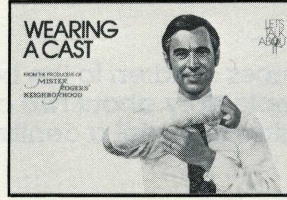


LET'S TALK ABOUT THE HOSPITAL



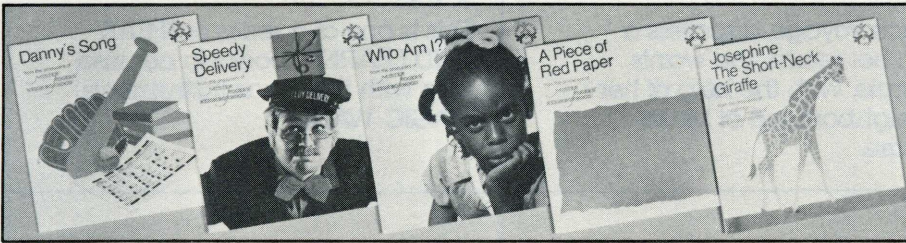
B10 **GOING TO THE HOSPITAL**

B11 **HAVING AN OPERATION**

B12 **WEARING A CAST**

Three full-color, illustrated booklets to help familiarize children with medical procedures and hospitalization. Each booklet includes simple activities. These LET'S TALK ABOUT THE HOSPITAL booklets are helpful for children before, during or after hospitalization.

I AM, I CAN, I WILL®



A series of five full-color, illustrated books for children aged 3-8.

B70 **DANNY'S SONG**

The story of Danny, an 8-year-old physically handicapped child, who gains confidence in himself and learns to express his feelings.

B71 **SPEEDY DELIVERY**

Features the well-known MISTER ROGERS' NEIGHBORHOOD character, Mr. McFeely, exploring surprises and guessing.

B72 **WHO AM I**

A series of photographs exploring without words the many different feelings and relationships of a 7-year-old hearing impaired girl.

B73 **A PIECE OF RED PAPER**

An award-winning book that encourages exploration and creativity using only simple construction paper.

B74 **JOSEPHINE, THE SHORT-NECK GIRAFFE**

Josephine grows differently than other giraffes, but she comes to know and like herself just the way she is.

B75 **COMPLETE SET OF FIVE BOOKS**

These five paperback 8" x 8" books are available as a set with accompanying teachers' guide.

NOTES

Also available: LET'S TALK ABOUT THE HOSPITAL videocassette programs, a poster and a booklet for parents.

PRICES

\$.75 Single copies
\$30.00 100 copies

Special prices are available for larger quantity orders.

Also available: I AM, I CAN, I WILL audiocassettes and videocassettes/films.

PRICES

\$ 3.95

\$ 3.95

\$ 3.95

\$ 3.95

\$ 3.95

\$15.95

SPECIAL BOOKS & BOOKLETS

- B80 SO MANY THINGS TO SEE**
A full-color storybook which introduces children to the basics of dental examinations through a simple story about two children who take an afternoon walk and stop in to visit a dentist.
- B81C MAKING A TELEVISION PROGRAM**
A delightfully illustrated full-color picture booklet which describes in simple terms how the MISTER ROGERS' NEIGHBORHOOD program is made.
- B81B MAKING A TELEVISION PROGRAM (Black and White)**
- B82 MANY WAYS TO SAY I LOVE YOU**
A softcover illustrated songbook for Christian educators and families, with accompanying text about the meaning of love. Contains the words and music to many of the popular MISTER ROGERS' NEIGHBORHOOD songs, and a soundsheet of Mister Rogers singing them.
- B83 PLANET PURPLE**
Lady Elaine Fairchilde on her first space voyage, discovers a new neighborhood—Planet Purple. On her return, she wants everything to be like it is on Planet Purple. With the help of her friends, she learns that she and the Neighborhood of Make-Believe are special just the way they are.

NOTES

Also available: A videocassette for children on "Going To The Dentist," a poster and a booklet for parents.

PRICES

\$.50	Single copies
\$42.25	100 copies

\$.75

\$.50

\$ 3.95

\$ 8.95

This is one of a series of SPEAK AND LEARN™ books to be used only with the Texas Instruments MAGIC WAND™.

TO ORDER:

#	DESCRIPTION	SINGLE	100	QTY.	TOTAL
B10	GOING TO THE HOSPITAL	\$.75	\$30.00		
B11	HAVING AN OPERATION	\$.75	\$30.00		
B12	WEARING A CAST	\$.75	\$30.00		
B70	DANNY'S SONG	\$ 3.95			
B71	SPEEDY DELIVERY	\$ 3.95			
B72	WHO AM I	\$ 3.95			
B73	PIECE OF RED PAPER	\$ 3.95			
B74	JOSEPHINE THE SHORT-NECK GIRAFFE	\$ 3.95			
B75	SET OF FIVE, I AM, I CAN, I WILL	\$15.95			
B80	SO MANY THINGS TO SEE	\$.50	\$42.25		
B81C	MAKING A TELEVISION PROGRAM (Color)	\$.75			
B81B	MAKING A TELEVISION PROGRAM (B&W)	\$.50			
B82	MANY WAYS TO SAY I LOVE YOU	\$ 3.95			
B83	PLANET PURPLE	\$ 8.95			

PA orders add 6% sales tax

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SHIPPING & HANDLING

Add \$.25 per item for items under \$1.00.

Add \$.75 per item for items over \$1.00.

Maximum of \$4.00 to one address.

Shipping for orders of 100 items or more will be invoiced.

Payment must be included for all orders under \$25.00. Please make checks payable to Family Communications.

Pennsylvania orders please add 6% sales tax or attach sales tax exemption certificate to order.

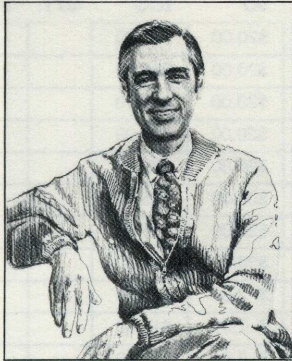
Prices quoted are FOB Pittsburgh and are subject to change without notice.

