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SELECTED INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION.

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CALIFORNIA STATE DEPT. OF EDUCATION, SACRAMENTO

COUNCIL FOR DISTRIBUTIVE TEACHER EDUC.

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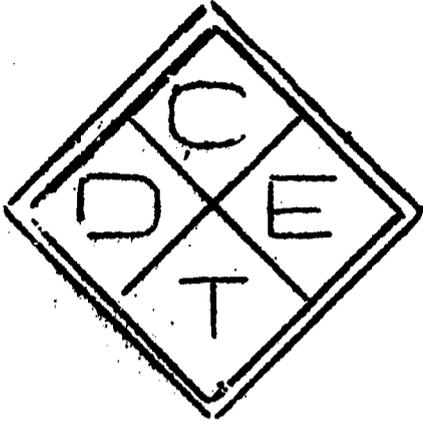
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COUNCIL FOR DISTRIBUTIVE TEACHER EDUCATION

PROFESSIONAL BULLETIN SERIES

NUMBER 7

Selected Instructional Materials for Distributive Education

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FOREWORD

The Council for Distributive Teacher Education was organized in 1961. Membership in the organization consists of teacher educators and other distributive education personnel with an interest in advancing distributive teacher education. The primary interests of the Council are research and publication.

These selected instructional materials were compiled with the hope that they will be valuable to distributive teacher educators, adult instructors, and teacher coordinators. The publications listed are mainly free or inexpensive brochures, bulletins, pamphlets, and paperback books. The purpose of the list is to supplement Bulletin No. 5, Distributive Education Library List, a compilation of text materials for distributive teacher education which was published by CDTE in 1964.

This report was compiled by J. C. Levendowski, Researcher and Teacher Educator, Department of Education, State of California. It was edited by the charter president of CDTE and published through the courtesy of the Bureau of Business Education, California State Department of Education. Requests for copies should be addressed to the author.

Reno S. Knouse
Charter President, CDTE
State Teacher Educator for Distributive Education
School of Business
State University of New York at Albany

January, 1966

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INTRODUCTION

Distributive education teachers have recognized the increasing value of using free and inexpensive instructional materials to supplement basic textbook materials in their teaching.

The purpose of this bibliography is to list the instructional materials that distributive education teachers may secure and evaluate for possible use in the instructional program. A number of the materials listed should prove particularly valuable to distributive education teachers in curriculum development.

The assistance of staff members of the Bureau of Business Education and Carol Stafford, secretary, for her work in preparing the final copy, is deeply appreciated. The author is also very grateful for the cooperation of the publishers, business firms, and governmental agencies who made their materials available for review.

INSTRUCTIONAL MATERIALS

T y p e * b.	P u b l i s h e r	Major Subject Classification	
		Author	Title
P	2		<u>Questions and Answers About Advertising.</u> 5 pp. Free.
P	2	Simon, Morton J.	<u>The Advertising Truth Book, 1960.</u> 26 pp. \$1.00.
P	7		<u>Display for Profit.</u> 12 pp. Free.
P	13	Andersen, John R.	<u>Low-Cost Store Front Modernization, 1958.</u> 40 pp. \$1.00.
P	13	Zimmerly, Isabelle M.	<u>Newspaper Advertising for the Small Retailer,</u> 1960. 55 pp. \$.50.
P	24		<u>The ADman's Vocabulary.</u> 6 pp. Free.
PB	35	Collins, Kenneth	<u>Successful Store Advertising, 1959.</u> 46 pp. \$1.75.
B	41		"Guides for Advertising Allowances and Other Merchandising Payments and Services; Compliance With Sections 2(d) and 2(e) of the Clayton Act, as Amended by the Robinson-Patman Act," adopted May 19, 1960. 10 pp. Free.
B	41		"Guides Against Bait Advertising," adopted November 24, 1959. 3 pp. Free.
B	41		<u>News Summary (weekly).</u> Free.
P	63		<u>Advertise . . . To Promote Your Business to Sell Your Goods, 1958.</u> 28 pp. Free.
P	63		<u>Display Selling, 1959.</u> 24 pp. Free.
P	63		<u>Making Your Windows Work For You, 1959.</u> 20 pp. Free.

* B Bulletin
P Pamphlet
PB Paperback
PM Programmed Materials
TG Teaching Guides

INSTRUCTIONAL MATERIALS

Type of Publisher * b.	Publisher	Major Subject Classification	
		Author	Title
B	80		"Advertising For Profit and Prestige," <u>Small Marketers Aids</u> , No. 56. Prepared by D. Peter Bowles, June, 1960. 4 pp. Free.
B	80		"Checklist for Successful Retail Advertising," <u>Small Marketers Aids</u> , No. 96. Prepared by Charles T. Lipscomb, Jr., October, 1963. 4 pp. Free.
B	80		"Color Can Stimulate Sales," <u>Small Marketers Aids</u> , No. 85. Prepared by Ernest Dichter, November, 1962. 4 pp. Free.
B	80		"Interior Display: A Way to Increase Sales," <u>Small Marketers Aids</u> , No. 111. Prepared by Gabriel M. Valenti, February, 1965. 4 pp. Free.
B	80		"Making the Most of Your Show Windows," <u>Small Marketers Aids</u> , No. 63. Prepared by Josef A. Head, N. M. Cartmell and Associates, March, 1961. 4 pp. Free.
B	80		"Sales Promotion Pointers for Small Retailers," <u>Small Marketers Aids</u> , No. 60. Prepared by Bernard W. Smith, December, 1960. 4 pp. Free.
TG	87		"Effective Advertising," <u>Administrative Management Course Program</u> , 1965. Pp. iii and 65. \$1.25.
P	94	Belding, Don	<u>5 Talks on Advertising</u> , 1960. 63 pp. \$2.00.
PB	97	Oxenfeldt, Alfred R., and Carroll Swan	<u>Management of the Advertising Function</u> , 1964. Pp. viii and 88. \$1.95.

