, and the gun sports of thirty million Americans. Craig Stevens (TV's Peter Gunn) appears in and is narrator of this film.  
 #2078 NATIONAL RIFLE ASSOCIATION

**LET YOURSELF GO**—15 min. color. This beautiful film gives prospective travelers from the southland a fine introduction to the spectacular California area.  
 #2057 DELTA AIRLINES, INC.  
 Film #2057 available only in Ala., Ark., Fla., Ga., La., Miss., N. C., S. C., Tenn. and Tex.

**BAY AT THE MOON**—29 min. color. An outstanding four-season hunting film. Coons, snowshoe rabbits, cottontails and cougars are tracked down in turn by hounds and hunters.  
 #2032 REMINGTON ARMS COMPANY, INC.

**GUNNING THE FLYWAYS**—33 min. color. Starting in a duck hunter's blind on James Bay in northern Canada, experienced duck hunters take you on a tour of choice spots where duck hunting is a prime attraction in both the United States and Canada.  
 #2031 REMINGTON ARMS COMPANY, INC.

**HAPPY HOLIDAYS . . . IN THE LAND OF LINCOLN**—29 min. color. Visit vigorous Chicago, view vast abundant farmlands and see historic New Salem and Springfield, Illinois. Touring ideas for the whole family abound in this film.  
 #1885 AMERICAN OIL COMPANY

**OUT OF THE NORTH**—27½ min. color. You take a trip over fjords, straits, sounds and passages as you follow the migratory flights of Alaskan duck and geese. There are closeups of nesting, laying, brooding and birth, as well as trial flights that precede the great autumnal flights south. Narrated by Alexander Scourby.  
 #1880 AMERICAN MOTORS CORPORATION

**1961 BUICK OPEN GOLF TOURNAMENT**—28 min. Golfers Sam Snead, Mike Souchak, Cary Middlecoff, Billy Casper, Tommy Bolt and Jackie Burke compete for a \$10,000 prize in the 1961 Buick Open—the golf world's third largest pro tournament.  
 #1877 BUICK MOTOR DIVISION GENERAL MOTORS CORPORATION

More and more plants and offices are scheduling a regular Weekly Movie Program during employee lunch periods. Employees eat while watching a film. After seeing a superb travel film or exciting sports film, an employee returns to his job refreshed and relaxed. Employees look forward to this weekly film treat with enthusiasm. Try a Weekly Movie Program and enjoy the happy results.

**WOLFSBURG 221**—19 min. color. This is the fabulous story of the Volkswagen, the car that built a company and changed an industry. It shows the precision engineering and craftsmanship with which it is made.  
 #1811 VOLKSWAGEN OF AMERICA

**PROJECT HOPE**—27 min. color. Dramatic documentary of the 230-bed hospital ship, SS Hope, a ship that carries a message of peace and medical assistance to all nations. Narrated by news correspondent Bob Con-sidine. Won Academy Award.  
 #1799 PROJECT HOPE

**THE CONSTANT SEARCH**—20 min. color. Shows the application of a stationary jet engine in driving compressors that force natural gas through miles of pipelines to the consumer.  
 #1770 COLUMBIA GAS SYSTEM  
 Film #1770 available only in Ky., La., Md., N. Y., Ohio, Pa., Tenn., Tex., Va., W. Va. and Wash., D. C.

**ALASKA GAME HUNT**—14 min. color. Hunting with a camera in Alaska gives thrills and excitement. Seen are the flat-toe grizzly, the Alaska moose, and many other big game animals. Shows the magnificent scenery of Alaska.  
 #1750 ANHEUSER-BUSCH, INC.

**TAMPA TARPON TOURNAMENT**—14 min. color. Shows why sports fishermen of all ages annually get "tarpon fever" in Tampa, Florida. Thrilling shots of fighting, twisting, leaping sea-warriors. Battles between sportsmen and mighty tarpon.  
 #1749 ANHEUSER-BUSCH, INC.

**THE REMINGTON ARMS STORY**—14 min. color. Shows how the building of the first homemade flint-lock rifle—an event of great importance in America—led to the founding of the nation's oldest arms company. Also shows manufacture of modern arms and outdoor scenes of hunting geese and trapshooting.  
 #1657 REMINGTON ARMS COMPANY, INC.

**THE GIVE AND TAKE**—26 min. color. A picture of enormous scope on the subject of world trade, showing the need of man for his fellow man so that trade and barter in world commerce can be continued for the betterment of all. Production locations in 13 different countries.  
 #1635 VOLKSWAGEN OF AMERICA

**THE GAME NOBODY SAW**—28 min. Behind the scenes at spring training with the St. Louis Cardinals baseball team. Stan Musial is featured prominently with tips on batting, infield and outfield play and pitching techniques are also covered.  
 #1616 ANHEUSER-BUSCH, INC.

**SPECIAL NOTICE!** You will be glad to know that all outgoing postage on films is now paid for by the film sponsors. You pay nominal return postage only.

# free loan films from modern cinema

**A MILLION MILES OF MODEL RAILROADS**—14 min. color. This is the story of the absorbing pastime of model railroads from their inception to today. Recent developments and actual scale model trains and scenery, including that of the Old West, are shown, as well as several of the more than 100 different model locomotives now available.

#1539 HOBBY INDUSTRY ASSOCIATION OF AMERICA, INC.

**FROM MOUNTAINS TO MICRONS**—The Drama of Portland Cement—25 min. color. This film shows how portland cement is made, its wide use in construction, outstanding examples of cement and concrete construction including some of the world's biggest construction equipment.

#1519 PORTLAND CEMENT ASSOCIATION

**PAGEANT OF STEEL**—30 min. color. Dramatizes the manufacture and use of steel in its most versatile form... Sheet Steel. Action develops through a simulated telecast of a colorful trade show.

#1426 BETHLEHEM STEEL CORPORATION

**TOMORROW'S TREES**—30 min. color. Amid the grandeur of America's Pacific Northwest, the camera portrays interlocking struggles of nature as growing tree crops fight for survival. Ravaged by wildlife, fires and cyclonic gales, tomorrow's trees are constantly replenished by man.

#1420 WEYERHAEUSER COMPANY

**SECRET CARGO**—30 min. color. Authentic adventure of diving from a magnificent schooner in search for treasure. Scenes of beauty, excitement, and danger in waters inhabited by sharks and barracudas.

#1400 HIRAM WALKER, INC.

DISTILLERS OF CANADIAN CLUB WHISKEY  
Film #1400 not available in Kans., Miss., N.C., N.H., Okla., Va. or Wash.

**THE CARE AND HANDLING OF BUYERS**—45 min. Tips on the fundamentals of success in selling, gathered from a nationwide survey. It's all wrapped up in an entertaining drama. Of interest to people engaged in buying, selling and sales training.

#1126 REPUBLIC STEEL CORPORATION

**A LITTLE TIME FOR HENRY**—17 min. color. Entertaining cartoon film about a salesman's management of his time. This film has plenty of interest for sales training and can prove helpful in other fields too.

#1125 REPUBLIC STEEL CORPORATION

**THE MAYFLOWER STORY**—25 min. color. How history was re-enacted... the story of the Mayflower II, a faithful replica of the pilgrim ship of 1620... telling how it was built and sailed across the Atlantic in 1957.

#1124 AERO MAYFLOWER TRANSIT CO., INC.

**THE WHITE-TAIL BUCK**—25 min. color. Thomas Mitchell narrates... filmed in the colorful habitat of the white-tail deer... a story of a warm father-son relationship in the great outdoors, filled with hunting lore.

#1065 WINCHESTER-WESTERN DIVISION OLIN

**MARGIN OF SAFETY**—22 min. Explains the need for safety measures in industry, the adoption of safety rules and the use of safety shoes. Of interest to management, foremen, supervisors and employees only.

#1006 HY-TEST SAFETY SHOES DIVISION INTERNATIONAL SHOE COMPANY

**OF TIME AND SALESMEN**—35 min. This informative film gives important suggestions on how salesmen can plan their working day in order to get the most effective use of hours and minutes spent in customer calls and interviews.