Send All Orders To:

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 Marketing Department
 4802 Fifth Avenue
 Pittsburgh, PA 15213
 (412) 687-2990

BOOKS & BOOKLETS: for children and families

LET'S TALK ABOUT IT®



LET'S TALK ABOUT IT booklets cover a variety of subjects of concern to children and families. Written and designed by Fred Rogers to help encourage communication between adults and children, these 8-20-page illustrated booklets reflect Fred Rogers' unique blend of information and reassurance.

NOTES

Special prices available for larger quantity orders.

Single copies available at no charge.

Also available: Videocassette programs on these topics.

PRICES

2-49 COPIES	50 COPIES	100 COPIES
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B30 TALKING WITH FAMILIES ABOUT CREATIVITY Each of us is born with the capability to make or do something entirely different from everybody else in the world. In this booklet, Fred Rogers discusses the roots of creativity and the importance of creative play.	\$.50	\$20.00	\$35.00
B31 TALKING WITH FAMILIES ABOUT DAY CARE When parents work, whether by necessity or choice, day care often becomes part of the family routine. In this booklet, Fred Rogers explores some of the rewards, difficulties and ambivalent emotions associated with this subject.	\$.50	\$20.00	\$35.00
B32 TALKING WITH YOUNG CHILDREN ABOUT DEATH All things human are mentionable and things that are mentionable are manageable. In this booklet, Fred Rogers and colleague Hedda Sharapan share their understanding about such difficult times as death, separation and loss.	\$.50	\$20.00	\$35.00
B33 TALKING WITH FAMILIES ABOUT DISCIPLINE "Discipline is a parent's gift of responsible love." Fred Rogers addresses the difference between discipline and punishment and stresses the importance of self-discipline in all our lives.	\$.50	\$20.00	\$35.00
B34 TALKING WITH FAMILIES ABOUT DIVORCE There are few more stressful times for children than separation and divorce. In this booklet, Fred Rogers and author-counselor Earl Grollman discuss some commonly asked questions that parents face at this difficult time.	\$.50	\$20.00	\$35.00
B35 WHEN YOUR FAMILY MOVES Thousands of families move to new homes each year, and the move is often a hard time for everyone—adults and children alike. In this booklet, Fred Rogers and colleague Linda Philbrick explore what moving means to children and their families and the strong feelings that often accompany a move.	\$.50	\$20.00	\$35.00
B36 TALKING WITH FAMILIES ABOUT PETS The relationship between children and animals usually begins at a very early age with stuffed animals and picture books. In this booklet, Fred Rogers explores the relationship between children and pets and how those relationships can be helpful to the family.	\$.50	\$20.00	\$35.00
B37 WHEN YOUR CHILD GOES TO SCHOOL Beginning school is an exciting time for children, but like other important times, it can also bring mixed feelings. In this booklet, Fred Rogers suggests some ways parents can help make the first days of school more comfortable for their children ... and themselves.	\$.50	\$20.00	\$35.00
B38 WHEN YOUR CHILD GOES TO THE DENTIST Children's first visits with professional caretakers like dentists, physicians and nurses are important times, but they can sometimes be difficult or scary. Knowing what to expect can make those times easier for children and for their parents, too.	\$.50	\$ 2.80	\$ 5.25
B39E WHEN YOUR CHILD GOES TO THE HOSPITAL Children's fears and fantasies about what might happen during a hospital stay are often more frightening than what actually will happen there. In this booklet, Fred Rogers suggests ways in which parents can help their children as they prepare for hospitalization.	\$.50	\$ 7.50	\$15.00
B39S Spanish Version	\$.50	\$ 7.50	\$15.00

BOOKLETS: for adults

TO ORDER:

#	DESCRIPTION	1	2-49	50	100	QTY.	TOTAL
B30	TALKING WITH FAMILIES ABOUT CREATIVITY	NC	\$.50	\$20.00	\$35.00		
B31	TALKING WITH FAMILIES ABOUT DAY CARE	NC	\$.50	\$20.00	\$35.00		
B32	TALKING WITH YOUNG CHILDREN ABOUT DEATH	NC	\$.50	\$20.00	\$35.00		
B33	TALKING WITH FAMILIES ABOUT DISCIPLINE	NC	\$.50	\$20.00	\$35.00		
B34	TALKING WITH FAMILIES ABOUT DIVORCE	NC	\$.50	\$20.00	\$35.00		
B35	WHEN YOUR FAMILY MOVES	NC	\$.50	\$20.00	\$35.00		
B36	TALKING WITH FAMILIES ABOUT PETS	NC	\$.50	\$20.00	\$35.00		
B37	WHEN YOUR CHILD GOES TO SCHOOL	NC	\$.50	\$20.00	\$35.00		
B38	WHEN YOUR CHILD GOES TO THE DENTIST	NC	\$.50	\$ 2.80	\$ 5.25		
B39E	WHEN YOUR CHILD GOES TO THE HOSPITAL (English)	NC	\$.50	\$ 7.50	\$15.00		
B39S	WHEN YOUR CHILD GOES TO THE HOSPITAL (Spanish)	NC	\$.50	\$ 7.50	\$15.00		

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 City, State, Zip _____
 Attn: _____
 Authorized Signature _____

PA orders add 6% sales tax _____
 Shipping and Handling _____
 Total _____

SHIPPING & HANDLING

Please add appropriate shipping and handling charges to your total payment.

Up to _____ add
 20 booklets \$1.75
 50 booklets \$2.50
 100 booklets \$3.25
 200 booklets \$4.00
 over 200 booklets, we will invoice.

NOTES

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Please make checks payable to Family Communications.

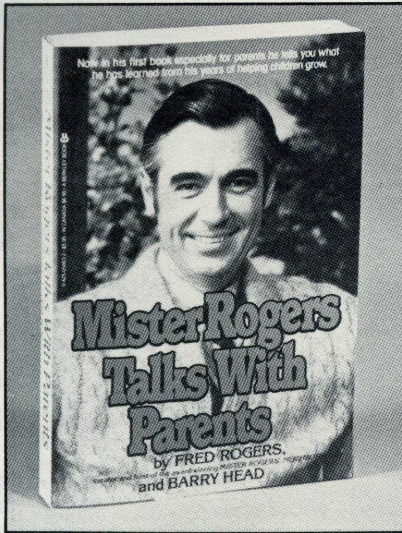
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BOOKLETS: for adults



B100

B101

B100 **MISTER ROGERS TALKS WITH PARENTS**

by Fred Rogers and Barry Head

For 30 years Fred Rogers has been helping millions of children grow.

