



## NEW TRAINING TOOLS

### **Personnel Development Forms**

Free kit. V. W. Eimicke Associates, Inc., Bronxville, N.Y. 10708

### **Economics for the Concerned Citizen**

12 30-min. television programs. National Instructional Television Center, Box A, Bloomington, Ind. 47401

### **Casework in Public Welfare (film series)**

Audio-Visual Center, Indiana University, Bloomington, Ind. 47401

### **Logic Level Design**

Robert C. Nelson. 201 pp. \$12.95. Management Center of Cambridge, 87 Terrace Hall Ave., Burlington, Mass. 01803

### **Color Television Receiver**

"Color Educator." 23" screen. For a-v systems. Setchell-Carlson, Inc., St. Paul, Minn. 55112

### **Educational Television Systems Brochure**

The Kalart Co., Inc., Plainville, Conn. 06062

### **200 On Alfred (in Spanish)**

6-part audio-visual sales training program with trainer's guide. \$395. Close/Plenum Productions, Inc., 114 North Wayne Ave., Wayne, Pa. 19087

### **Management and the Computer in Information and Control Systems**

Hodge and Hodgson. 282 pp. \$13.50. McGraw-Hill, New York 10036

### **The Three-Week Residential Seminar in Planning, Programming, Budgeting System**

Follow-up study. 98 pp. Bureau of Training, U.S. Civil Service Commission, Washington, D.C. 20415

### **Leadership and Motivation: The Essays of Douglas McGregor**

Edited by Warren Bennis and Edgar Schein. 286 pp. \$6.00. Paper, \$2.95. The MIT Press, 50 Ames St., Cambridge, Mass. 02142

### **Guide to Government-Loan Film**

130 pp. \$4.95. Serina Press, 70 Kennedy St., Alexandria, Va. 22305

### **Successful Advertising Management**

Henry Obermeyer. 241 pp. \$8.95. McGraw-Hill, New York, N.Y. 10036

### **The Uses of Video Tape in Training and Development**

Thomas F. Stroh. 59 pp. \$6.00. American Management Assn., New York, N.Y. 10020

### **A Government Commitment to Occupational Training in Industry**

Report, Task Force on Occupational Training in Industry, 114 pp. \$1.25. U.S. Government Printing Office, Washington, D.C. 20402

### **Guide to Military-Loan Film**

148 pp. \$4.95. Serina Press, 70 Kennedy St., Alexandria, Va. 22305

### **How To Attend A Conference**

S. I. Hayakawa. 8 pp. Free. International Society for General Semantics, 540 Powell St., San Francisco, Cal. 94108

### **General Semantics Book Catalog**

Free. International Society for General Semantics, 540 Powell St., San Francisco, Cal. 94108

### **Finding Summer Employment**

41 pp. Free. Snelling and Snelling, Inc., Two Industrial Blvd., Paoli, Pa. 19301

### **Management Theory and Practice**

Ernest Dale. 2nd Ed. 786 pp. \$10.50. McGraw-Hill, New York, N.Y. 10036

### **Essentials of Cost Accounting**

John Deardon. Programmed. 137 pp. 143 pp. \$6.95. Addison-Wesley, Reading, Mass. 01867

### **How To Use Grid Dip Oscillators**

Rufus P. Turner. 128 pp. \$2.95. Hayden Book Co., 116 W. 14th, New York, N.Y. 10011

### **How To Select and Install Antennas**

Lon Cantor. 112 pp. \$3.95. Hayden Book Co., 116 W. 14th, New York, N.Y. 10011

### **British Industrial Training Handbook**

J. W. Barber, Editor. 402 pp. \$14.25. A.S. Barnes & Co., Box 421, Cranbury, N.J. 08512

**Run, Computer, Run: The Mythology of Educational Innovation**

Antony G. Oettinger with Sema Marks. 288 pp. \$5.95. Harvard University Press, 79 Garden St., Cambridge, Mass. 02138

**Equal Educational Opportunity**

Collected essays. 280 pp. \$5.95. Harvard University Press, 79 Garden St., Cambridge, Mass. 02138

**Toward A Theory of Instruction**

Jerome S. Bruner. 176 pp. \$3.95. Harvard University Press, 79 Garden St., Cambridge, Mass. 02138

**Tomorrow's Manpower Needs**

4-vol. report, BLS Bulletin No. 1606:

Vol. I, Developing Area Manpower Projections, 100 pp., \$1.00

Vol. II, National Trends and Outlook, Industry Employment and Occupational Structure, 128 pp., \$1.25

Vol. III, National Trends and Outlook, Occupational Employment, 56 pp., \$55

Vol. IV, The National Industry-Occupational Matrix and Other Manpower Data, 247 pp., \$2.00

Bureau of Labor Statistics, U.S. Dept. of Labor, Washington D.C.