#1001 DUN & BRADSTREET

**SKYLINES**—29 min. color. How the development of structural steel led builders into the "age of sky-scrapers." Shows how wide-flange steel shapes are produced and pictures the new skylines of schools, shopping centers, industrial buildings and others.

#792 BETHLEHEM STEEL CORPORATION

**CALLING ALL DUCKS**—28 min. color. Art Beauchamp, duck calling "champion of champions," explains the lore of duck hunting and identification. Filmed in the natural habitats of American waterfowl.

#726 WINCHESTER-WESTERN DIVISION OLIN

**STEEL SPANS THE CHESAPEAKE**—36 min. color. How they built a four-mile highway bridge across Chesapeake Bay, using almost every known type of span. Filmed in color during construction.

#420 BETHLEHEM STEEL CORPORATION

**BIG SCOT**—13 min. color. The life story of a magnificent Clydesdale, champion show horse and descendant of knighthood's steeds. Filmed in Scotland and America.

#360 ANHEUSER-BUSCH, INC.

**CREDIT—MAN'S CONFIDENCE IN MAN**—30 min. The story of one of the most important tools in our economy: credit. Shows how the concept has developed, the role credit plays today and how credit ratings are established in business.

#138 DUN & BRADSTREET

**THE HOUSE THAT FAITH BUILT**—27 and 39 min. versions. A dramatic narrative story with a great cast, telling the history of Anheuser-Busch (brewers of Budweiser beer) over a period of 150 years.

#117 ANHEUSER-BUSCH, INC.

## MODERN TALKING PICTURE SERVICE INC.

1212 Avenue of the Americas, New York, N.Y. 10036

ANCHORAGE, ALASKA 99501  
811 8th Avenue  
272-2131

ATLANTA, GA. 30308  
714 Spring St., N.W.  
Trinity 5-5666

BOSTON, MASS. 02116  
235 Stuart St.  
Hancock 6-7262

BUFFALO, N. Y. 14202  
122 W. Chippewa St.  
TL 3-1805

CEDAR RAPIDS, IA. 52404  
129 Third Ave., S.W.  
Empire 5-0567

CHARLOTTE, N. C. 28202  
501 No. College St.  
Franklin 7-2574

CHICAGO, ILL. 60611  
150 E. Grand Ave.  
467-6470

CINCINNATI, O. 45202  
9 Garfield Place  
Garfield 1-2516

CLEVELAND, O. 44115  
2238 Euclid Ave.  
Main 1-9469

DALLAS, TEX. 75207  
1411 Slocum St.  
Riverside 2-4106

DENVER, COL. 80204  
922 Bannock St.  
244-4621

DETROIT, MICH. 48203  
14533 Second Ave.  
883-7333

HARRISBURG, PA. 17105  
928 No. Third St.  
(P.O. Box 3035)  
Cedar 8-8123

HONOLULU, HAWAII 96813  
742 Ala Moana Blvd.  
99-4102

HOUSTON, TEX. 77027  
4084 Westheimer Rd.  
Mohawk 6-2438

INDIANAPOLIS, IND. 46204  
102 E. Vermont St.  
Melrose 5-5331

KANSAS CITY, MO. 64111  
3718 Broadway  
Logan 1-1208

LOS ANGELES, CAL. 90057  
2400 W. Seventh St.  
Dunkirk 7-7221

MEMPHIS, TENN. 38104  
214 So. Cleveland St.  
Broadway 5-3187

MILWAUKEE, WIS. 53202  
1696 No. Astor St.  
Broadway 1-0861

MINNEAPOLIS, MINN. 55403  
1114 Nicollet Ave.  
Federal 6-2645

NEW ORLEANS, LA. 70130  
715 Girod St.  
Jackson 5-9061-2-3

OMAHA, NEB. 68102  
1410 Howard St.  
34-1-8476

PHILADELPHIA, PA. 19107  
1234 Spruce St.  
Kingsley 5-2500

PITTSBURGH, PA. 15222  
910 Penn Ave.  
Grant 1-9118

NEW YORK  
1212 Ave. of the Americas  
New York, N. Y. 10036  
Judson 6-5530

Serving boroughs of  
Manhattan & Bronx only.

315 Springfield Ave.  
Summit, N. J. 07901  
277-6300

Serving Conn., northern  
N. J., southern N. Y.  
state and boroughs of  
Brooklyn, Queens &  
Richmond in NYC.

ST. LOUIS, MO. 63130  
621 No. Skinker Blvd.  
Parkview 6-3333

SAN FRANCISCO, CAL. 94105  
15 Spear St.  
Yukon 2-1712

SEATTLE, WASH. 98103  
2100 No. 45th Street  
Melrose 3-3878

WASHINGTON, D. C. 20006  
927 Nineteenth St., N.W.  
783-6611

DON MILLS, ONTARIO  
(Metro Toronto)  
1875 Leslie St.  
444-7347

Exhibit IV

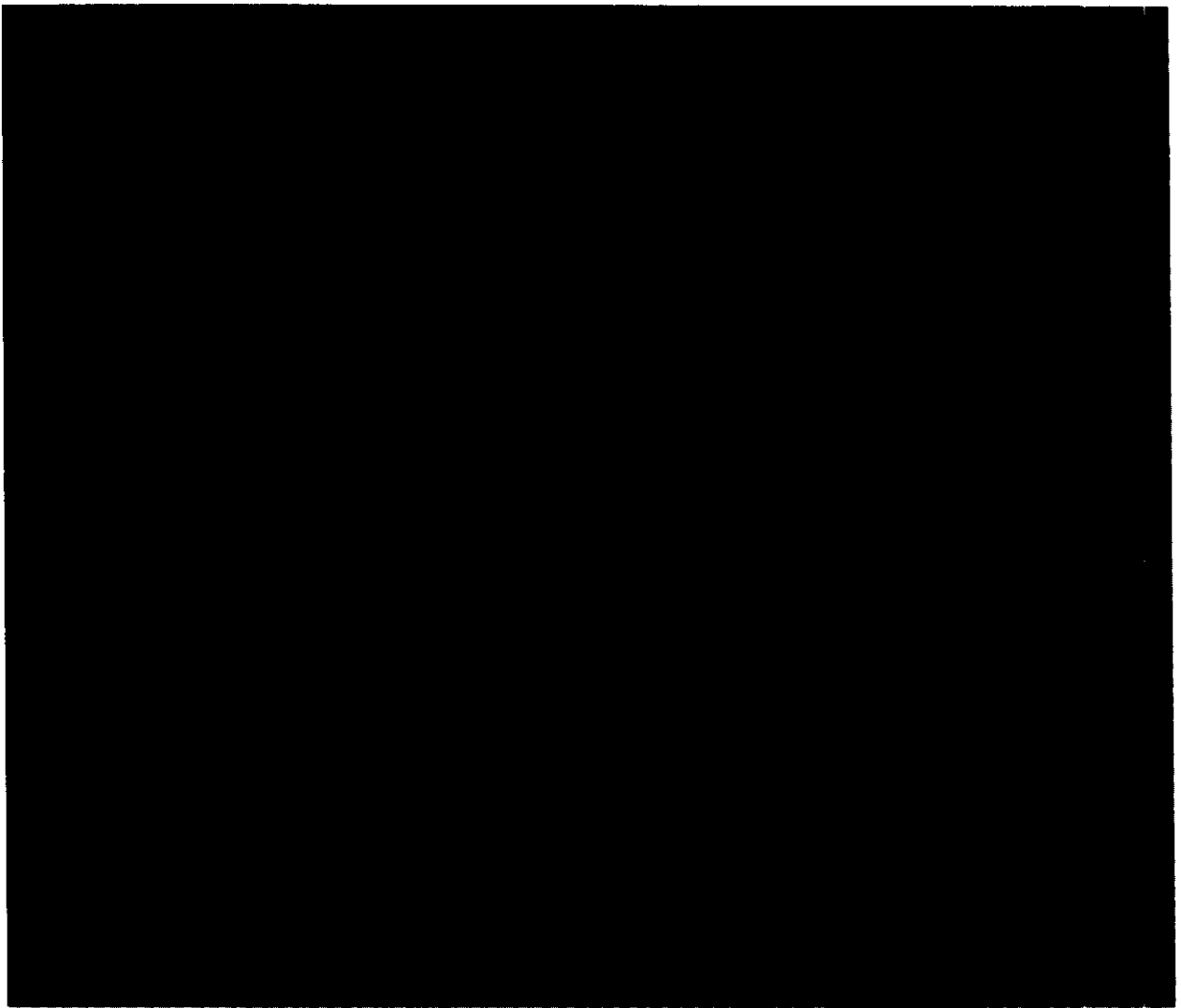
Brochure lists film descriptions - direct mail to 21,000 church-affiliated groups in the U.S. (one copy each) - 12/65

HONG KONG TOURIST ASSOCIATION

A Million Lights Shall Glow

*Filed  
5/11/66*

modern



cinema

FREE-LOAN 16mm-SOUND FILMS IN COLOR

modern  
movies  
for  
modern  
meetings

entertaining  
timely  
informational  
dramatic  
enriching

modern



cinema

Do you need some exceptional entertainment to put sparkle in your meetings or get-togethers? Try our superb travel and sports films. They're the best!