Now in his first book written especially for parents, Fred Rogers offers his reassurance and understanding to all parents who share his deep concern for children, families and human growth.

MISTER ROGERS TALKS WITH PARENTS provides insights into everyday family situations and early childhood development as well as addressing some of the more difficult times that families face. The book also includes the words and music to many of the best known MISTER ROGERS' NEIGHBORHOOD songs.

"This book will not try to tell anyone how to raise a child. It is, instead, a response to all those parents who have shared part of their lives and their children's lives with me, who have trusted me with their feelings — and the feelings of their children. I like to think it's my turn now to share some of my experiences, thoughts and feelings with you."

Fred Rogers

MISTER ROGERS TALKS WITH PARENTS

B101 **SCENES FROM A DIVORCE**

A Book for Friends and Relatives of a Divorcing Family
by Neil Paylor and Barry Head

Much has been written on the separation and loss that often accompanies a divorce. Now for the first time, this book addresses the often unacknowledged trauma felt by those on the edges of a family breakup — the friends and relatives of a divorcing family.

SCENES FROM A DIVORCE is an engaging fictional account of one man's investigation into what it means to be helpful — an investigation that explores the complexities of love, loyalty, guilt, anger and the meaning of compassion.

"By just being there, we can help our friends or loved ones to reaffirm their sense of self and self-value, two of the most important coping defenses for adults and children who are going through stressful times."

Fred Rogers

Foreword, SCENES FROM A DIVORCE

NOTES

Softcover

Published by

The Berkley Publishing Group

\$5.95

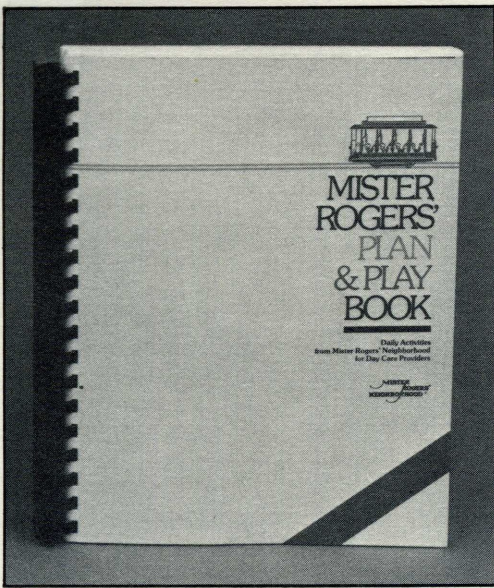
NOTES

Softcover

Published by Winston Press

\$6.95

Neil Paylor, Ph.D., is a Presbyterian clergyman and pastoral counselor in private practice. Barry Head is a freelance writer. Both are consultants to Family Communications, Inc., producers of MISTER ROGERS' NEIGHBORHOOD.



B102 MISTER ROGERS' PLAN & PLAY BOOK
 Daily Activities from MISTER ROGERS' NEIGHBORHOOD for Day Care Providers.

This special book of creative activities is designed for the adult who cares for young children. It can be used by parents, caregivers, early childhood educators and other child care providers who wish to engage in stimulating activities with their children.

MISTER ROGERS' PLAN & PLAY BOOK contains over 300 pages of clearly written and illustrated, easy-to-do activities. Each activity is designed to complement the more than 500 MISTER ROGERS' NEIGHBORHOOD television programs seen daily on your Public Television station. Each activity reflects the important themes talked about in the programs. The book also includes: descriptions of each of the television programs; many of the songs from MISTER ROGERS' NEIGHBORHOOD; a special section with recipes and how-to's; and much more.

NOTES
 Softcover
 \$8.95
 Discounts are available on quantity orders.

TO ORDER:

#	DESCRIPTION	PRICE	SHIPPING	QTY.	TOTAL
B100	MISTER ROGERS TALKS WITH PARENTS	\$5.95 ea.	\$2.00 ea.		
B101	SCENES FROM A DIVORCE	\$6.95 ea.	\$2.00 ea.		
B102	MISTER ROGERS' PLAN & PLAY BOOK	\$8.95 ea.	\$2.50 ea.		

PA orders add 6% sales tax _____
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SHIPPING AND HANDLING
 Please add appropriate shipping and handling charges for each book ordered to a maximum of \$5.00 to one address.

NOTES
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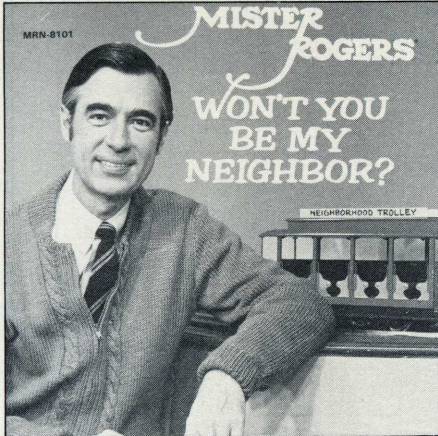
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RECORDS & CASSETTES

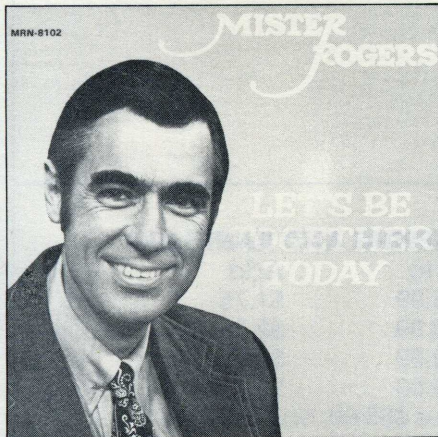
Now available from MISTER ROGERS' NEIGHBORHOOD, three treasured albums of music created and sung by Mister Rogers. As the host of the widely acclaimed children's television series, Mister Rogers is loved by children and respected by parents and educators everywhere. These three albums include most of his popular and familiar songs.