INSTRUCTIONAL MATERIALS

Type of Publisher	Publisher	Author	Major Subject Classification <u>DISTRIBUTIVE OCCUPATIONS SKILLS</u> Title
P	22		<u>Check Protection Course.</u> \$1.00.
P	48	Vogt, David J., M. E. Newton, and Duke Newton	<u>Profitable Check Cashing and Collection Procedures.</u> 15 pp. \$1.00.
P	56		PHONE POWER. (Series of 7) Free. <u>How to Answer Letters.</u> 4 pp. <u>How to Promote Your Call Collect Program.</u> 4 pp. <u>How to Keep Your Customers Buying From You.</u> 4 pp. <u>How to Revive Inactive Accounts.</u> 4 pp. <u>How to Screen Mail Inquiries.</u> 4 pp. <u>How to Make Appointments.</u> 4 pp. <u>How to Collect Overdue Accounts.</u> 4 pp.
B	56		<u>Relax When You Write a Letter.</u> 14 pp. Free.
P	56		<u>6 Tips for Friendly and Effective Telephoning.</u> Free.
P	56		<u>Win More Friends by Telephone, 1961.</u> 19 pp. Free.
P	56		<u>You and Your Telephone.</u> Free.
P	63		<u>The Modern Outlook.</u> 35 pp. Free.
P	63		<u>Tips on Making Change.</u> 14 pp. Free.
P	74		<u>How to Spell It, 1963.</u> 19 pp. Free.
TG	85		<u>Basic Instruction for Personal Employability,</u> Pp. iii and 47. Free.
P	87		<u>Know Your Money, 1960.</u> 29 pp. \$.20.

- * B Bulletin
- P Pamphlet
- PB Paperback
- PM Programmed Materials
- TG Teaching Guides

INSTRUCTIONAL MATERIALS

Type of Publisher * b.	Publisher	Author	Major Subject Classification <u>DISTRIBUTIVE OCCUPATIONS SKILLS</u> Title
TG	93		<u>Instructor's Manual for Show Card Writing.</u> \$.25.
TG	93		<u>Show Card Work Book.</u> \$.35.

INSTRUCTIONAL MATERIALS

T y p e * b.	P u b l i s h e r	Major Subject Classification	
		Author	Title
		<u>ECONOMICS</u>	
P	1	Ketchum, Alton	<u>The Miracle of America</u> , Sixth Edition. 19 pp. Free.
P	3		<u>The Case for the Union Shop</u> . 31 pp. Free.
P	3		<u>Labor Looks at Automation</u> , 1959. 27 pp. Free.
P	3		<u>Why Unions?</u> , 1962. 14 pp. Free.
P	5		<u>Labor Arbitration Procedures and Techniques</u> . 23 pp. Free.
P	5	Cooley, John L.	<u>You Be the Arbitrator!</u> , 1963. 10 pp. Free.
P	6		<u>Banking From the Stone Age - To the Atomic Age</u> , 1962. 20 pp. Free.
P	6		<u>How Banks Help</u> , 1962. 49 pp. Free.
P	6		<u>The Story of American Banking</u> , 1963. 71 pp. \$.30.
P	6		<u>Using Bank Services</u> , 1961. 40 pp. Free.
P	7	Fleming, Harold	<u>The American Achievement</u> , 1961. 35 pp. Free.
P	8		<u>How We Organize To Do Business in America</u> . Prepared by Frank C. Cyr. 34 pp. \$.25.
P	23		"The Ethics of Capitalism," 1961, <u>The American Competitive Enterprise Economy</u> , No. XVII. 26 pp. \$.50.
P	23		<u>Free Markets and Free Men</u> , 1953. Pp. iii and 26. \$.50.
P	23		<u>The Goals of Economic Policy</u> , 1961. 35 pp. \$.50.

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INSTRUCTIONAL MATERIALS

Type of Publisher * b.	Publisher	Major Subject Classification	
		<u>ECONOMICS</u>	
		Author	Title
P	23		<u>Inflation, Unions and Wage Policy, 1960.</u> 44 pp. \$1.00.
P	23		"The National Income and its Distribution," 1963, <u>The American Competitive Enterprise Economy, No. IV.</u> 26 pp. \$.50.
P	23		"Prices, Profits and Wages," 1961, <u>The American Competitive Enterprise, No. VIII.</u> 31 pp. \$.50.
P	23		<u>Productivity and Wage Settlements, 1961.</u> 14 pp. \$.50.
P	23		<u>Profits - Something for Everyone, 1957.</u> 35 pp. \$.50.
P	23		<u>Promise of Economic Growth - Prospects, Costs, Conditions, 1960.</u> 55 pp. \$1.00.
P	23		"Understanding the Economic System and Its Functions," 1960, <u>The American Competitive Enterprise Economy, No. XI.</u> 27 pp. \$.50.
P	34		<u>Automation and Employment, 1964.</u> 32 pp. Free.
P	34		<u>The Profit Motive.</u> 32 pp. Free.
P	34		<u>The Story of Competition in the American Market, 1959.</u> 32 pp. Free.
P	34		<u>The Story of Creative Capital.</u> 32 pp. Free.
P	34		<u>The Story of Man and His Work, 1959.</u> 32 pp. Free.
P	34		<u>The Story of Prices, 1960.</u> 32 pp. Free.
P	34		<u>The Story of Taxes, 1957.</u> 32 pp. Free.
P	34		<u>The Story of World Trade, 1960.</u> 32 pp. Free.