Do you want excellent, stimulating program material for your meetings? We have authoritative films on many important subjects.

Do you like to give early arrivals something interesting to do? Short films are the answer—some are highly informative—others highly entertaining.

Do you welcome a change of pace between business sessions? Your members can relax with a movie.

Do your members want a little fun after meetings? We have some great films they will enjoy.

So you see the variety of uses for these films and the subject matter is almost endless.

**THE UNKNOWN GOD**—29 min. color. The Apostle Paul relates to Timothy his controversies with the heathen philosophers of Athens, and that he was there to present the true God, whom they acknowledged to be unknown to them.  
#7825 DAWN BIBLE STUDENTS ASSOCIATION

**THE WAY OF A SHIP**—27½ min. color. The camera takes you around the world in this spectacular tale of seas and ships and the hardy men who sail them. Busy harbors... quaint river folk... bustling waterfronts. Magnificent photography. Narrator—Hans Conried. Script—Nicholas Monsarrat. Music—James Reichert.  
#2595 VOLKSWAGEN OF AMERICA

**1965 BUICK OPEN**—28 min. color. Blasting his way through all competition, Tony Lema won the 1965 Buick Open for the second straight time. See all these brilliant tournament plays as he noses out Johnny Pott, Julius Boros and Jack Nicklaus with a 280 for the four rounds.  
#2536 BUICK MOTOR DIVISION  
GENERAL MOTORS CORPORATION

**HAPPY HOLIDAYS... CAMPING IN THE SMOKIES**—28½ min. color. Here is the "fun" way to see America... camping trip in Great Smoky Mt. National Park. Glorious vistas from Clingman's Dome... exciting Cherokee Indian dance... gun fight with Indians at Gold Rush Junction.  
#2525 AMERICAN OIL COMPANY

**CALIFORNIA—WORLD IN A WEEK (1965)**—28 min. color. There is a whole world of attractions within the borders of diversified and colorful California. San Francisco, Los Angeles and Disneyland are included in the wide coverage.  
#2524 UNITED AIR LINES, INC.  
Film #2524 not available in the following Libraries: Atlanta, Buffalo, Charlotte, Dallas, Harrisburg, Houston, Indianapolis, Memphis, Minneapolis, New Orleans, and St. Louis.

**LIGHT**—18 min. color. Enter the fantastically beautiful and practical world of light. See how light affects every area of your life—its endless uses and the incredible beauty it creates. Extraordinary photography.  
#2520 GENERAL ELECTRIC COMPANY  
LAMP DIVISION



**LIFELINE ON WHEELS**—28 min. color. A little-known but vital part of our life today is the trucking industry. The film shows how this round-the-clock lifeline keeps Americans all over the U.S. supplied with a fantastic variety of products.  
#2512 AUTOMOBILE MANUFACTURERS ASSOCIATION

**GROUP PORTRAIT**—28 min. color. The wide scope of the community interests of NADA dealers across the country, such as plans for a youth activities center, Little League baseball and highway planning are highlighted in various vignettes. Each shows how the NADA dealer makes his community a better place in which to live.  
#2502 NATIONAL AUTOMOBILE DEALERS ASSOCIATION

**NORFOLK TOUR**—24 min. color. Take a memorable tour through American history, re-enacted in colonial homes, illustrated with our mightiest naval base; the MacArthur Memorial; enchanting Gardens-By-The-Sea; and other exciting settings. See the life of a city unfold the American story.  
#2501 CITY OF NORFOLK, VIRGINIA  
Film #2501 available only in Conn., Del., Ill., Ind., Ky., Me., Md., Mass., Mich., Mo., N.H., N.J., N.Y., N.C., Ohio Pa., R.I., S.C., Va., W. Va., and Wash., D.C.

**BUILDING THE GOLDEN GATE BRIDGE**—27 min. color. Today the magnificent Golden Gate Bridge stands as a tribute to determination, art and engineering. You will witness daring feats of engineering and bridge building as you watch its construction from start to finish.  
#2494 BETHLEHEM STEEL CORPORATION



**THE CHALLENGE OF TOMORROW**—29 min. color. This highly informative film presents the story of RCA and its pioneering efforts, scientific research and achievements in electronics and communications. Interesting and entertaining scenes from NBC operations. Photography award winner.  
#2491 RADIO CORPORATION OF AMERICA

**THE SILENT GUIDE**—27½ min. color. Safe driving is one of our nation's greatest problems. Highway signs are important to safety. This unusual film presents the historical background and evolution of guideposts and how they make day and night driving safer for everyone. Narrated by Alex Drier.  
#2490 3 M COMPANY  
REFLECTIVE PRODUCTS DIVISION

**THE CHALLENGE OF RACING**—28½ min. color. Whether it is motorcar, hydroplane or motorcycle racing, this film tells the complete story from the standpoint of people, machines, courses and speed. Then you are put in the driver's seat for new and sensational experiences. Scenes from actual races.  
#2488 CHAMPION SPARK PLUG COMPANY

**STEWARDESS STORY**—20 min. color. The unique and interesting experiences of an airline stewardess are the subject of this film. It shows the first interview and then the careful training at United's modern training center. In addition, there are fascinating scenes of the life of an airline stewardess, both aloft and on the ground.  
#2480 UNITED AIR LINES, INC.

**THE INVISIBLE POWER OF COAL**—28 min. color. Today's highly-mechanized coal industry, history of coal and important role it plays in generating electricity, making steel and serving industries as fuel and raw material. Here are the "pushbutton miner" and fantastic mining shovel 20 stories tall. Award winner.  
#2464 NATIONAL COAL ASSOCIATION

**CHOCOLATE CROSSROADS OF THE WORLD**—27 min. color. Here is the engrossing history and origin of chocolate. The importance of international good will and trade are highlighted. Visit Hershey, Pa. with children from foreign countries which supply raw materials, and see how chocolate products are made.  
#2435 HERSHEY CHOCOLATE CORPORATION

**VACATION REVELATION**—15½ min. color. A family travels through Mexico's Baja (lower) California enjoying memorable sports and many unexpected thrills. The brisk action of this delightful film is set in a background of gorgeous scenery.  
#2430 INTERNATIONAL HARVESTER COMPANY

**... AND SOMETHING MORE**—28 min. In color. A heartwarming film about a young boy who discovers the wonderful magic of books. Filmed at an actual school, this beautiful film imaginatively presents a stimulating instructional program with special emphasis on the school library. Won two awards.  
#2422 AMERICAN LIBRARY ASSOCIATION

**AL-CAN TRAILER TREK**—28 min. color. Two mobile caravans travel from Los Angeles and Chicago along the fabulous Al-Can Highway to the "land of the midnight sun"—Alaska. Here are 4,000 miles of spectacular scenery and enough adventures to last a lifetime!  
#2401 MOBILE HOMES MANUFACTURERS ASSOCIATION TRAILER COACH ASSOCIATION

