

Book Reviews

The Blue Book of Audio-Visual Equipment

Published (1948) by Business Screen Magazine and The National Association of Visual Education Dealers, 845 Chicago Ave., Evanston, Ill. $8\frac{1}{2} \times 11$ inches, plastic ring bound, 62 pages. Price, \$4.50.

Your Blue Book has in a very short time become a standard reference work on audio-visual classroom equipment. It is especially useful to all directors and coordinators of audio-visual education in schools, colleges, universities, and churches. It provides quick information on practically all the standard makes of projectors for any person having the responsibility for the purchase of such equipment. Perhaps it would not be so useful for smaller school systems or individuals who buy in small quantities.

Accuracy of these descriptions of course is not guaranteed by national audio-visual education dealers since they only reprint descriptions and specifications which are supplied by the manufacturers. Prices quoted cannot be relied upon since prices on this type of equipment fluctuate quite rapidly. The book is issued as an annual.

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Look and See, by Colin Beale

Published (1949) by Edinburgh House Press, Edinburgh House, 2, Eaton Gate, London S.W. 1, England. 109 pages + 3-page index. 42 illustrations. $5\frac{1}{2} \times 8\frac{1}{2}$ inches. Paper covered. Price, 3/6*d*; post free 3/9*d*.

Mr. Beale's book contains a great deal of useful information in its 100-odd pages. Although the subtitle of the book is "Visual Aids in the Service of the Church," there is actually very little mention of the adaptation of visual aids for this particular function. It is up to date in discouraging the use of the word "aids" and recommending the word "materials," and it refers to these materials as complementary rather than supplementary as in the older point of view. It contains good diagrams for students of education on the mechanics of projection. It is a well-written discussion of all audio-visual materials and equipment with a few outstanding exceptions. It does not do justice to the subject of the making of hand-made lantern slides. It devotes only one page to the important topic of the evaluation of teaching films. Two pages are not enough for discussing the reasons why motion pictures are an effective teaching medium. The creation and maintenance by the classroom teacher of a picture file is also slighted. In the bibliographies, many of the newer postwar American books on audio-visual education are missing as are "Educational Screen," "See and Hear," and "Film World" from the list of periodicals. The book has some terms such as diascope and episcope, mute films, and references to $9\frac{1}{2}$ -mm film and $3\frac{1}{4}$ -inch square slides which are not common in

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the United States. However, the book is very clearly written and the author shows good judgment in assigning for the most part the right amount of space to each topic within the field.

An item of special interest to the SMPE is the generous amount of space devoted to showmanship in the presentation of films and other visual materials. The author quotes a paragraph from the SMPE JOURNAL of March, 1938, by C. L. Green. Most operators of 16-mm projectors need Mr. Green's contrast between amateur and professional projectionist techniques. Mr. Beale should be complimented for doing his part to raise the standards of classroom projection.

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Meetings of Other Societies

November—

Acoustical Society of America

November 17 through November 19
St. Louis, Missouri

December

American Association for the Ad-
vancement of Science

December 26 through December 31
New York, New York

March, 1950—

Institute of Radio Engineers
National Convention
Optical Society of America
Winter Meeting

March 6 through March 9
New York, New York
March 9 through March 11, 1950
New York, New York

May, 1950—

Armed Forces
Communications Association
Annual Meeting

May 12
New York City and Long Island City
May 13
Fort Monmouth, New Jersey

FORTY-ONE YEARS AGO

On account of the number of school absentees that have been caught in the act of absorbing their knowledge from the pictures in the nickel-odeons the proprietors of the halls in Jersey City have been warned to cease admitting children.

—*The Moving Picture World*, March 14, 1908