INSTRUCTIONAL MATERIALS

Type of Publisher	Publisher	Major Subject Classification
		<u>ECONOMICS</u>
		Author Title
PB	36	<u>The Federal Reserve System: Purposes and Functions</u> , 4th Edition, 1961. Pp. xvi and 238. Free.
P	36	<u>Money: Master or Servant?</u> , 2nd Edition, 1960. 47 pp. Free.
PB	36	<u>Readings on Money</u> , 2nd Edition, 1957. 58 pp. Free.
P	36	<u>The Search for Certainty in an Uncertain World</u> , 1962. 72 pp. Free.
P	36	<u>Your Money and the Federal Reserve System</u> . 20 pp. Free.
P	37	<u>Modern Money Mechanics</u> , 1961. 34 pp. Free.
P	38	<u>Coins and Currency</u> . 15 pp. Free.
P	38	<u>Keeping Your Money Healthy</u> , 1960. 16 pp. Free.
P	38	<u>Money and Economic Balance</u> , 1962. 28 pp. Free.
P	38	<u>The Story of Checks</u> , 2nd Edition, 1962. 20 pp. Free.
B	39	SERIES FOR ECONOMIC EDUCATION. Free. <u>Automation</u> . 9 pp. 1964. <u>The Balance of Payments</u> . 13 pp. <u>Gold!</u> 9 pp. 1963. <u>The Mystery of Economic Growth</u> . 9 pp. 1962. <u>The New Poverty</u> . 10 pp. 1964. <u>The Price System</u> . 9 pp. 1962. <u>Tax Cut: Price of Prosperity?</u> 9 pp. 1963. <u>Unemployment in Prosperity Why?</u> 8 pp.
P	40	<u>An Introduction to the History of Coinage and Currency in the United States</u> , 1960. 32 pp. Free.

INSTRUCTIONAL MATERIALS

Type of Publisher * b.	Publisher	Major Subject Classification	
		Author	Title
P	40		<u>Your Money Supply.</u> 23 pp. Free.
P	42		<u>The Evolution of Mass Production, 1956.</u> 52 pp. Free.
B	42		<u>1963 Business Trends and Progress.</u> Free.
P	43		<u>Unions and Union Leaders of Their Own Choosing, 1957.</u> 24 pp. Free.
P	44	Kettering, Charles F., and Allen Orth	<u>American Battle for Abundance, 1955.</u> 103 pp. Free.
P	50	Mors, Wallace P.	"Consumer Credit Facts For You," 1959, <u>Bureau of Business Research Educational Pamphlet No. 1.</u> 32 pp. Free.
PB	54	Hacker, Louis M.	<u>American Capitalism Its Promise and Accomplishment, 1957.</u> 192 pp. \$1.25.
PB	54	Rogers, Jack	<u>Automation, 1958.</u> Pp. viii and 94. \$.50.
PB	54	Cochran, Thomas C.	<u>Basic History of American Business, 1959.</u> 192 pp. \$1.25.
PB	54	Allen, Frederick Lewis	<u>The Big Change - America Transforms Itself 1900-1950, 1952.</u> Pp. ix and 271. \$.50.
P	54	Korey, Edward L.	<u>Business and the American Way, 1952.</u> 33 pp. \$.65.
P	54		<u>Capital Key to Progress, 1952.</u> 34 pp. \$.50.
P	54		<u>Competitive Prices in Action, 1958.</u> 30 pp. \$.50.
P	54		<u>Economic Security for Americans, 1961.</u> 51 pp. \$.65.
PB	54	Oxenfeldt, Alfred R.	<u>Economic Systems in Action, 1960.</u> Pp. xiv and 207. \$2.75.

INSTRUCTIONAL MATERIALS

T y p e o f P u b l i s h e r * b.	P u b l i s h e r	Major Subject Classification	
		Author	Title
P	54	Bloom, Clark C.	<u>How the American Economy Is Organized</u> , 1961. Pp. i and 34. \$1.00.
P	54		<u>How a Corporation Works</u> , 1960. 15 pp. \$.25.
P	54		<u>How Everybody Makes a Living</u> , 1959. 11 pp. \$.25.
P	54		<u>How to Raise Real Wages</u> , 1961. 31 pp. \$.50.
P	54	Wagner, Lewis E.	<u>Income, Employment and Prices</u> , 1960. 38 pp. \$1.00.
P	54	Daugherty, Carroll R.	<u>Inflation: Its Causes and Effects</u> . 7 pp. Free.
PB	54	Calderwood, James D.	<u>International Economic Problems</u> , 1961. 71 pp. \$1.00.
PB	54	Starr, Mark	<u>Labor and the American Way</u> , 1961. 92 pp. \$.65.
P	54	Wagner, Lewis E.	<u>Measuring the Performance of the Economy</u> , 1961. Pp. i and 39. \$1.00.
P	54	Wagner, Lewis E.	<u>Methods of Organizing Economic Activity in the United States and the Soviet Union</u> , 1961. 8 pp. Free.
P	54	Weiler, E. T.	<u>Personal Distribution</u> , 1961. 14 pp. Free.
PB	54	Steiner, Peter O., and William Goldner	<u>Productivity</u> , 1952. Pp. vii and 60. \$.50.
P	54	Backman, Jules	<u>What Productivity Means to Each of Us</u> , 1961. 15 pp. Free.
P	54		<u>Profits at Work</u> , 1961. 26 pp. \$.50.
PB	54	Campbell, Robert W.	<u>Soviet Economic Power</u> , 1960. Pp. x and 209. \$1.95.
P	54	Wagner, Lewis E.	<u>What Are Economic Problems?</u> , 1961. Pp. i and 19. \$.50.

