

# New Training Tools

## Evaluation

*Evaluation and Control of Training* by A.D. Hamblin. 176 pp. \$11.50. McGraw-Hill Book Co.

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## Sales Cassettes

"How I Raised Myself From Failure To Success In Selling" by Frank Bettger / "The Greatest Salesman In the World" by Og Mandio / "Sell Like an Ace, Live Like a King" by John Wolfe. E.F. Wonderlic & Associates, Inc.

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## Filmstrip Manual

*Facts You Should Know About Filmstrips*, 50 pp. softcover. Price \$2.50. Frank Holmes Laboratories, Inc.

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## Manager's Short Course Text

*Management 18: A Short Course For Managers* by Burt K. Scanlan. Introductory price \$19.95. John Wiley & Sons, Inc.

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## Microform Viewer

Hand-Held Microform Viewer features a distortion-free, new magnification lens that permits easy viewing of aperture cards and 18x through 48x reduction microfiche. Operates on batteries or can be adapted to normal electric current. Easily carried in a briefcase, tool kit or coat pocket. Criterion Micrographics, Inc.

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## Cassette Duplicator

A modification on the Wollensak 2770 AV cassette duplicator allows any number of copies to be made from a master cassette with the aid of the Wollensak 2780 AV add-on duplicator module. 3M Company.

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## Videotape Manual

*Everything You Wanted To Know About Videotape* explores all phases of video production from script to finish. Free. MPCS Communications Industries, Inc.

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## Career Kit For Kids

A series of six multimedia kits designed to develop career awareness at the primary grade level. Kits include motivational props and posters depicting a particular career, filmstrip, role playing guides and duplicating masters. Encyclopaedia Britannica Educational Corp.

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## Communications Text

*Desk Guide To Communication* by Thomas Anastasi offers the basic skills of everyday business communication in a reference-handbook format. Addison-Wesley Publishing Co.

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## Packaged A/V System

JMC AV-COM is a compact, low-cost audio-visual system that permits lighted rooms during presentations. Makes it possible to use programmed slides, overhead transparencies and sound motion pictures on built-in, non-glare projection screen. Jerome Menell Co., Inc.

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## Synergistic Selling

By H.B. Rames explores behavioral concept in programmed format. Springboard Associates.

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on reader service card*

## Instructional Listening Center

Audio Edu-Table allows up to eight students to listen to instructional materials at their own pace and sound levels. This unit is adaptable to a variety of sound equipment including record players, tape recorders, sound movie projectors, television, etc. MPC Educational Systems, Inc.

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## Theory X/Theory Y

This 16mm film package consists of a 16mm color film, a leader's discussion guide, evaluation charts and questionnaires, and a set of color study prints. This film package is a new concept in a modular approach to management education and training. Salenger Educational Media.

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### AV Storage Cabinet

Aluminum cabinet comes with feet that lock into the next size cabinet for easy stocking. This unit is also easily mounted on wall or rack. Can be used standing or lying down. EKS Corp.

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### Motivation Text

*Management By Motivation* by Saul Gellerman demonstrates how to persuade people to work harder, upgrade their skills and accept the challenge of change. Price \$10.50 / AMA members \$8. American Management Assoc.

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### Carousel With Sound

Cinemasound 2000 allows anyone to synchronize color slides with a sound track for automatic instant replay and is guaranteed never to go out of synch. The slide projector, cassette tape deck and Sync Pulse generator are all combined in one integral unit with its own case and built-in screen. Creaton, Inc.

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### Government Reference Guide

Federal Telephone Directory contains comprehensive direct-dial listings of Washington, D.C. personnel by agency, including titles, addresses, organizational charts and personnel locator numbers, enabling the user to find a specific person by name. Price \$50. Federal Telephone Directory.

*For more information, circle No. 301 on reader service card*

### Small Business Text

*How To Run a Small Business* by J.K. Lasser. Price \$9.95. McGraw-Hill Book Co.

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### EEO Film

"Management, Motivation and the New Minority Worker" is a 30 min., color film designed to improve the ability of supervisors to motivate and supervise new "hard core" workers. Purchase and preview prices available. Roundtable Films, Inc.

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### Job Enrichment Text

*Job Enrichment: The Modern, Proven Method To Motivate Your Employees* is a 340 pp. presentation in a three-ring binder format. Sections detail the motivation-hygiene theory in terms of job enrichment, the role of job enrichment, the techniques currently being used and the role of the supervisor. A series of case histories is included. Dartnell Corporation.

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### "Sight Sound Communication"

This illustrated brochure describes the features of each of the three 3M Sound-on-Slide projectors. Information on the recordable slide frame is also included. Available free of charge. 3M Company.

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### In-House Labels

Labl Mark label printer prints single or multiple-colored pressure sensitive labels. Label sizes range from 1"x2" to 6"x7". Dymo Industrial Marking Systems.

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## Record 27 Special Interest Groups At '75 ASTD Conference

Twenty-seven special interest groups, representing nearly every facet of the training and development/human resource profession, are scheduled to meet during the 1975 ASTD National Conference, May 11-15, at the MGM Grand Hotel in Las Vegas, Nev.

Several new groups have been added to next year's agenda. They are: Automotive, Commercial Aviation, Electrical & Electronics, Food Industry, Hotels & Services, International Training, Mining, Non-Ferrous Metals and the Restaurant Industry. A group designed to serve the needs of Peace Officer Trainers is currently being developed.

These new special interest

groups join the list of groups that met during this year's National Conference in San Francisco which includes: Air Force, Army, Banking, Chemicals & Pharmaceuticals, Construction, Educational Institutions, Federal Trainers, Ferrous Metals, Hospitals & Health, Insurance, Petroleum Industry, Pulp & Paper, Railroads, Retailing, State and Local Government Trainers, Student Members, Technical Training, Training and Placement of Handicapped In Industry, and Utilities.

All of these groups are planning to meet during the 1975 ASTD National Conference, May 11-15 in Las Vegas. For information on how to be included in a special

interest group's activities, contact Fran Lacy, Educational Services Dept. TDJ, P.O. Box 5307, Madison, WI 53705. Make your plans to attend now!