**CONVERSATION PIECE**—28 min. color. Four families travel from four different points in the U.S.A. and meet in the Midwest. Their experiences make a fine film. Gorgeous scenery and exceptional photography.  
#2390 MOBILE HOMES MANUFACTURERS ASSOCIATION TRAILER COACH ASSOCIATION

**PICTURETAKING AT THE FAIR**—11 min. In color. Magnificent color tour of the 1964 World's Fair including several different exhibits, but featuring all the wonders of the Eastman Kodak pavilion. There are many fine tips for the photographer that are demonstrated by picture taking at the Fair, but which would apply anywhere.  
#2388 EASTMAN KODAK COMPANY

**THIS IS FIBER GLASS**—13½ min. In color. That miracle of modern inventiveness—fiber glass—has the major role in this dramatic and colorful film. We see the intricate processes that bring about this incredible material and its great variety of uses which include automobile bodies, boats, insulation or fabrics.  
#2387 PITTSBURGH PLATE GLASS COMPANY

**THE BIG MOUNTAIN OF FUN**—22 min. color. At the head of Flathead Valley just a few miles west of Glacier National Park is one of the most magnificent ski areas in the west. This film takes you to Big Mountain Ski Resort in this area to see some of the most superb skiing and breathtaking scenery imaginable.  
#2376 GREAT NORTHERN RAILWAY  
Film #2376 available only in New Eng., D. C., Ill., Ind., Ia., Md., Mich., Mo., N. J., N. Y., Ohio, Pa., W. Va., Wis.

**SAFEGUARDING OUR HIGHWAYS**—14½ min. color. Virtually all head-on highway collisions, which last year claimed 5,800 American lives, occurred on roads unprotected by steel median guardrails. This film presents dramatic evidence of the safety provided today by the use of tough, durable steel guardrails.  
#2336 SHEET COMMITTEES OF AMERICAN IRON AND STEEL INSTITUTE

**EXPERIENCE IS FRENCH**—14½ min. Here is a jet-paced profile of a flight to Paris. The viewer has the rare opportunity of watching each member of the airline ground and flight crew as he contributes his own highly specialized skill to the preparation for takeoff of a huge intercontinental jetliner. A tour of the inspection and overhaul center of the world's largest airline is included.  
#2333 AIR FRANCE

**SUPER 500 BREAKTHROUGH**—15 min. color. See all the thrills and spills of this tremendously exciting race won by Roger Ward. Scenes showing before-the-race preparation, as well as the miracles performed by the pit crew during the race, add to the interest of the film.  
#2325 MONROE AUTO EQUIPMENT COMPANY

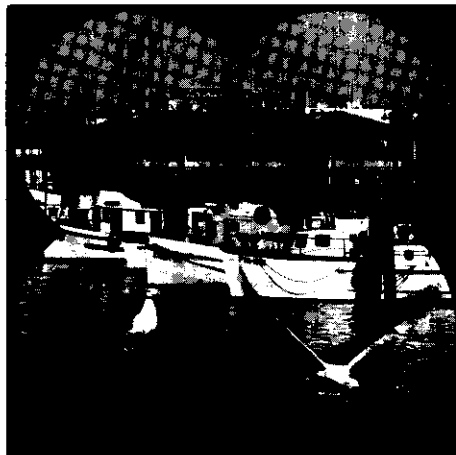
**CHOCOLATE TOWN, U.S.A.**—27 min. color. A visit to Hershey, Pa. with a family of four, enjoy the zoo, museum, Hershey Gardens, Dutch Day Festival, recreational activities and sports. See chocolate made; tour Milton Hershey School; participate in other activities that make Hershey a year-around resort town  
#2312 HERSHEY ESTATES

**EXPLORE KENTUCKY**—15 min. color. With a family of five we explore the beautiful state parks of Kentucky during a summer vacation. Magnificent photography and a fine musical score provide an enriching experience for the viewer. COMMONWEALTH OF KENTUCKY  
#2262 TOURIST AND TRAVEL PROMOTION DIVISION  
Film #2262 available only in Ill., Ind., Ohio, eastern Mo. and most of Ky.

**BRIDGE TO TOMORROW**—26 min. color. A dramatic story about the need for new drugs and the exhaustive procedures taken to insure their safety. The film shows the extensive research and testing done on new drugs before they are available for general use.  
#2251 ELI LILLY AND COMPANY

**1963 BUICK OPEN**—28 min. color. And here is another great golf film from Buick! It presents all the thrilling highlights from the 1963 Buick Open Golf Tournament, which was won by Julius Boros.  
#2250 BUICK MOTOR DIVISION GENERAL MOTORS CORPORATION

**THE FITNESS CHALLENGE**—29 min. color. The importance of physical fitness to Americans is dramatized in this film. How to plan a physical fitness program, proper exercises and other ideas for healthful living are presented. Dedicated to the memory of President John F. Kennedy, this film contains a special message from him and "Bud" Wilkinson.  
#2245 AMERICAN OSTEOPATHIC ASSOCIATION



**READY ON THE FIRING LINE**—18 min. color. At the National Rifle and Pistol Matches, we witness the nation's finest marksmen in their annual competition for top shooting awards. Tips on shooting are provided by the experts.  
#2213 NATIONAL RIFLE ASSOCIATION OF AMERICA

**HANDS OF THE MASTERS**—28 min. color. The story of the making of Baldwin pianos and organs began a century ago. This film traces the development of quality keyboard instruments for home, church, school and concert stage. Beautiful musical score. Grand award winner—N.Y. International Film Festival.  
#2212 BALDWIN PIANO & ORGAN COMPANY

**HUNTING WITH HONDA**—26 min. color. A thrilling and exciting true-life adventure of a busy executive who goes deer hunting and camping in the rugged wilderness of the Idaho mountains. On his Honda he rides through tall timber and rocky canyons until that climactic moment when he downs his first big buck!  
#2164 AMERICAN HONDA MOTOR COMPANY, INC.

As you know, you borrow these fine films just like a library book. This is made possible through the courtesy of many leading companies, associations, professional societies and government agencies. You pay return postage only. Our 32 film libraries give you fast, efficient, personal service. See back page. To order films, just use the handy order card enclosed. Order now while there is a wide choice. They book up fast!

**MEXICAN IMPRESSIONS**—15 min. color. Mexico City, Acapulco, Cuernavaca plus other highlights of typically Mexican resorts and quaint villages.  
#2115 AMERICAN AIRLINES  
Film #2115 not available in Ala., Alaska, Cal., Fla., Ga., Hawaii, Ida., Ia., Kan., La., Minn., Miss., Mont., Neb., Nev., N. M., N. C., N. D., Ore., S. C., S. D., Utah, Wash. or Wyo.

**1962 BUICK OPEN GOLF TOURNAMENT**—28 min. color. The camera is lucky and captures a hole-in-one by Jerry Barber. There's great excitement as Bill Collins snaps a three-way tie by one stroke to win this major tournament and the biggest share of the \$52,000 purse.  
#2102 BUICK MOTOR DIVISION GENERAL MOTORS CORPORATION

**HAWAII CALLS**—29 min. color. Hawaii today is shown in this breathtakingly beautiful film. We see modern Honolulu, its glamorous resort area and the scenic splendors of unspoiled Neighbor Islands. Here too are Hawaii's fine hotels, excellent restaurants, exciting sports and dazzling entertainment.  
#2085 HAWAII VISITORS BUREAU

**ADVENTURE IN HOME DECOR**—15 min. color. Imaginative tour through a variety of "dream" kitchens, bathrooms and other attractive rooms. Shows modern, imaginative uses of laminated plastics in cabinets, on walls, fireplaces and in other appropriate locations in the modern home.  
#2023 THE FORMICA CORPORATION

**QUALITY AND PEOPLE**—25 min. color. This is the story of the quality control essential in the manufacture of medicines and the role played by its well-trained people. It emphasizes the importance of physician, pharmacist and drug service wholesaler in the story of quality medicine.  
#2015 ELI LILLY AND COMPANY

**DIALOGUE WITH LIFE**—26 min. A dramatic documentary that presents the story of modern medical practices. Scenes contrast today's miraculous scientific advances with those of yesterday. Explains how hospital care is made possible through modern health insurance. Narrated by Burgess Meredith. Won two awards.  
#2001 HEALTH INSURANCE INSTITUTE

**WATER BILL U.S.A.**—27 min. color. Travel the country with Walter Cronkite as he narrates this dramatic documentary about one of the nation's most vital natural resources—water. Learn why America is running out of water and what can be done about it.  
#2000 CATERPILLAR TRACTOR CO.