MRN8101 **WON'T YOU BE MY NEIGHBOR?**



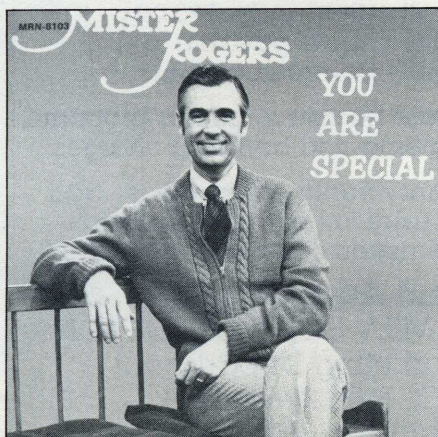
Includes the "...it's a beautiful day in the neighborhood" song, "Everybody's Fancy," "It's You I Like," "It's Such a Good Feeling" and many other favorites.

MRN8102 **LET'S BE TOGETHER TODAY**



Includes the title song, and "I Like To Be Told," "What Do You Do With The Mad That You Feel," "I'm Taking Care of You" and many more.

MRN8103 **YOU ARE SPECIAL**



Includes the title song, and "You Can Never Go Down The Drain," "You've Got To Do It," "Children Can" plus seven other special songs.

NOTES

Now available on audiocassette. Please be sure you specify record or cassette when ordering.

PRICES

\$ 5.95 each
\$13.95 All three

RECORDS & AUDIOCASSETTES

I AM, I CAN, I WILL AUDIOCASSETTES

Mister Rogers talks and sings about individual strengths and weaknesses and encourages children to explore all that they are. Cassettes average 12 minutes in length.

- | | |
|--|--|
| <p>AO1 YOU ARE SPECIAL
Increases a child's positive self-concept and encourages wholesome attitudes toward differences in others.</p> <p>AO2 FEELING HAPPY, FEELING SAD
Helps children identify their feelings and tell others how they feel.</p> <p>AO3 FEELING MAD
Helps children understand anger as a feeling we all have now and then and to encourage positive ways of expressing anger.</p> <p>AO4 WISHING AND PRETENDING
Helps children understand the difference between reality and fantasy. Emphasizes the difference between wishing and doing.</p> <p>AO5 HELPING AND LOVING
Helps children understand that there are many ways to express affection and that caring is just one of many strong feelings—even anger.</p> <p>AO6 TRYING AGAIN
Helps children realize that many simple tasks require hard work (patience) and encourages them to do as much as they can by themselves (persistence).</p> <p>AO7 GROWING
Helps children learn that different people grow differently, that growing takes patience and effort, and that there are adults who can help them grow.</p> | <p>AO8 GROWING UP WITHOUT SIGHT (two-part cassette)
Promotes the understanding that the person is more important than the handicap. Increases awareness of how it feels to be without sight while emphasizing what visually-impaired people can do.</p> <p>AO9 WAKE UP SOUNDS
Heightens listening skills and association of sounds with their sources.</p> <p>AO10 NEIGHBORHOOD SOUNDS
Mister Rogers takes a pretend walk to a supermarket.</p> <p>All GOING TO SLEEP
Mister Rogers talks and sings about nighttime and going to bed.</p> <p>A12 THE STORY OF PLANET PURPLE
A make-believe story about a place where everything is the same (boring) and where the characters come to appreciate differences (interesting).</p> <p>A13 DANNY'S SONG*
A short drama about an eight-year-old physically handicapped child.</p> <p>A14 FRANCIE
A short drama about a young girl who makes up a story about a witch and an eagle to explain why she is sick and had to miss the circus.</p> <p>A15 JOSEPHINE, THE SHORT-NECK GIRAFFE*
A two-part musical story about a giraffe who grew up differently but learned that growing inside is important, too.</p> <p>A16 Complete series of 15 audiocassettes with accompanying guide for teachers.</p> |
|--|--|

NOTES

These (*) stories are also available as full-color storybooks for children.

PRICES

Individual cassettes \$ 5.95 each
Complete series \$74.95

TO ORDER

#	DESCRIPTION	PRICE	REC.	CASS.	TOTAL
RECORDS & CASSETTES					
MRN8101	WON'T YOU BE MY NEIGHBOR	\$ 5.95			
MRN8102	LET'S BE TOGETHER TODAY	\$ 5.95			
MRN8103	YOU ARE SPECIAL	\$ 5.95			
MRN8100	SET OF 3	\$13.95			
I AM, I CAN, I WILL AUDIOCASSETTES			QTY.		
		\$ 5.95			
		\$ 5.95			

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Organization _____	City, State, Zip _____
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City, State, Zip _____	Attn: _____
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SHIPPING AND HANDLING

Up to	Add
\$ 5.99	\$1.75
\$19.99	\$2.50
\$39.99	\$3.25
\$55.00	\$4.25
over \$55.00,	will invoice.

NOTES

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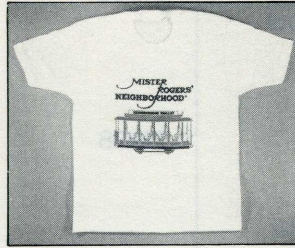
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MISTER ROGERS' NEIGHBORHOOD

T-SHIRTS



S10
S10 MISTER ROGERS

S11
S11 NEIGHBORHOOD TROLLEY

S12
S12 MR. McFEELY

PRICES
Children \$4.50
Sizes 2-4; 6-8; 10-12; 14-16
Adults \$5.50
Sizes Small, Medium, Large, X-tra Large

MISTER ROGERS' NEIGHBORHOOD

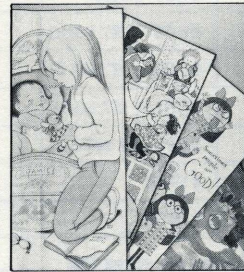
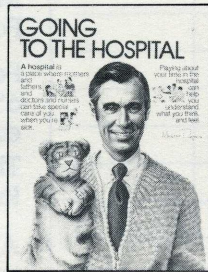
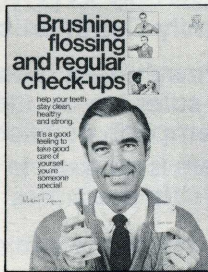
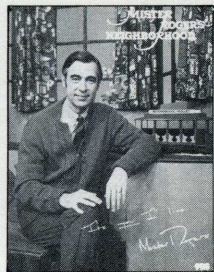
PATCHES

S20 PATCH
2½" x 2½"
iron-on, full-color patch
with red border



PRICE
\$1.50 each

POSTERS



P10
P10 MISTER ROGERS "IT'S YOU I LIKE" POSTER

A 21" x 14" full-color poster of Mister Rogers and the "neighborhood trolley" with the timeless message, "It's You I Like."