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Type of Publisher	Publisher		Major Subject Classification <u>ECONOMICS</u>
PB	54	Heilbroner, Robert L.	<u>The Worldly Philosophers</u> , 1961. 309 pp. \$1.50.
P	55		<u>A Primer on Profits</u> , 29 pp. Free.
PB	58	Leamer, Laurence E., and Dorothy L. Thomson	<u>American Capitalism, An Introduction, Revised Edition</u> , 1961. Pp. xi and 116. \$1.00.
PB	58	de Rycke, Laurence	<u>Beginning Readings in Economics</u> , 1961. 367 pp. \$2.80.
PB	58	de Rycke, Laurence, and Alvin H. Thompson	<u>Business Enterprise in the American Economy</u> , 1961. 110 pp. \$1.00.
PM	58	Attiyeh, Richard E.	"Capitalism, Communism, and Socialism," 1963. <u>The American Economics Series</u> , Book 7. 292 pp, 280 frames. \$2.40.
PB	58	Lee, Baldwin	<u>Capitalism and Other Economic Systems</u> , 1959. Pp. v and 122. \$1.00.
PM	58	Weiner, Samuel	"The Federal Reserve System and Its Effect on Money and Banking," 1963. <u>The American Economics Series</u> , Book 4. Pp. vii and 264, 264 frames. \$2.40.
PM	58	Lumsden, Keith G.	"The Free Enterprise System," 1963. <u>The American Economics Series</u> , Book 1. Pp. ix and 274, 823 frames. \$2.40.
PM	58	Lumsden, Keith G.	"The Gross National Product," 1964. <u>The American Economics Series</u> , Book 2. Pp. viii and 344, 689 frames. \$2.40.
PB	58	Welfling, Weldon	<u>Money & Banking in the American Economy</u> , 1960. 104 pp. \$1.00.
PM	58	Attiyeh, Richard E.	"Problems of Economic Stability and Growth," 1964. <u>The American Economics Series</u> , Book 3. 314 pp, 564 frames. \$2.40.
P	60		<u>What Everybody Ought to Know About This Stock and Bond Business</u> , 1960. 20 pp. Free.

INSTRUCTIONAL MATERIALS

Type of Publisher * b.	Publisher	Major Subject Classification	
		<u>ECONOMICS</u>	
		Author	Title
P	62		<p>INDUSTRY AND THE AMERICAN ECONOMY SERIES. National Association of Manufacturers. Price not available. <u>Capital and Economic Growth</u>, 1962. 14 pp. <u>A Comparison of Three Economic Systems</u>, 1962. 22 pp. <u>The Growth of American Industry</u>, 1959. 38 pp. <u>Industrial Research and Development</u>, 1962. 14 pp. <u>Industry - Organization and Employees</u>, 1961. 14 pp. <u>Industry's Profits</u>, 1959. 10 pp. <u>Our Native Land</u>, 1961. 30 pp. <u>Productivity and Production in Industry</u>, 1961. 14 pp. <u>The Role of Competition</u>, 1961. 14 pp. <u>The Role of Marketing</u>, 1961. 14 pp. <u>Wages and Prices in an Industrial Economy</u>, 1961. 10 pp.</p>
P	62		<p><u>Monopoly Power as Exercises by Labor Unions.</u> 31 pp. Free.</p>
P	62		<p><u>Wages ...Prices...Profits...and Inflation!</u>, 1957. \$.25.</p>
P	63		<p><u>Bank Terminology</u>, 1962. 45 pp. Free.</p>
P	63		<p><u>4000 Years of Banking</u>. 21 pp. Free.</p>
P	68	Taft, Philip	<p><u>Corruption and Racketeering in the Labor Movement</u>, 1958. 58 pp. \$.30.</p>
P	68	Doherty, Robert E.	<p><u>Industrial and Labor Relations Terms</u>, 1962. 32 pp. \$.15.</p>
P	68	Cullen, Donald E.	<p><u>Minimum Wage Laws</u>, 1961. Pp. v and 58. \$.50.</p>
	69		<p>"Portfolio of Teaching Aids," Prepared by the <u>New York Stock Exchange</u>. (To accompany the eleven-unit series "You and the In- vestment World"). Free.</p>

INSTRUCTIONAL MATERIALS

Type of Publisher	Publisher	Author	Major Subject Classification <u>ECONOMICS</u> Title
P	73	Heilbroner, Robert L.	<u>This Growing World</u> , 1961. 20 pp. \$.25.
P	73	Barbash, Jack	<u>The Labor Movement in the United States, 1958</u> : 28 pp. \$.25.
P	73	Stewart, Maxwell S.	<u>The Taxes We Pay</u> , 1959. 27 pp. \$.25.
PB	78	Senesh, Lawrence, and Barbara W. Newell	<u>Our Labor Force</u> , 1961. 84 pp. \$1.00.
PB	78	Daugherty, Marion	<u>Understanding Economic Growth</u> , 1961. 119 pp. \$1.00.
PB	78	Calderwood, James D., and Hazel J. Jones	<u>World Trade</u> , 1961. 68 pp. \$.90.
B	80		"Arbitration and the Small Businessman," <u>Management Aids for Small Manufacturers</u> , No. 106. Prepared by S. Whitney Landon, August, 1959. 4 pp. Free.
B	80		"Small Business and Pattern Bargaining," <u>Management Research Summary</u> . Prepared by Walter H. Carpenter, Jr. and Edward Handler, June, 1961. 4 pp. Free.
PB	82	Hailstones, Thomas J.	<u>Readings in Economics</u> , 1963. Pp. viii and 512. \$5.00.
P	86		<u>Important Events in American Labor History... A Chronology 1778-1959</u> . 50 pp. Free.
P	87		<u>Brief History of the American Labor Movement</u> , 1957. Pp. vi and 85. \$.35.
PB	87		<u>Antitrust Laws With Amendments 1890-1964</u> , 1964. Compiled by Gilman G. Udell. Pp. vi and 129. \$.40.
P	87		<u>How American Buying Habits Change</u> , 1959. 235 pp. \$1.00.
P	87		<u>Money Facts</u> , 1964. Pp. v and 35. \$.15.