**EVER NEW, NEW YORK**—29 min. color. A lively documentary on the myriad changes which are transforming the face of New York. Scenes reveal growth of buildings and art, theatre, music and fashion. Available in 10 min. version.  
#1896 THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES

**SPECIAL NOTICE!** You will be glad to know that all outgoing postage on films is now paid for by the film sponsors. You pay nominal return postage only.

# free loan films from modern cinema

**A ROSE FOR YOU**—14 min. color. This film explains how roses may be planted, grown and cut from your own garden. It illustrates the great beauty that roses contribute to enhance landscape features and a home's interior.  
#1873 ALL-AMERICA ROSE SELECTIONS, INC.

**KENTUCKY—VACATION WONDERLAND**—14 min. color. Travel film which details the myriad wonders available for the traveler in the fabulous Blue Grass state.  
COMMONWEALTH OF KENTUCKY  
#1853 TOURIST AND TRAVEL PROMOTION  
Film #1853 available only in Ill., Ind., Ky., Mo., and Ohio.

**A MILLION LIGHTS SHALL GLOW**—19 min. color. Hong Kong—city of mystery, melting pot of many peoples, ancient center of romance and trade—here is a pictorial journey which shows beauty in forms old and new.  
#1844 HONG KONG TOURIST ASSOCIATION

**STEPS TO THE JETS**—18 min. color. The history of aviation, from man's early desire to fly up to the jets of today. Uses animation and the actual film record of the past. Prize-winner, World Travel Congress.  
#1831 AIR FRANCE

**PROJECT HOPE**—27 min. color. Dramatic documentary of the 230-bed hospital ship, SS Hope, a ship that carries a message of peace and medical assistance to all nations. Narrated by news correspondent Bob Con-sidine. Won Academy Award.  
#1799 PROJECT HOPE

**A NEW STAR IN HOLLYWOOD**—20 min. color. Kirk Douglas, Kim Novak, Ernie Kovacs and Barbara Rush appear in this behind-the-scenes story of the \$250,000 all-wood home designed and built especially for the Columbia picture "Strangers When We Meet."  
#1765 WEYERHAEUSER COMPANY  
WOOD PRODUCTS DIVISION

**A MORE ATTRACTIVE YOU**—20 min. color. A step-by-step guide to good grooming for girls, featuring Candy Jones, leading beauty authority. Covers diet, posture, make-up, hair and fingernail care and dressing ideas for teenagers. Beauty and health hints booklet available free.  
#1700 KNOX GELATINE, INC.

**THE REMINGTON ARMS STORY**—14 min. color. Shows how the building of the first homemade flint-lock rifle—an event of great importance in America—led to the founding of the nation's oldest arms company. Also shows manufacture of modern arms and outdoor scenes of hunting geese and trapshooting.  
#1657 REMINGTON ARMS COMPANY, INC.

**DECISION**—30 min. An important film that dramatically presents the story of our community hospitals. Shows how each member of a hospital staff touches upon some phase of a patient's health. Makes the point that hospital support is everyone's decision.  
#1651 BLUE CROSS ASSOCIATION  
Film #1651 not available in Ala.

**THE BIGGEST BRIDGE IN ACTION**—30 min. A builder hired to erect a bridge in the city of "Action" also aids in building a bridge of understanding over the problem of unemployment of handicapped workers. Shows that handicapped workers can be productive and valuable assets.  
#1571 MUTUAL OF OMAHA

**THESE ARE MY PEOPLE**—28 min. color. The unique history of natural gas from the days when man feared this "wild spirit" to its taming and widespread use today. The film shows the progress made in drilling methods, storage techniques and more and better uses for gas. Won two awards.  
#1441 COLUMBIA GAS SYSTEM  
Film #1441 available only in Ky., Md., N.Y., Ohio, Pa., Va., W. Va., and Wash., D.C.

**TOMORROW'S TREES**—30 min. color. Amid the grandeur of America's Pacific Northwest, the camera portrays interlocking struggles of nature as growing tree crops fight for survival. Ravaged by wildlife, fires and cyclonic gales, tomorrow's trees are constantly replenished by man.  
#1420 WEYERHAEUSER COMPANY

**PURE WATER AND PUBLIC HEALTH**—28 min. color. NBC-TV's Chet Huntley reports on progress in making water safe from disease, how a modern community's water supply system works, and the alarming facts about possible U.S. water shortages.  
#1347 CAST IRON PIPE RESEARCH ASSOCIATION

**ADMIRAL IN AN OUTBOARD**—28 min. color. Boy wins boat, motor and trailer and gets his whole family excited about the popular sport of boating. Film features exhilarating scenes afloat, also cartoon sequences with tips for safe boating.  
#1320 BOATING INDUSTRY ASSOCIATION

**THE MAYFLOWER STORY**—25 min. color. How history was re-enacted...the story of the Mayflower II, a faithful replica of the pilgrim ship of 1620...telling how it was built and sailed across the Atlantic in 1957.  
#1124 AERO MAYFLOWER TRANSIT CO., INC.

**A BETTER WAY**—28½ min. color. This prizewinning film explains the role of a large company in our free enterprise system. Some subjects covered are: importance of advertising, how the lives of workers are improved by advances in industry and the security and importance of the individual in today's society.  
#785 THE PROCTER & GAMBLE COMPANY

**THE PETRIFIED RIVER—The Story of Uranium**—27 min. color. The modern romance of the present-day West in the search for uranium that reveals a geological drama of 200 million years. Film festival award winner.  
#725 UNION CARBIDE CORPORATION

## MODERN TALKING PICTURE SERVICE INC.

1212 Avenue of the Americas, New York, N.Y. 10036

**ANCHORAGE, ALASKA 99501**  
811 8th Avenue  
272-2131

**ATLANTA, GA. 30308**  
714 Spring St., N. W.  
Trinity 5-5666

**BOSTON, MASS. 02116**  
235 Stuart St.  
Hancock 6-7262

**BUFFALO, N. Y. 14202**  
122 W. Chippewa St.  
TL 3-1805

**CEDAR RAPIDS, IA. 52404**  
129 Third Ave., S. W.  
Empire 5-0567

**CHARLOTTE, N. C. 28202**  
501 No. College St.  
Franklin 7-2574

**CHICAGO, ILL. 60611**  
160 E. Grand Ave.  
467-6470

**CINCINNATI, O. 45202**  
9 Garfield Place  
Garfield 1-2516

**CLEVELAND, O. 44115**  
2238 Euclid Ave.  
Main 1-9469

**DALLAS, TEX. 75207**  
1411 Slocum St.  
Riverside 2-4106

**DENVER, COL. 80204**  
922 Bannock St.  
244-4621

**DETROIT, MICH. 48203**  
14533 Second Ave.  
883-7333

**HARRISBURG, PA. 17105**  
928 No. Third St.  
(P.O. Box 3035)  
Cedar 8-8123

**HONOLULU, HAWAII 96813**  
742 Ala Moana Blvd.  
95-4102

**HOUSTON, TEX. 77027**  
4084 Westheimer Rd.  
Mohawk 6-2438

**INDIANAPOLIS, IND. 46204**  
102 E. Vermont St.  
Melrose 5-5331

**KANSAS CITY, MO. 64111**  
3718 Broadway  
Logan 1-1208

**LOS ANGELES, CAL. 90057**  
2400 W. Seventh St.  
Dunkirk 7-7221

**MEMPHIS, TENN. 38104**  
214 So. Cleveland St.  
Broadway 5-3187

**MILWAUKEE, WIS. 53202**  
1696 No. Astor St.  
Broadway 1-0861

**MINNEAPOLIS, MINN. 55403**  
1114 Nicollet Ave.  
Federal 6-2645

**NEW ORLEANS, LA. 70130**  
715 Girod St.  
Jackson 5-9061-2-3

**OMAHA, NEB. 68102**  
1410 Howard St.  
34-1-8476

**PHILADELPHIA, PA. 19107**  
1234 Spruce St.  
Kingsley 5-2500

**PITTSBURGH, PA. 15222**  
910 Penn Ave.  
Grant 1-9118

**NEW YORK**  
1212 Ave. of the Americas  
New York, N. Y. 10036  
Judson 6-5530

Serving boroughs of  
Manhattan & Bronx only.