P11
P11 MISTER ROGERS DENTAL POSTER

A 24" x 18" full-color poster of Mister Rogers reminding children to brush their teeth and floss regularly.

P12
P12 GOING TO THE HOSPITAL POSTER

A 24" x 18" full-color poster of Mister Rogers with a simple message to help children feel familiar in the unfamiliar hospital environment.

P13
P13 SET OF FOUR CHILDREN'S POSTERS

A set of four 21" x 14" full-color posters illustrated by four of the world's foremost artists for children: Ezra Jack Keats, Hilary Knight, Alice and Martin Provensen and Margo Zemach. These posters will brighten any child's room and help express visually the joys and trials of childhood.

PRICES
\$1.00 each
\$7.50 for 10

\$1.00 each
\$7.50 for 10

\$1.00 each
\$7.50 for 10

\$2.00 for set of four

SPECIAL ITEMS: T-Shirts, Posters, Gifts

RCA VIDEODISCS

VDO1 **MISTER ROGERS' NEIGHBORHOOD HELPING CHILDREN UNDERSTAND**
 Four classic MISTER ROGERS' NEIGHBORHOOD programs about love, differences and fears, pretending and death.
 2 hours in length.

VDO2 **MISTER ROGERS' NEIGHBORHOOD MISTER ROGERS GOES TO SCHOOL**
 In these Emmy Award winning MISTER ROGERS' NEIGHBORHOOD programs, Mister Rogers visits a real school to help prepare children for their first big experience outside of home.
 2 hours in length.

NOTES

These RCA VIDEODISCS can be used with any CED player.

PRICES

\$19.98

\$19.98

TO ORDER

#	DESCRIPTION	SIZE	PRICE	QTY.	TOTAL
S10	MISTER ROGERS T-SHIRT	CHILD	\$4.50		
		ADULT	\$5.50		
S11	NEIGHBORHOOD TROLLEY T-SHIRT	CHILD	\$4.50		
		ADULT	\$5.50		
S12	MR. McFEELY T-SHIRT	CHILD	\$4.50		
		ADULT	\$5.50		
S20	NEIGHBORHOOD PATCH		\$1.50 each		
PI0	MISTER ROGERS "IT'S YOU I LIKE" POSTER		\$1.00	\$7.50/10	
PI1	MISTER ROGERS DENTAL POSTER		\$1.00	\$7.50/10	
PI2	GOING TO THE HOSPITAL POSTER		\$1.00	\$7.50/10	
PI3	SET OF FOUR CHILDREN'S POSTERS		\$2.00	for set	
VDO1	HELPING CHILDREN UNDERSTAND VIDEODISC		\$19.98		
VDO2	MISTER ROGERS GOES TO SCHOOL VIDEODISC		\$19.98		

PA orders add 6% sales tax _____
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 Total _____

Bill to:
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 Street _____
 City, State, Zip _____
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Date _____ P.O. _____ Authorized Signature _____

SHIPPING & HANDLING

Please add appropriate shipping and handling charges to your total payment.

Up to	Add
\$10.00	\$1.75
\$25.00	\$2.50
\$50.00	\$3.25

Over \$50.00 will invoice

NOTES

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Payment must be included for all orders under \$25.00.
 Make checks payable to Family Communications.

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SPECIAL ITEMS: T-Shirts, Posters, Gifts

OLD FRIENDS, NEW FRIENDS

- Award-winning documentary profiles of people who make a difference, by making a difference in the lives of others.
- Featuring Fred Rogers as host/interviewer in his first television series for adults. Filmed and taped on location.
- Schools, colleges, libraries, health organizations and others will find this series of personality profiles educational as well as entertaining for clients, students and patients.

all programs are 28 minutes in length

V201 Lee Strasberg—Actor's Actor

A compelling profile of the late great acting coach, featuring unprecedented scenes with his students and interviews with Susan Strasberg and Shelley Winters.

V202 Willie Stargell—Baseball Superstar

An insightful portrait of a concerned and thoughtful man wrestling with the conflicting demands of professional and private life.

V203 Nancy Acosta—Barrio Teacher

Gang warfare, school expulsions, criminal records and illiteracy are no barriers to 21-year-old Nancy Acosta's ability to do what other teachers could not... help troubled teenagers want to learn by welcoming the unwanted into her class and into her heart.

V204 John Carradine and Sons—A Hollywood Family

John Carradine, veteran of more films than any other living actor, and his four sons (David, Christopher, Keith and Robert) talk with Fred Rogers about satisfaction and disappointment, and the family's pursuit of elusive happiness.

V205 Dr. Jerry Jampolsky—The Healing Power of Love

In this deeply emotional program, Dr. Jerry Jampolsky, founder of the Center for Attitudinal Healing, describes and shows the value of loving support in the treatment of children with catastrophic illnesses.

V206 Edgar Tolson—Appalachian Woodcarver

A poetic excursion into the life and work of nationally recognized primitive sculptor Edgar Tolson.

V207 Ruth Ellen Patton Totten—The General's Daughter

Helen Ross—Pioneer Psychoanalyst

Profiles of two women of distinction, wit and wisdom, widely different in background and experience but with a common interest in human nature.

V208 Senator John Heinz—Politics and the Family

Senator from Pennsylvania H. J. Heinz III and his family share with Fred Rogers the difficult balance of public and family life.