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Type of Publisher	P u b l i s h e r	Major Subject Classification	
		Author	Title
P	87		<u>A Primer on Money, 1964.</u> Pp. vii and 144. \$.40.
P	87		<u>Do You Know Your Economic ABC's?</u> 40 pp. \$.20.
P	87		<u>U. S. Balance of Payments, 1964.</u> 44 pp. \$.25.
P	88		<u>Collective Bargaining or Monopoly.</u> 90 pp. Free.
PB	96	Traywick, Leland E.	<u>Business Ups and Downs, 1961.</u> 83 pp. \$.96.
PB	96	Lovenstein, Meno	<u>Capitalism, Communism, Socialism, 1962.</u> 150 pp. \$.96.

INSTRUCTIONAL MATERIALS

Type of Pub- b. *	P u b l i s h e r	Major Subject Classification	
		Author	Title
P	29		<u>Opportunities in Selling</u> , 1963. 23 pp. \$.25.
P	44		<u>Can I Get the Job</u> . Single copies Free.
P	44		<u>Key to Careers in the Retail Automotive Business</u> . 36 pp. Free.
P	44		<u>Professional Profile of an Automobile Salesman</u> , 1961. 30 pp. Free.
P	45		<u>Getting The Right Job</u> , 1962. Free.
P	46		<u>...and That's No Bull!</u> 12 pp. Free.
P	46		<u>High School Recruiting</u> , 1960. 20 pp. Free.
P	59		<u>Wholesaling as a Career?</u> Free.
P	62		<u>Your Opportunities in Distribution</u> , 1955. 30 pp. Free.
P	65		<u>A Career for You in Sales and Marketing Management</u> . 22 pp. Free.
P	66	Anderson, Kenneth L.	<u>What's Selling?</u> 32 pp. Free.
P	67	Whitney, Robert A.	<u>Should You Be A Salesman?</u> , 1959. 11 pp. Free.
P	67	Lazarus, Fred Jr.	<u>Should You Go Into Retailing?</u> , 1960. 11 pp. Free.
P	71		<u>You and Your First Job</u> , 1963. \$.15.
P	75	Kirkpatrick, C. A.	<u>Selling as a Career</u> . Free.
P	76	Mullin, Stanley H.	<u>What You Should Know About Sales Careers</u> , 1964. 20 pp. \$.25.
P	76		<u>Your Opportunities in Sales and Marketing</u> . Free.

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INSTRUCTIONAL MATERIALS

T y p e * of P u b. *	P u b l i s h e r	Major Subject Classification	
		Author	Title
P	77	Gilles, Lambert L.	<u>Charting Your Job Future</u> , 1957. 72 pp. \$1.90.
P	77		<u>Jobs in Selling</u> , 1965. 46 pp. \$1.25.
P	87		<u>Careers in Business Management</u> , 1960. 20 pp. \$.20.
P	87		<u>Choosing Your Occupation</u> , 1962. 16 pp. \$.15.
P	87		<u>How to Get and Hold the Right Job...</u> , 1962. 18 pp. \$.10.

INSTRUCTIONAL MATERIALS

Type of P u b l i s h e r * b.	P u b l i s h e r	Major Subject Classification	
		Author	Title
P	13	Hill, Richard M.	<u>Setting Sales Objectives for Small Business</u> , 60 pp. \$1.25.
P	14	Morgan, Howard E.	<u>The Motel Industry in the United States: Small Business in Transition, 1964.</u> Pp. xxii and 218. \$1.50.
P	15	Fritzemeyer, Joe R., and William L. Haeberle	"Control for Profit in Retail Automobile Dealership," <u>Small Business Management Research Report</u> , March, 1961. 70 pp. \$1.50.
P	15	Klasson, Charles R., and Edgar G. Williams	"Management and Financial Controls for Appliance Dealers," <u>Small Business Management Research Report</u> , 1961. 95 pp. \$2.50.
P	15	Hay, Leon E., and Alfred Schmidt	"Management and Financial Controls for Men's Clothing Stores," <u>Small Business Management Research Report</u> , March, 1961. 70 pp. \$1.50.
P	15	Yoder, Wallace O., and C. E. Vincent	"Management and Financial Controls for Retail Hardware Stores," <u>Small Business Management Research Report</u> , 1961. 65 pp. \$2.00.
P	16	Lipson, Harry A.	"Selected Cases of Alabama Small Retail Stores," <u>Small Business Management Research Report</u> , 1963. Pp. iii and 52. \$1.00.
P	16	Lipson, Harry A.	"Ten Alabama Small Retail Cases," <u>Small Business Management Research Report</u> , 1961. Pp. iii and 63. \$1.00.
P	17	Kline, John B.	"Case Problems of Small Business in the Rocky Mountain West," <u>Small Business Management Research Report</u> , 1961. Pp. v and 202. \$2.50.