315 Springfield Ave.  
Summit, N. J. 07901  
277-6300

Serving Conn., northern  
N. J. southern N. Y.  
state and boroughs of  
Brooklyn, Queens &  
Richmond in NYC.

**ST. LOUIS, MO. 63130**  
621 No. Skinker Blvd.  
Parkview 6-3333

**SAN FRANCISCO, CAL. 94105**  
16 Spear St.  
Yukon 2-1712

**SEATTLE, WASH. 98103**  
2100 No. 45th Street  
Melrose 3-3878

**WASHINGTON, D. C. 20006**  
927 Nineteenth St., N.W.  
783-6611

**DON MILLS, ONTARIO**  
(Metro Toronto)  
1875 Leslie St.  
444-7347

Exhibit V

Brochure lists film descriptions - direct mail to 24,000 church-affiliated groups in the U.S. (one copy each) 1/3/66

HONG KONG TOURIST ASSOCIATION

A Million Lights Shall Glow

BERMUDA TRADE DEVELOPMENT BOARD

Passage To Bermuda

*filed  
6/11/66*



**SNOWTIME  
IS  
SHOWTIME**

spark up your winter meetings with

# SNOWTIME

FREE-LOAN

16mm-sound  
FILMS  
In Color

the best in enter

Let Snowtime Cinema give your meetings the lift they need. (If you don't have any snow, you can call it, "Inclementine Cinema!")

The movies described below were selected for you from hundreds of excellent films available.

Your members will be more than pleased with these beautifully-produced motion pictures. The subject matter is almost endless—sports, travel, science, technology, physical fitness, money management, farms, home projects, and many others. They provide a wealth of entertainment and information.

**WHAT MAKES US TICK**—12 min. In color. Here is an informative, entertaining cartoon about the New York Stock Exchange and the role it plays in the nation's economy. It clearly explains stock transactions. You will learn about American business and how its growth is financed by the investing public.

#183

MEMBERS

NEW YORK STOCK EXCHANGE

**WORKING DOLLARS**—13 min. color. Sparkling cartoon story explains how the stock market works and how the Monthly Investment Plan enables the average man to put his dollars to work through owning a share of American business.

#644

MEMBERS

NEW YORK STOCK EXCHANGE

**YOUR SHARE IN TOMORROW**—27 min. color. Beautiful historical pageant of America's growth, picturing the role of investors and the N. Y. Stock Exchange. Explains stock transactions, the function of brokers and how everyone can share in America's boundless future.

#1051

MEMBERS

NEW YORK STOCK EXCHANGE

**PURE WATER AND PUBLIC HEALTH**—28 min. color. NBC-TV's Chet Huntley reports on progress in making water safe from disease, how a modern community's water supply system works, and the alarming facts about possible U.S. water shortages.

#1347

CAST IRON PIPE RESEARCH ASSOCIATION

**TOMORROW'S TREES**—30 min. color. Amid the grandeur of America's Pacific Northwest, the camera portrays interlocking struggles of nature as growing tree crops fight for survival. Ravaged by wildlife, fires and cyclonic gales, tomorrow's trees are constantly replenished by man.

#1420

WEYERHAEUSER COMPANY

**CALIFORNIA — WORLD IN A WEEK**—28 min. color. An entire world of vacation fun within the borders of diversified California.

#1693

UNITED AIR LINES, INC.

Film #1693 not available in the following Libraries, Charlotte, Dallas, Harrisburg, Houston, Indianapolis, Los Angeles, Memphis, Minneapolis, New Orleans and St. Louis.

**A NEW STAR IN HOLLYWOOD**—20 min. color. Kirk Douglas, Kim Novak, Ernie Kovacs and Barbara Rush appear in this behind-the-scenes story of the \$250,000 all-wood home designed and built especially for the Columbia picture "Strangers When We Meet."

#1765

WEYERHAEUSER COMPANY

WOOD PRODUCTS DIVISION

**FOUR SEASONS OF AUSTRIA**—28 min. color. Here is Austria today, in winter, spring, summer and fall. You'll tour by automobile this land of festivals and fairs, castles and choir boys, Mozart and mountains.

#1787

VOLKSWAGEN OF AMERICA

**PROJECT HOPE**—27 min. color. Dramatic documentary of the 230-bed hospital ship, SS Hope, a ship that carries a message of peace and medical assistance to all nations. Narrated by news correspondent Bob Conside. Won Academy Award.

#1799

PROJECT HOPE

**A MILLION LIGHTS SHALL GLOW**—19 min. color. Hong Kong—city of mystery, melting pot of many peoples, ancient center of romance and trade—here is a pictorial journey which shows beauty in forms old and new.

#1844

HONG KONG TOURIST ASSOCIATION

**KENTUCKY—VACATION WONDERLAND**—14 min. color. Travel film which details the myriad wonders available for the traveler in the fabulous Blue Grass state.

#1853

COMMONWEALTH OF KENTUCKY

TOURIST AND TRAVEL PROMOTION  
Film #1853 available only in Ill., Ind., Ky., Mo., and Ohio.

**A ROSE FOR YOU**—14 min. color. This film explains how roses may be planted, grown and cut from your own garden. It illustrates the great beauty that roses contribute to enhance landscape features and a home's interior.

#1873

ALL-AMERICA ROSE SELECTIONS, INC.

**OUT OF THE NORTH**—27½ min. color. You take a trip over fjords, straits, sounds and passages as you follow the migratory flights of Alaskan duck and geese. There are closeups of nesting, laying, brooding and birth, as well as trial flights that precede the great autumnal flights south. Narrated by Alexander Scourby.

#1880

AMERICAN MOTORS CORPORATION

**HAPPY HOLIDAYS...IN THE LAND OF LINCOLN**—29 min. color. Visit vigorous Chicago, view vast abundant farmlands and see historic New Salem and Springfield, Illinois. Touring ideas for the whole family abound in this film.

#1885

AMERICAN OIL COMPANY

**WATER BILL U.S.A.**—27 min. color. Travel the country with Walter Cronkite as he narrates this dramatic documentary about one of the nation's most vital natural resources—water. Learn why America is running out of water and what can be done about it.

#2000

CATERPILLAR TRACTOR CO.

**LET YOURSELF GO**—15 min. color. This beautiful film gives prospective travelers from the southland a fine introduction to the spectacular California area.

#2057

DELTA AIRLINES, INC.

Film #2057 available only in Ala., Ark., Fla., Ga., La., Miss., N. C., S. C., Tenn. and Tex.

**YOUTH PHYSICAL FITNESS—A Report to the Nation.** (by the President's Council on Youth Fitness)—28 min. color. Describes the problem, outlines opportunities for community action to improve health and physical education programs. Message by the President. Stan Musial featured. Award winner.

#2060

THE EQUITABLE Life Assurance Society of the United States

**THE LADY AND THE STOCK EXCHANGE**—27 min. color. Janet Blair and Eddie Bracken in a lively story of a family's first investment. How the Stock Exchange works, the function of brokers and sensible investment approaches for men and women.

#2095

NEW YORK STOCK EXCHANGE

**1962 BUICK OPEN GOLF TOURNAMENT**—28 min. color. The camera is lucky and captures a hole-in-one by Jerry Barber. There's great excitement as Bill Collins snaps a three-way tie by one stroke to win this major tournament and the biggest share of the \$52,000 purse.

#2102

BUICK MOTOR DIVISION  
GENERAL MOTORS CORPORATION

**MEXICAN IMPRESSIONS**—15 min. color. Mexico City, Acapulco, Cuernavaca plus other highlights of typically Mexican resorts and quaint villages.