V209 Orville Harrison—Prison Counselor

Chris Chirdon—First Grader

This two-part program explores the struggles of two very different individuals to understand and master their feelings. Both speak to the common struggle of sorting out the "good guy" from the "bad guy" in each of us.

V210 Michelle Knight and Kim Lemon—Two Young Gymnasts

Fred Rogers profiles two 13-year-old gymnasts of exceptional ability, living with discipline and competitive tension as fierce as that faced by athletes of any age.

V211 Lorin Hollander—Inner Rhythms

In this intensely evocative program, internationally acclaimed pianist Lorin Hollander explores his world of music, sounds and feelings.

V212 Tom Cottle—Psychologist and Risk Taker

Psychologist Tom Cottle ("Hot Hero Sandwich," "Up Close") talks with unusual candor about himself and his work, and the dynamics of human relationships.

NOTES

All programs are available in ¾", Beta and VHS videocassette formats.

PRICES

Preview	Free/5 days
Rental	\$55.00/10 days per program
Purchase	\$200.00 per program
Set of 20	\$2,900.00

Winner of Red Ribbon,
American Film Festival

Winner of Blue Ribbon,
American Film Festival
First Place National Documentary,
Odyssey Award

Emmy Award Nominee

Honorable mention,
American Film Festival

VIDEOCASSETTES: Old Friends, New Friends

- V213 **Tom Snyder, Hugh Downs, Susan Stamberg—The Interviewers**
 An unusual glimpse into the widely varied personalities of these three personalities themselves, and the insights they have into their profession.
- VI01 **Hoagy Carmichael—Songmaker**
 An intimate visit with the late composer Hoagy Carmichael ("Stardust," "Georgia On My Mind"), and his son, Hoagy B., exploring the complex relationship of father and son.
- VI02 **Father William Wasson—Padre**
 A moving profile of William Wasson, an American priest and father to 4,000 adopted Mexican children.
- VI03 **Helen Hayes—First Lady of American Theater**
Millie Jewett—Madaket Millie
 After a delightful interview with actress Helen Hayes, Fred Rogers journeys to Nantucket Island to interview Millie Jewett, an eccentric but loveable 70-year-old Coast Guard Warrant Officer.
- VI04 **Milton Berle—Uncle Miltie and the Whiz**
 A portrait of two professional comedians, the legendary Milton Berle and newcomer Joe Restivo. Together the young man and the old pro give an inside view of what it takes to make people laugh.
- VI05 **Memories**
 An exploration of the importance and power of memories. This personal voyage by Fred Rogers takes us, via home movies and dramatization, back to his childhood.
- VI06 **Leslie Frost Ballantine—A Poet's Daughter**
John Jackson—Blues Singer
 This two-part program focuses on the relationships between generations. Leslie Frost Ballantine is the daughter of Robert Frost and a poet and author herself. Internationally famous black Blues singer John Jackson reminisces about his early days learning to sing.
- VI07 **Commencements**
 Fred Rogers explores beginnings and endings, with the help of feature segments on Kenneth Koch, the poet who works with children and elderly, and Rev. William Sloane Coffin, pastor of Riverside Church in New York City and civil rights activist.
- V215 **Complete series of Old Friends New Friends**
 20 videocassettes

PREVIEWS

A free preview (3/4" only) is available as a service to institutional customers for serious purchase consideration. The preview period is 5 days. Overdue previews will be charged as rentals.

TO ORDER:

#	TITLE	FORMAT			RENTAL	PURCHASE	TOTAL
		3/4"	BETA	VHS			
					\$55.00	\$200.00	

PA orders add 6% sales tax _____
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NOTES

Please be sure you specify 3/4", Beta or VHS format.

Shipping will be added to your invoice.

Pennsylvania orders please add 6% sales tax or attach sales tax exemption certificate to your order.

All prices quoted are FOB Pittsburgh and are subject to change without notice.

TERMS Net 30 days. Rental fees are deductible from purchase if made within 60 days.

Send All Orders To:
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 4802 Fifth Avenue
 Pittsburgh, PA 15213
 (412) 687-2990

MISTER ROGERS TALKS WITH PARENTS

- Special programs for adults on topics of concern to children and families.
- A valuable educational resource to parenting groups, social service agencies, libraries, schools, health organizations and others.

V301 MISTER ROGERS TALKS WITH PARENTS ABOUT SCHOOL*
ABC's Sandy Hill and author-educator Ellen Galinsky join Fred Rogers and a studio audience to discuss children's expectations, attitudes and fears about going to school. **58 min.**

V302 MISTER ROGERS TALKS WITH PARENTS ABOUT COMPETITION
Fred Rogers, Susan Stamberg ("All Things Considered") and psychologist Tom Cottle host this hour-long special for adults about competition, sibling rivalry and children. (Transcript included.) **58 min.**

V303 MISTER ROGERS TALKS WITH PARENTS ABOUT DIVORCE*
Susan Stamberg, co-host of Public Radio's "All Things Considered," and author-counselor, Dr. Earl Grollman, join Fred Rogers and a studio audience to talk openly about the crisis of divorce. (Transcript included.) **58 min.**

V304 MISTER ROGERS TALKS WITH PARENTS ABOUT MAKE-BELIEVE*
Make-Believe is the essence of children's play. In this program Fred Rogers talks with parents about the ways they can encourage their children's capacity for imagination. (Transcript included.) **28 min.**

V305 MISTER ROGERS TALKS WITH PARENTS ABOUT DISCIPLINE*
How much discipline is too much? How can you make a child understand that the limits a parent sets are for the child's own good? Host Fred Rogers addresses these and other issues in round-table discussions and interviews with parents and children. (Transcript included.) **28 min.**

V306 MISTER ROGERS TALKS WITH PARENTS ABOUT PETS*
Pets bring problems as well as joys to a family. Fred Rogers and a group of parents explore the complex relationship between children and pets and the ways parents can use those relationships to help their children. (Transcript included.) **28 min.**

V307 MISTER ROGERS TALKS WITH PARENTS ABOUT DAY CARE*
When parents work—whether by necessity or by choice—day care often becomes a major part of the family routine. In interviews with parents and day care providers, Fred Rogers explores some of the rewards, difficulties, and ambivalent emotions associated with the subject. **28 min.**

TALKING WITH YOUNG CHILDREN ABOUT DEATH

V50 TALKING WITH YOUNG CHILDREN ABOUT DEATH
Fred Rogers and colleague Hedda Sharapan talk about how adults can help children understand death and cope with sadness. This program can be used as a resource for college-level courses, parenting and community groups, professional workshops and religious institutions. **28 min.**

F50 TALKING WITH YOUNG CHILDREN ABOUT DEATH 16mm Film

NOTES

Available in ¾", Beta or VHS format.