**Communications in Business and Industry**

Letter writing course available in Maynard centers or for in-company leasing. Maynard Research Council, Inc., 718 Wallace Ave., Pittsburgh, Pa. 15221

**Luxor Mobile VTR Console.**

For use with all vtr systems. Jack C. Coffey Co., 104 Lake View Ave., Waukegan, Ill. 60085

**Documentary History of Banking and Currency**

Herman E. Krooss Editor. 3232 pp. \$120.00. McGraw-Hill, New York, N.Y. 10036

**The \$30 Billion Negro**

D. Parke Gibson. 311 pp. \$6.95. Macmillan Co., 866 Third Ave., New York, N.Y. 10022

**Water and Wastewater Technology: Suggested 2-yr. Post High School Curriculum**

U. S. Office of Education. 131 pp. \$1.50. Government Printing Office, Washington, D.C. 20402

**SMART®**

System Malfunction Analysis Reinforcement Trainer. Electronic instructional machine for vocational-technical education. Educational Computer Corp. Box 219, King of Prussia, Pa. 19406

**The Man in the Middle (film)**

British Productivity Council film for supervisor case discussion. 16mm, sound, 28 min. Black and white, \$160. Also rental. Roundtable Films, Inc., 321 S. Beverly Dr., Beverly Hills, Cal. 90212

**Leadership Experience and Leader Performance - Another Hypothesis Shot to Hell**

F. E. Fiedler. 28 pp. \$3.00 (microfiche, \$.65) U.S. Dept. of Commerce Clearinghouse, Springfield, Va. 22151

**Executive's Guide to Successful Speechmaking**

Jack Gren. \$2.00. Pilot Books, 347 Fifth Ave., New York, N.Y. 10016

**Evaluating Employee Performance**

Felix M. Lopez. 300+ pp. \$11.95. Public Personnel Assn., 1313 E. 60th St., Chicago, Ill. 60637

**In-House Systems Training**

16 pp. Free. Brandon Systems Institute, 1700 Broadway, New York, N.Y. 10019

**Management-Minded Supervision**

Bradford P. Boyd. 301 pp. \$6.95. McGraw-Hill, New York, N.Y. 10036

**How To Train On the Job: Programmed Course for Hospital Supervisors**

Prime/H-3. \$7.00. American Management Assn., New York, N.Y. 10020

**Stenoscrypt® ABC Shorthand**

Student text, \$5.00. Student Workbook, \$1.60. Teacher's handbook, \$1.00. Science Research Assoc., Inc., 259 Erie St., Chicago, Ill. 60611

**Introduction to Data Processing and COBOL**

Wendel and Williams. 462 pp. \$9.50. McGraw-Hill, New York, N.Y. 10036

**Films for Personnel Management**

Annotated directory of 16mm films, filmstrips and video-tapes. Louis S. Goodman, 116 pp. \$5.00. Educational Film Library Assn., 250 W. 57th, New York, N.Y. 10019

**Instructional TV Sets**

1970 "Lyceum" line of color sets for instructional TV. RCA Commercial Products Sales, Bldg. 203-3, Camden, N.J. 08101

**CCTV Magnetic Recording Tape**

"Chroma," new high-sensitivity tape, color or black and white, 1/2" or 1". Memorex Corp., 1180 Shulman Ave., Santa Clara, Cal.

**Delegation Game**

Programmed simulation. \$5.95 and quantity prices. Education Research, P.O. Box 34, Somerset, N.J. 08873

**Continuing Education**

Quarterly magazine listing short course and seminars. \$15.00 per year. Data Bases, 101 N. 33rd St., Philadelphia, Pa. 19104

**Illinois Reprints**

No. 191, Need Type and Job Satisfaction Among Industrial Scientists

No. 192, Methods of Estimating Occupational Attrition

No. 194, Use of Importance as a Weighting Component of Job Satisfaction

No. 196, Job Satisfaction: Models, Methods and Empirical Results

No. 197, Determinants of Differences in the Quit Rate Among Industries

Institute of Labor and Industrial Relations, University of Illinois, 504 E. Armory Ave., Champaign, Ill. 61820