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INSTRUCTIONAL MATERIALS

Type of P u b l i s h e r * b.	P u b l i s h e r	Major Subject Classification	
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P	21	Rotch, William	"Management of Small Enterprises, Cases and Readings," <u>Small Business Management Research Report, 1964.</u> 321 pp. \$3.00.
P	23		<u>Small Business: Its Role and Its Problems, 1962.</u> 42 pp. \$.50.
P	25	Erwin, Robert D.	"Merchandise Management Accounting - A Guide to Item Profitability for Small and Medium Retail Stores," <u>Small Business Management Research Report, 1964.</u> 128 pp. \$2.50.
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P	33		<u>The Failure Record Through 1963.</u> 14 pp. \$1.00.
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P	33		<u>The Pitfalls in Managing a Small Business, 1956.</u> 22 pp. Free.
P	33		<u>Profitable Management for Main Street, 1959.</u> 48 pp. \$1.00.
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P	48	Vogt, David J., M. E. Newton, Duke Newton	<u>Profitable Check Cashing and Collection Procedures.</u> 15 pp. \$1.00.
P	51	Preston, Lee E.	"Profits, Competition and Rules of Thumb in Retail Food Pricing," <u>Small Business Management Research Report, 1963.</u> 71 pp. \$2.50.
B	52		<u>The Good Things of Life.</u> Free.
P	52	Womack, S. H.	<u>Human Relations Fundamentals for Retail Credit Employees.</u> Pp. v and 63. \$2.50.
P	52	Phelps, Clyde Williams	<u>Important Steps in Retail Credit Operation.</u> 72 pp. \$1.00.
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PB	55	Hailes, Wm. D. Jr., and Raymond T. Hubbard	<u>Small Business Management.</u> Pp. iv and 329. \$3.96. 1965.
PB	58	Koontz, Harold, and Cyril O'Donnell	<u>Management: A Book of Readings,</u> 1964. 563 pp. \$7.50.
PB	58	Dale, Ernest	<u>Readings in Management: Landmarks and New Frontiers,</u> 1965. Pp. xv and 516. \$5.50.
P	60		<u>How to Read a Financial Report,</u> 1959. 28 pp. Free.
P	63		<u>Credits and Collections,</u> 1960. 35 pp. Free.
P	63		<u>Electronic Data Processing, A Management Report by NCR.</u> Free.
P	63		<u>Expenses in Retail Businesses.</u> 46 pp. Free.
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B	80		"Pointers for Developing Your Top Assistant," <u>Small Marketers Aids</u> , No. 101. Prepared by Med Serif, April, 1964. 4 pp. Free.
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B	80		"Trade Regulation and Small Business," <u>Small Marketers Aids</u> , No. 67. June, 1961. 4 pp. Free.
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B	87		<u>Small Business Problems in Urban Areas, 1965.</u> 167 pp. \$.50.
B	87		<u>Small Marketers Aids, Annual No. 1.</u> Edited by Harry David, 1959. 87 pp. \$.45.
B	87		<u>Small Marketers Aids, Annual No. 2.</u> Edited by Robert A. Litzberg, 1960. 79 pp. \$.40.
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P	87	Metcalfe, Wendell O.	<u>Starting and Managing a Small . . . Business of Your Own, 1958.</u> Pp. v and 49. \$.40.
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PB	10	Andersen, R. Clifton, and Philip R. Cateora	<u>Marketing Insights</u> , 1963. Pp. xii and 395. \$3.95.
PB	26		<u>The European Common Market & Its Meaning to the United States</u> . 152 pp. \$2.00.
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P	54		<u>America and the World Economy</u> , 1954. 34 pp. \$.50.
PB	57	Shaw, Steven J., and C. McFerron Gittinger	<u>Marketing in Business Management</u> , 1963. Pp. viii and 472. \$4.95.
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PB	58	Howard, Marshall C.	<u>Legal Aspects of Marketing</u> , 1964. Pp. xi and 173. \$2.75.
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P	62.		<u>The Role of Marketing</u> , 1961. 14 pp. Free.

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F	70		<u>20 Steps to Successful Test Marketing.</u> 23 pp. Free.
B	72		<u>Problems in Marketing, Series 1-19, 1956-1964.</u> Free.
P	79	Kircher, Donald P.	<u>American Foreign Trade Policy, 1962.</u> Free.
B	80		"Checking Your Marketing Channels," <u>Management Aids for Small Manufacturers, No. 120.</u> Prepared by Dr. Richard M. Clewett, January, 1961. 4 pp. Free.
B	80		"Key Marketing Words -- What They Mean," <u>Management Aids for Small Manufacturers, No. 127.</u> Prepared by Ralph S. Alexander, August, 1961. 4 pp. Free.
B	80		"Selecting Marketing Research Services," <u>Management Aids for Small Manufacturers, No. 117.</u> Prepared by William C. Gordon, Jr., July, 1960. 4 pp. Free.
TG	84		<u>Marketing Research. Training Manual No. 117.</u> Pp. vii and 77. Free.
PB	90	Griffin, Harold E., Jr.	<u>Economic Considerations for Small Operators, 1963.</u> 137 pp. \$2.50.
PB	93	Lewis, Edwin H., and Robert S. Hancock	<u>The Franchise System of Distribution, 1963.</u> 95 pp. \$2.50.
P	93	Holloway, Robert J.	<u>Marketing Research and Market Planning for the Small Manufacturer, 1961.</u> 51 pp. \$1.50.
PB	97	Edited by: Shultz, William J., and Edward M. Mazze	<u>Marketing in Action: Readings, 1963.</u> Pp. xiii and 486. \$4.25.
PB	98	Holloway, Robert J., and Robert S. Hancock	<u>The Environment of Marketing Behavior, 1964.</u> Pp. ix and 352. \$4.95.

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P	18	Mertes, John E.,	<u>Creative Site Evaluation for the Small Re-tailer</u> , 1962. Pp. iii and 236. \$3.00.
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PB	35		<u>The Retail Revolution</u> , 1962. 105 pp. \$1.50.
PB	35	Feinberg, Samuel	<u>What Makes Shopping Centers Tick</u> , 1961. Pp. vii and 121. \$2.50.
P	47		<u>Nonsense and Horse Sense About Discount Re-tailing</u> , Volume 32, Number 9, September, 1961. 8 pp. Free.
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PB	53	Rath, Patricia Mink, Gerald R. Tapp, and Ralph Mason	<u>Case Studies in Marketing and Distribution</u> , 1965. Pp. xii and 179. \$2.00.
P	63		<u>Cash Registers -- Their Place in Modern Re-tail Security</u> , 1962. 9 pp. Free.
P	63		<u>Controlling Merchandise</u> , 1958. 11 pp. Free.