Also available: Booklets for adults on these () topics.

PRICES

Preview Free/5 days to Institutions
Rental \$55.00/10 days
Purchase \$225.00 per program

Red Ribbon, American Film Fest. Gold Award, International Film and TV Festival of New York. Certificate of Merit, Chicago International Film Festival.

NOTES

Also available on this topic: DEATH OF A GOLDFISH, a videocassette/film for children and a booklet for adults.

PRICES

Videocassette
Preview (¾" only) Free/5 days
Purchase (¾", Beta & VHS) \$150.00
16mm Film
Preview/Rental \$55.00/10 days
Purchase \$395.00

VIDEOCASSETTES: for adults

YOU (PARENTS!) ARE SPECIAL

In short, 10-minute dialogues with children and parents, Fred Rogers explores topics of concern to families. These programs are meant to be springboards for discussions.

V401 **IMAGINARY FRIENDS**

V402 **DIVORCE***

V403 **MOVING***

V404 **SCHOOL EXPERIENCES***

V405 **DISCIPLINE***

V406 **FRIENDS WHO FIGHT**

V407 **NURTURING CREATIVITY***

V408 **SIBLINGS**

V409 **SET OF EIGHT**

NOTES

Please be sure you specify 3/4", Beta or VHS format.

Also available: Booklets for adults on these () topics.

PRICES

Preview (3/4" only) Free/5 days
Purchase (each) \$75.00

Set of 8 \$525.00

EGO DEVELOPMENT IN INFANCY

V60 **THE FIRST YEAR OF LIFE**

An Observational Study on Videocassette

- A 3-part videocassette study which chronicles the growth and development of two infant girls in their first year of life.
- A valuable resource for mental health professionals as curriculum and study material.

NOTES

Available in 3/4", Beta or VHS formats.

PRICES

Preview Free/5 days to Institutions
Rental \$95/15 days
Purchase \$375.00

TO ORDER:

#	DESCRIPTION	3/4"	BETA	VHS	RENTAL	PURCHASE PRICE	QTY.	TOTAL
MISTER ROGERS TALKS ABOUT								
V301	SCHOOL				\$55.00	\$225.00		
V302	COMPETITION				\$55.00	\$225.00		
V303	DIVORCE				\$55.00	\$225.00		
V304	MAKE-BELIEVE				\$55.00	\$225.00		
V305	DISCIPLINE				\$55.00	\$225.00		
V306	PETS				\$55.00	\$225.00		
V307	DAY CARE				\$55.00	\$225.00		
TALKING WITH CHILDREN ABOUT DEATH								
V50	VIDEOCASSETTE				NC (3/4" only)	\$150.00		
F50	16mm FILM	-	-	-	\$55.00	\$395.00		
YOU (PARENTS!) ARE SPECIAL								
					PREVIEW			
V401	IMAGINARY FRIENDS				NC (3/4" only)	\$75.00		
V402	DIVORCE				NC (3/4" only)	\$75.00		
V403	MOVING				NC (3/4" only)	\$75.00		
V404	SCHOOL EXPERIENCES				NC (3/4" only)	\$75.00		
V405	DISCIPLINE				NC (3/4" only)	\$75.00		
V406	FRIENDS WHO FIGHT				NC (3/4" only)	\$75.00		
V407	NURTURING CREATIVITY				NC (3/4" only)	\$75.00		
V408	SIBLINGS				NC (3/4" only)	\$75.00		
V409	SET OF EIGHT					\$525.00		
EGO DEVELOPMENT IN INFANCY								
					RENTAL			
V60	THE FIRST YEAR OF LIFE				\$95/15 days	\$375.00		

NOTES

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All Pennsylvania orders please add 6% sales tax or attach sales tax exemption certificate to order.

TERMS Net 30 days. Rental fees are deductible from purchases made within 60 days.

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PA orders add 6% sales tax

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FAMILY COMMUNICATIONS
Marketing Department
4802 Fifth Avenue
Pittsburgh, PA 15213
(412) 687-2990

LET'S TALK ABOUT THE HOSPITAL

Mister Rogers is featured in four video programs which provide basic information and reassurance about hospital experiences. These programs are also available in Spanish.

VI0E **GOING TO THE HOSPITAL**

A general introduction to the sights and sounds of a hospital and some of the feelings children may experience there.

VI0S **Spanish Version**

VIIE **HAVING AN OPERATION**

A program for children scheduled for simple surgery, helping them know what to expect.

VIIS **Spanish Version**

VI2E **WEARING A CAST**

A program which shows how casts are applied and removed and how children can do many things for themselves even while wearing a cast.

VI2S **Spanish Version**

VI3E **A VISIT TO THE EMERGENCY DEPARTMENT**

Mister Rogers visits the main areas of a hospital Emergency Department—Triage, X-Ray, Suture and the Waiting Room, while showing and explaining some of the common procedures and equipment.

VI3S **Spanish Version**

MISTER ROGERS NEIGHBORHOOD

Four special half-hour programs from the Emmy award-winning public television series, which deal with themes important to all children.

VI309 **WHAT IS LOVE?**

Mister Rogers helps children understand about the many facets of love. In the Neighborhood of Make-Believe, Lady Aberlin hears the King and Queen fighting and worries that they have stopped loving each other. But she learns that people who make each other angry can still love each other very much.

VI132 **A VISIT TO THE DOCTOR**

Children often have uncertainties and fears about doctors and medical examinations. In this program, Mister Rogers introduces his viewers to a routine pediatric examination when he visits with a young sister and brother during a regular check-up.