#2115

AMERICAN AIRLINES

Film #2115 not available in Ala., Alaska, Cal., Fla., Ga., Hawaii, Ida., Ia., Kan., La., Minn., Miss., Mon., Neb., Nev., N. M., N. C., N. D., Ore., S. C., S. D., Utah, Wash., Wyo. or Wyo.

**NEW YORK, NEW YORK**—15 min. color. The sights and the sounds of New York, featuring the unusual and little-known places that give the city its unique character.

#2116

AMERICAN AIRLINES

Film #2116 not available in Ala., Alaska, Cal., Fla., Ga., Ida., Ia., Kan., La., Minn., Miss., Mon., Neb., Nev., N. M., N. C., N. D., Ore., S. C., S. D., Utah, Wash., Wyo., or Metrop. N. Y.

**THE TIME OF OUR LIVES**—27 min. color. The importance of keeping fit and specific ways to do it are stressed in this highly interesting and worthwhile film. It is endorsed by the President of the United States in connection with his physical fitness program.

#2121

AMERICAN DAIRY ASSOCIATION

# CINEMA

Entertainment

Films for  
every kind of meeting  
From  
Modern Talking Picture Service

As you know, you borrow these films just like a library book. This is made possible through the courtesy of many leading companies, associations, professional societies and government agencies. Your only cost is film transportation (about 40¢). Our 32 film libraries give you fast, efficient, personal service. See list on back page.

To order films—use the handy order card enclosed.

**BUT ORDER NOW** while you have a wide choice. They book up fast!



**THIS IS OCEAN FISHING**—15 min. color. Go blue fishing at Montauk where surf casting in the Atlantic provides plenty of thrills . . . then to the Pacific for fast action in landing the prize sailfish . . . next 50 miles out in the Pacific to catch the tricky albacore.  
#2159 AMERICAN AIRLINES

**HAPPY HOLIDAYS . . . ALONG THE POTOMAC**—28 min. color. Visit Washington, D. C., in this "different" travel picture which brings to the screen not only the things to see but also what they mean, the things to do and how to enjoy them.  
#2186 AMERICAN OIL COMPANY

**MAIN STREET U.S.A.—TODAY**—22 min. color. The story of progress in this country through steel research is vividly related in this prizewinning film. The life of a typical Main Street family 30 years ago is contrasted with life today. The great improvements through the wonders of modern steel are dramatically presented.  
#2190 ARMCO STEEL CORPORATION

**PASSAGE TO BERMUDA**—28 min. color. A unique travelogue on the enchanting island of Bermuda. Beautiful scenes of this lovely island are enlivened by the amusing comments of narrator Jonathan Winters. A delightful musical score.  
#2210 BERMUDA TRADE DEVELOPMENT BOARD

**HANDS OF THE MASTERS**—28 min. color. The story of the making of Baldwin pianos and organs began a century ago. This film traces the development of quality keyboard instruments for home, church, school and concert stage. Beautiful musical score. Grand award winner—N.Y. International Film Festival.  
#2212 BALDWIN PIANO & ORGAN COMPANY

**READY ON THE FIRING LINE**—18 min. color. At the National Rifle and Pistol Matches, we witness the nation's finest marksmen in their annual competition for top shooting awards. Tips on shooting are provided by the experts.  
#2213 NATIONAL RIFLE ASSOCIATION OF AMERICA

**EXPLORE KENTUCKY**—15 min. color. With a family of five we explore the beautiful state parks of Kentucky during a summer vacation. Magnificent photography and a fine musical score provide an enriching experience for the viewer. COMMONWEALTH OF KENTUCKY  
#2262 TOURIST AND TRAVEL PROMOTION DIVISION  
Film #2262 available only in Ill., Ind., Ohio, eastern Mo. and most of Ky.

**CHOCOLATE TOWN, U.S.A.**—27 min. color. A visit to Hershey, Pa. with a family of four, enjoy the zoo, museum, Hershey Gardens, Dutch Day Festival, recreational activities and sports. See chocolate made; tour Milton Hershey School; participate in other activities that make Hershey a year-around resort town.  
#2312 HERSHEY ESTATES

**For Teachers, Administrators & Parent Groups**

**PROGRAMMED READING** . . . 23 min. color. Shows this new approach to teaching beginning reading in use in fourteen classrooms. This is not a service film, but an interesting, informative introduction to this individualized reading program called "the most significant advance in the teaching of reading in fifty years." *Approached from an adult viewpoints—not appropriate for showing to children's groups.*  
#2335 WEBSTER PUBLISHING DIVISION  
MCGRAW-HILL BOOK COMPANY

**SAFEGUARDING OUR HIGHWAYS**—14½ min. color. Virtually all head-on highway collisions, which last year claimed 5,800 American lives, occurred on roads unprotected by steel median guardrails. This film presents dramatic evidence of the safety provided today by the use of tough, durable steel guardrails.  
#2336 SHEET COMMITTEES OF AMERICAN IRON AND STEEL INSTITUTE

**SKI WITH BUICK**—29 min. color. Fine ski instruction film starring Stein Eriksen, 4-time Gold Medal Olympic winner. Some of the best U.S. skiing in New England, midwest and Rocky Mountains. Presents new American system of teaching (conforming to U.S. Ski Assn's national standards). Award winner.  
#2348 BUICK MOTOR DIVISION  
GENERAL MOTORS CORPORATION

**HAPPY HOLIDAYS . . . ANYWHERE IN MICHIGAN**—28 min. color. The whole family will love this trip through Michigan by car. We visit historic Greenfield Village, Detroit, beautiful Mackinac Island . . . busy Soo Locks . . . wilderness wonderland of upper Peninsula . . . colorful Holland. Here, too, is a ride on a famous dune-buggy, skiing and fishing. Prizewinner.  
#2355 AMERICAN OIL COMPANY

**THE BIG MOUNTAIN OF FUN**—22 min. color. At the head of Flathead Valley just a few miles west of Glacier National Park is one of the most magnificent ski areas in the west. This film takes you to Big Mountain Ski Resort in this area to see some of the most superb skiing and breathtaking scenery imaginable.  
#2376 GREAT NORTHERN RAILWAY  
Film #2376 available only in New Eng., D. C., Ill., Ind., Ia., Md., Mich., Mo., N. J., N. Y., Ohio, Pa., W. Va., Wis.

**HIGHER AND WIDER**—28½ min. color. From all over the world boy scouts gathered for their 1963 World Jamboree at Marathon, Greece. Sailboat races, swimming, music, dancing, skits, fireworks, inspiring scout ceremonies and all their other activities make a truly exceptional film.  
#2381 EK-CELL-O CORPORATION

**THIS IS FIBER GLASS**—13½ min. In color. That miracle of modern inventiveness—fiber glass—has the major role in this dramatic and colorful film. We see the intricate processes that bring about this incredible material and its great variety of uses which include automobile bodies, boats, insulation or fabrics.  
#2387 PITTSBURGH PLATE GLASS COMPANY

**STATE OF ENCHANTMENT**—28½ min. Color. A piano teacher has her travel wish granted by magic. What follows is a truly spectacular visit to the most famous scenic and historic spots in North Carolina. It's full of drama, history, adventure and beauty. It has Andy Griffith too!  
#2450 NORTH CAROLINA DEPARTMENT OF CONSERVATION & DEVELOPMENT

**STEWARDESS STORY**—20 min. color. The unique and interesting experiences of an airline stewardess are the subject of this film. It shows the first interview and then the careful training at United's modern training center. In addition, there are fascinating scenes of the life of an airline stewardess, both aloft and on the ground.  
#2480 UNITED AIR LINES, INC.