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P	63	Wilson, John M.	<u>The 10 Commandments of Mass Retailing, 1956.</u> 71 pp. Free.
B	80		"Are Your Textile Labels Legal?" <u>Small Marketers Aids</u> , No. 58. Prepared by Harvey H. Hannah, July, 1960. Free.
B	80		"Building Repeat Retail Business," <u>Small Marketers Aids</u> , No. 108. Prepared by Stuart G. Levy, Jr., December, 1964. 4 pp. Free.
B	80		"Customers: A Neglected Sales Force?," <u>Small Marketers Aids</u> , No. 83. Prepared by Richard C. Vreeland, September, 1962. 4 pp. Free.
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P	83		<u>Some Frequently Asked Questions About S&H and the Trading Stamp Business</u> , 1958. 24 pp. Free.
P	83		<u>Trading Stamps and the Competitive Economy</u> , 1957. 13 pp. Free.
TG	84		<u>Wholesale Merchandising</u> , 1960. Training Manual No. 105. Pp. iv and 159. Free.
P	90		<u>Some Effects of the Growth of Planned and Controlled Shopping Centers on Small Retailers</u> , 1960. 178 pp. \$3.50.

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B	20		<u>A Model Instructional Materials File for Coordinators of Cooperative Occupational Education, 1965.</u> 14 pp. Price not available.
B	80		"How Distributive Education Helps Small Business," <u>Small Marketers Aids</u> , No. 14. Prepared by John A. Beaumont, December, 1961. 4 pp. Free.
	82	Haines, Peter G. and Herbert H. Tedder	<u>Distributive Education Training Guides, 1963.</u> Pp. iii and 202. \$2.80.
P	83		<u>Publicity Handbook; A Guide for Publicity Chairmen, 1962.</u> 24 pp. Free.
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B	80		"Make Selling Attractive to Salespeople," <u>Small Marketers Aids</u> , No. 100. Prepared by Gerald D. Grosner, March, 1964. 4 pp. Free.
TG	80		"Managing to Sell," <u>Administrative Management Course Program</u> , 1964. Pp. viii and 74. \$1.50.

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B	80		"Understanding Why They Buy," <u>Small Marketers Aids</u> , No. 73. Prepared by Dr. Bertrand Klass, November, 1961. 4 pp. Free.
P	81		<u>Hints on Selling by Telephone</u> , (Form SCHL-12), 1960. 11 pp. Free.
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B	81		"Lost Sales -- Their Causes and Remedies," <u>Sales Reminders</u> , Nos. 11-20. 1953. 20 pp. \$1.00.
PM	81	Schiff, J. S.	<u>Salesmanship Fundamentals</u> , 1964. 310 pp., frames 609. \$27.50.
B	81		<u>Sales Reminders</u> , Nos. 1-10. 20 pp. \$1.00.
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P	9	Patterson, J. M.	<u>What's Your Public Relations Quotient?</u> 35 pp. Free.
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P	30		<u>What a Supervisor Should Know About... Constructive Discipline,</u> 1962. 23 pp. \$.25.
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PB	77	Chapman, Elwood N.	<u>Your Attitude is Showing,</u> 1964. Pp. iii and 149. \$2.50.
B	80		<u>"Creative Thinking: A Commonsense Approach," Small Marketers Aids,</u> No. 92. Prepared by Bruce Goodpasture, June, 1963. 4 pp. Free.
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TG	87		<u>"Human Factors in Small Business," Administrative Management Course Program,</u> Topic 10. Pp. iii and 82. \$1.50.
TG	87		<u>"Personnel Management," Administrative Management Course Program,</u> Topic 6. Pp. iii and 87. \$1.25.
PB	95		<u>The Human Side of Store Supervision,</u> 1958. 40 pp. \$3.00.

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University of Colorado
Boulder, Colorado
18. The Bureau of Business Research
College of Business Administration
University of Oklahoma
Norman, Oklahoma
19. Bureau of Economic & Business
Research
University of Utah
Salt Lake City, Utah
20. Bureau of Educational Research
Services
College of Education
Michigan State University
East Lansing, Michigan
21. Bureau of Population & Economic
Research
University of Virginia
Charlottesville, Virginia
22. Business Protective Association
617 Southwest 31
Oklahoma City, Oklahoma
23. Chamber of Commerce of the United
States
1615 H Street N.W.
Washington 6, D.C.
24. Educational Service Department
Cluett, Peabody and Company, Inc.
530-5th Avenue
New York 36, New York