VI416 **A DENTIST AND A TOOTHFAIRY**

To help familiarize children with the basics of dental care, Mister Rogers meets a friend and her son at the dentist's office where the boy is having his first dental examination. Mister Rogers also explores the feelings children sometimes have about losing a tooth.

VI101 **DEATH OF A GOLDFISH**

This classic MISTER ROGERS' NEIGHBORHOOD program explores with children the difficult subject of death. It has been acclaimed for its sensitivity by child-care professionals, educators and parents alike. DEATH OF A GOLDFISH can be shown to young children in schools, preschools, libraries, churches and funeral homes. The presence of an adult, who can help children deal with the feelings it evokes, is recommended.

FI101 **DEATH OF A GOLDFISH 16mm FILM**

NOTES

Please be sure you specify 3/4", Beta or VHS format and Spanish or English versions.

Also available: Three full-color LET'S TALK ABOUT THE HOSPITAL booklets for children, a booklet for adults, and a poster.

PRICES

Preview	Free/10 days
Purchase	\$125.00 per program

NOTES

Please be sure you specify 3/4", Beta or VHS formats when ordering.

PRICES

Videocassette	
Preview (3/4" only)	Free/10 days
Purchase (3/4", Beta & VHS)	\$150.00

Also available: A full-color booklet for children on going to the dentist, a booklet for parents, and a poster.

Also available: TALKING WITH YOUNG CHILDREN ABOUT DEATH, a videocassette/film and booklet (available separately) for adults.

16mm Film	
Rental	\$55.00/10 days
Purchase	\$395.00

VIDEOCASSETTES: for children

SPECIAL EDUCATION PROGRAMS

I AM, I CAN, I WILL

15 videocassettes featuring Mister Rogers (and accompanying audiocassettes, books and teachers' guides) for young children about feelings. Developed especially for children with handicaps, but appropriate for all children.

PURPLE ADVENTURES OF LADY ELAINE FAIRCHILDE

5-part videocassette series featuring Mister Rogers (with accompanying teachers' guide) exploring individual differences. Developed especially for mainstreamed K-1 classrooms and preschools.

Available from:

HUBBARD
P.O. Box 104
Northbrook, IL 60062

TO ORDER

#	DESCRIPTION	ENGLISH	SPANISH	3/4"	BETA	VHS	PREVIEW	PURCHASE	TOTAL
V10	GOING TO THE HOSPITAL						NC	\$125.00	
V11	HAVING AN OPERATION						NC	\$125.00	
V12	WEARING A CAST						NC	\$125.00	
V13	A VISIT TO THE EMERGENCY DEPARTMENT						NC	\$125.00	
V101	DEATH OF A GOLDFISH VIDEOCASSETTE						NC*	\$150.00	
F101	DEATH OF A GOLDFISH 16mm FILM			-	-	-	\$55.00	\$395.00	
V1309	WHAT IS LOVE?						NC*	\$150.00	
V1132	A VISIT TO THE DOCTOR						NC*	\$150.00	
V1416	A DENTIST AND A TOOTHFAIRY						NC*	\$150.00	

*PREVIEW TAPES, 3/4" only

PA orders add 6% sales tax

Shipping and Handling

Total

(Will invoice)

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Authorized Signature _____

NOTES

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Shipping charges will be added to invoice.

All Pennsylvania orders please add 6% sales tax or attach sales tax exemption certificate to this order.

TERMS Net 30 days

Send All Orders To:
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VIDEOCASSETTES: for children

MISTER ROGERS' NEIGHBORHOOD

TROLLEY TOTE



A washable canvas tote bag, conveniently sized for young children. The "Neighborhood Trolley" is in red and yellow on both sides of the tote with sturdy red nylon ribbing and handles. Dimensions are approximately 9" high x 11" wide x 3½" deep.

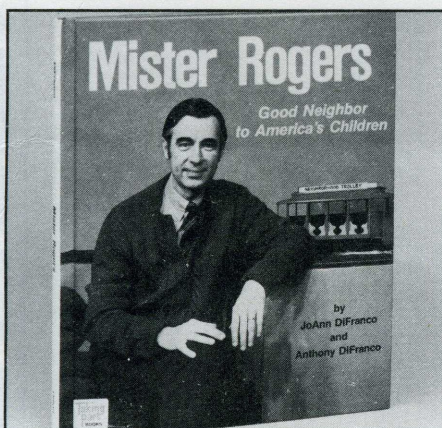
PRICE
\$6.95

S30

MISTER ROGERS' BIOGRAPHY

MISTER ROGERS, GOOD NEIGHBOR TO AMERICA'S CHILDREN

by JoAnn and Anthony DiFranco



An easy-to-read biography, for elementary age children, of Fred Rogers—host and creator of MISTER ROGERS' NEIGHBORHOOD. Interspersed with black and white photographs, this 54-page book tells of Mister Rogers' own childhood, his family, his growing up, his varied interests and his 30-year involvement with children's television.

NOTES
\$7.95

Hardcover
Published by Dillon Press
Reading level—Grade 3 and up. Also for parents to read to younger children.

B60

MISTER ROGERS' NEIGHBORHOOD RECORD PLAYER



This solid state portable phonograph features Mister Rogers and the "Neighborhood" characters in full color. It has simply designed controls, sturdy construction, a rugged tone arm with sapphire needle and a top mounted speaker for full sound. Plays all LPs and 45s.

PRICE
\$31.95

Manufactured by Teletone

S40

NEW PRODUCTS: for children and families

TO ORDER

#	DESCRIPTION	PRICE	SHIPPING	QTY.	TOTAL
S30	TROLLEY TOTE	\$ 6.95	\$ 1.75		
B60	MISTER ROGERS' BIOGRAPHY	\$ 7.95	\$ 2.00		
S40	MISTER ROGERS' RECORD PLAYER	\$31.95	\$ 3.00		

PA orders add 6% sales tax _____
 Shipping and Handling _____
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SHIPPING & HANDLING

Please add appropriate shipping and handling charges for each item ordered to a maximum of \$5.00 to one address.

NOTES

Payment must be included for all orders under \$50.00

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NEW PRODUCTS: for children and families