**THE SILENT GUIDE**—27½ min. color. Safe driving is one of our nation's greatest problems. Highway signs are important to safety. This unusual film presents the historical background and evolution of guideposts and how they make day and night driving safer for everyone. Narrated by Alex Drier. 3 M COMPANY  
#2490 REFLECTIVE PRODUCTS DIVISION

You pay return postage only



**THE CHALLENGE OF TOMORROW**—29 min. color. This highly informative film presents the story of RCA and its pioneering efforts, scientific research and achievements in electronics and communications. Interesting and entertaining scenes from NBC operations. *Photography award winner.*  
#2491 RADIO CORPORATION OF AMERICA

**NORFOLK TOUR**—24 min. color. Take a memorable tour through American history, re-enacted in colonial homes, illustrated with our mightiest naval base; the MacArthur Memorial; enchanting Gardens-By-The-Sea; and other exciting settings. See the life of a city unfold the American story.  
#2501 CITY OF NORFOLK, VIRGINIA  
Film #2501 available only in Conn., Del., Ill., Ind., Ky., Me., Md., Mass., Mich., Mo., N.H., N.J., N.Y., N.C., Ohio, Pa., R.I., S.C., Va., W. Va., and Wash., D.C.

**GROUP PORTRAIT**—28 min. color. The wide scope of the community interests of NADA dealers across the country, such as plans for a youth activities center, Little League baseball and highway planning are highlighted in various vignettes. Each shows how the NADA dealer makes his community a better place in which to live.  
#2502 NATIONAL AUTOMOBILE DEALERS ASSOCIATION

**LIGHT**—18 min. color. Enter the fantastically beautiful and practical world of light. See how light affects every area of your life—its endless uses and the incredible beauty it creates. Extraordinary photography.  
#2520 GENERAL ELECTRIC COMPANY LAMP DIVISION

**BAY OF GOLD**—35 min. color. This award winner is a vivid chronicle of San Francisco Bay and its role yesterday and today. Exciting incidents include a trip on a modern whaler, and yachtsmen, Coast Guardsmen, crab fishermen and harbor pilots in action. Original exuberant music.  
#2521 FIREMEN'S FUND INSURANCE

**HAPPY HOLIDAYS... CAMPING IN THE SMOKIES**—28½ min. color. Here is the "fun" way to see America... camping trip in Great Smoky Mt. National Park. Glorious vistas from Clingman's Dome... exciting Cherokee Indian dance... gun fight with Indians at Gold Rush Junction.  
#2525 AMERICAN OIL COMPANY

**HERITAGE OF SPLENDOR**—18 min. color. America's natural wonders, recreation areas and parks and the great variety of activities enjoyed in them make a fine film indeed. It also shows how all this beauty is spoiled by litterbugs and what can be done about it. Narrated by Ronald Reagan.  
#2537 JAS. H. MATTHEWS & CO.



**A NEW WAY OF LIFE**—26½ min. color. Harry Babbit narrates the story of the advantages of living in a planned community with built-in recreation, social and medical plans. Film shows the benefits of living within a leisure world for those over fifty-two years of age, whether retired or semi-retired.  
#2538 LEISURE WORLD FOUNDATION

**RACING... AN ADVENTURE WITH MODEL CARS**—14 min. color. The thrills of Le Mans, Sebring and Daytona are at your control... your blue Ferrari slows for the curve then races down the straightaway in hot pursuit of that black Porsche just ahead. Discover slot racing, America's fastest growing sports hobby.  
#2547 MONOGRAM MODELS, INC.

**GOLF A GO GO**—28 min. color. An exciting tour of nine of the most scenic holes in the golf world. From La Costa By the Sea at Carlsbad, Cal. to the Tides Inn course in Va. designed by Sir Hugh Campbell. You'll play along with the golf pro.  
#2589 CUSHMAN MOTORS

**SEEING COLOR**—18 min. color. How the eye sees color and the effects of lighting on the colors we see. Describes complicated instruments, designed to aid scientists, that function much like the eye. Shows how to identify and describe colors.  
#2594 INTERCHEMICAL CORPORATION

**THE WAY OF A SHIP**—27½ min. color. The camera takes you around the world in this spectacular tale of seas and ships and the hardy men who sail them. Busy harbors... quaint river folk... bustling waterfronts. Magnificent photography. Narrator—Hans Conried. Script—Nicholas Monsarrat. Music—James Reichert.  
#2595 VOLKSWAGEN OF AMERICA

**THE SEARCH FOR TOTAL COMFORT**—20 min. color. After several humorous incidents, homeowner George Walt finally succeeds in acquiring a total-comfort home—a system producing clean, fresh air, even temperature, central air conditioning and quiet operation. An important, informative film for homeowners.  
#2598 LENNOX INDUSTRIES, INC.

**REVOLUTION IN OUR TIME**—27½ min. Dramatic story of how the USA changed from a nation of renters to homeowners and the events which produced this "revolution." It's an important historical document with film footage from the 30's, 40's & 50's. Vice-Pres. Hubert Humphrey, Sen. Everett Dirksen and Rep. Wright Patman appear. Gary Merrill, narrator.  
#2600 UNITED STATES SAVINGS & LOAN LEAGUE

## MODERN TALKING PICTURE SERVICE

1212 Avenue of the Americas • New York, N.Y. 10036

**ANCHORAGE, ALASKA 99501**  
811 8th Avenue  
272-2131

**CHARLOTTE, N. C. 28202**  
922 College St.  
Franklin 7-2574

**DENVER, COL. 80204**  
922 Bannock St.  
244-4621

**INDIANAPOLIS, IND. 46204**  
102 E. Vermont St.  
Melrose 5-5331

**MINNEAPOLIS, MINN. 55403**  
1114 Nicollet Ave.  
Federal 6-2645

**NEW YORK**  
1212 Ave. of the Americas  
New York, N.Y. 10036  
Judson 6-5530

**ST. LOUIS, MO. 63130**  
621 No. Skinker Blvd.  
Parkview 6-3333

**ATLANTA, GA. 30308**  
714 Spring St., N. W.  
Trinity 5-5666

**CHICAGO, ILL. 60611**  
160 E. Grand Ave.  
467-6470

**DETROIT, MICH. 48203**  
14533 Second Ave.  
883-7333

**KANSAS CITY, MO. 64111**  
3718 Broadway  
Logan 1-1208

**NEW ORLEANS, LA. 70130**  
715 Girod St.  
Jackson 5-9061-2-3

Serving boroughs of  
Manhattan & Bronx only.

**SAN FRANCISCO, CAL. 94105**  
16 Spear St.  
Yukon 2-1712

**BOSTON, MASS. 02134**  
1168 Commonwealth Ave.  
734-3732

**CINCINNATI, O. 45202**  
9 Garfield Plaza  
Garfield 1-2516

**HARRISBURG, PA. 17105**  
928 No. Third St.  
(P.O. Box 3035)  
Cedar 8-8123

**LOS ANGELES, CAL. 90057**  
2400 W. Seventh St.  
Dunkirk 7-7221

**OMAHA, NEB. 68102**  
1410 Howard St.  
34-1-8476

315 Springfield Ave.  
Summit, N. J. 07901  
277-6300

**SEATTLE, WASH. 98103**  
2100 No. 45th Street  
Melrose 3-3878

**BUFFALO, N. Y. 14202**  
122 W. Chippewa St.  
TL 3-1805

**CLEVELAND, O. 44115**  
2238 Euclid Ave.  
Main 1-9469

**HONOLULU, HAWAII 96813**  
742 Ala Moana Blvd.  
99-4102

**MEMPHIS, TENN. 38104**  
214 So. Cleveland St.  
Broadway 5-3187

**PHILADELPHIA, PA. 19107**  
1234 Spruce St.  
Kingsley 5-2500

Serving Conn., northern  
N. J., southern N. Y.  
state and boroughs of  
Brooklyn, Queens &  
Richmond in NYC.

**WASHINGTON, D. C. 20008**  
527 Nineteenth St., N.W.  
783-6611

**CEDAR RAPIDS, IA. 52404**  
129 Third Ave., S. W.  
Empire 5-0567

**DALLAS, TEX. 75207**  
1411 Slocum St.  
Riverside 2-4106

**HOUSTON, TEX. 77027**  
4084 Westheimer Rd.  
Mohawk 6-2438

**MILWAUKEE, WIS. 53202**  
1695 No. Astor St.  
Broadway 1-0861

**PITTSBURGH, PA. 15222**  
910 Penn Ave.  
Grant 1-9118

**DON MILLS, ONT., CANADA**  
(Metro Toronto)  
1875 Leslie St.  
444-7347