25. College of Business Extension Service
Oklahoma State University
Stillwater, Oklahoma
26. Committee for Economic Development
711 Fifth Avenue
New York 22, New York
27. Committee for a National Trade Policy
1025 Connecticut Avenue N.W.
Washington 6, D.C.
28. The Council on Consumer Information
Colorado State College
Greeley, Colorado
29. Council on Opportunities in Selling, Inc.
630 Third Avenue
New York 17, New York
30. The Dartnell Press
4660 Ravenswood Avenue
Chicago 40, Illinois
31. Dennison Manufacturing Company
Informative Labeling Division
Framingham, Massachusetts
32. Department of Agricultural Economics
University of Delaware
Newark, Delaware
33. Dun and Bradstreet, Inc.
Business Publications Division
Box 803
Church Street Station
New York 8, New York
34. E. I. DuPont de Nemours & Company
Public Relations
Wilmington 98, Delaware
35. Fairchild Publications, Inc.
7 East 12th Street
New York 3, New York
36. Federal Reserve Bank
(nearest Federal Reserve Bank)
37. Research Department
Federal Reserve Bank of Chicago
P. O. Box 834
Chicago 90, Illinois
38. Federal Reserve Bank of New York
33 Liberty Street
New York 45, New York
39. Federal Reserve Bank of Philadelphia
Publications Division
Philadelphia, Pennsylvania 19101
40. Library, Research Department
Federal Reserve Bank of St. Louis
P. O. Box 442
St. Louis 66, Missouri
41. Federal Trade Commission
Washington 25, D.C.
42. Ford Motor Company
Educational Affairs Department
The American Road
Dearborn, Michigan
43. The Fund for the Republic, Inc.
133 East 54th Street
New York 22, New York
44. General Motors
Detroit 2, Michigan
45. The Glidden Company
Executive Offices
900 Union Commerce Building
Cleveland 14, Ohio
46. The Goodyear Tire & Rubber Co.
Sales and Office Personnel Dept.
1144 East Market Street
Akron 16, Ohio
47. Grey Advertising, Inc.
430 Park Avenue
New York 22, New York
48. Guide Publications
555 West 23d Street
New York, New York 10011
49. Holt, Rinehart and Winston, Inc.
383 Madison Avenue
New York, New York 10017
50. Household Finance Corporation
Prudential Plaza
Chicago 1, Illinois

51. Institute of Business & Economic Research
University of California
Berkeley 4, California
52. International Consumer Credit Assoc.
375 Jackson Avenue
St. Louis, Missouri 63130
53. The Interstate Printers & Publishers, Inc.
19-27 North Jackson Street
Danville, Illinois 61834
54. The Joint Council on Economic Education
2 West 46th Street
New York 36, New York
55. Kaiser Aluminum and Chemical Corp.
Kaiser Center
Oakland, California
56. Bell Telephone System
(local office)
57. The Macmillan Company
60 Fifth Avenue
New York, New York 10011
58. McGraw-Hill Book Company
330 West 42nd Street
New York, New York 10036
59. McKesson & Robbins
Division Manager
McKesson Division
(local office)
60. Merrill, Lynch, Pierce, Fenner and Smith
70 Pine Street
New York 5, New York
61. Minneapolis Grain Exchange
4th Street and 4th Avenue
Minneapolis, Minnesota
62. Education Dept. - National Association of Manufacturers
2 East 48th Street
New York 17, New York
63. Merchants Service
The National Cash Register Company
Dayton 9, Ohio
64. National Retail Credit Association
375 Jackson Avenue
St. Louis 5, Missouri
65. Youth Education Department
National Sales Executives, Inc.
630 Third Avenue
New York 17, New York
66. National Society of Sales Training Executives
410 South Michigan Avenue
Chicago, Illinois
67. Career Information Service
New York Life Insurance Company
Box 51, Madison Square Station
New York 10, New York
68. Distribution Center - New York State School of Industrial and Labor Relations
Cornell University
Ithaca, New York
69. Dr. Allen O. Felix, Manager
School and College Relations
New York Stock Exchange
New York, New York
70. A. C. Nielson Company
2101 West Howard Street
Chicago 45, Illinois
71. Personnel & Industrial Relations Association, Inc.
1010 South Flower Street
Los Angeles 15, California
72. Procter and Gamble Company
6th and Main
P. O. Box 599
Cincinnati, Ohio
73. Public Affairs Pamphlets
22 East 38th Street
New York 16, New York
74. Remington Office Machines
Division of Sperry Rand Corporation
(local office)
75. R. J. Reynolds Tobacco Company
Winston-Salem, North Carolina

76. Sales & Marketing Executives-
International
630 Third Avenue
New York, New York 10017
77. Science Research Associates, Inc.
259 E. Erie Street
Chicago, Illinois 60611
78. Scott, Foresman and Company
433 E. Erie Street
Chicago, Illinois 60611
79. The Singer Manufacturing Company
149 Broadway
New York 6, New York
80. Small Business Administration
Washington 25, D.C.
81. SME - International
630 Third Avenue
New York, New York 10017
82. South-Western Publishing Company
5101 Madison Road
Cincinnati, Ohio 45227
83. The Sperry & Hutchinson Company
114 Fifth Avenue
New York 11, New York
84. Technical Aids Branch
Office of Industrial Resources
International Cooperation Adm.
Washington, D.C.
(Received through the Distributive
Education Unit, Occupations Branch,
Office of Education, Department of
Health, Education and Welfare,
Washington, D.C. 20202).
85. U. S. Department of Health, Education
and Welfare
Office of Education
Bureau of Adult and Vocational
Education
Division of Vocational and Technical
Education
Washington, D.C. 20202
86. Wage and Hour Public Contract Div.
U. S. Department of Labor
(Local Regional Office)
87. Superintendent of Documents
U. S. Government Printing Office
Washington 25, D.C.
88. United Steelworkers of America
1500 Commonwealth Building
Pittsburgh 22, Pennsylvania
89. University of Arkansas
Industrial Research & Extension
Center
Box 3017
Little Rock, Arkansas
90. University of Connecticut
Storrs, Connecticut
91. Business Manager
University of Idaho
Moscow, Idaho
92. University of Kentucky Press
University of Kentucky
Lexington, Kentucky
93. Book Store - Nicholson Hall
University of Minnesota
Minneapolis, Minnesota
94. University of Oregon Press
University of Oregon
Eugene, Oregon
95. Variety Store Merchandiser
Reader Service Division
419 Park Avenue South
New York 16, New York
96. Vroman's School Book Depository
367 S. Pasadena Avenue
Pasadena, California
97. Wadsworth Publishing Company, Inc.
10 Davis Drive
Belmont, California
98. John Wiley and Sons, Inc.
605 - 3rd Avenue
New York, New York 10016
99. Delmar Publishers, Inc.
Albany, New York 12205