THIS BIBLIOGRAPHY WAS DEVELOPED FOR THE USE OF INSTITUTIONS PREPARING TEACHER-COORDINATORS AND OTHERS WHO WILL TEACH DISTRIBUTIVE EDUCATION AT THE SECONDARY AND ADULT LEVELS. REFERENCES ARE LISTED ALPHABETICALLY BY AUTHOR OR TITLE UNDER THE FOLLOWING CATEGORIES--(1) DISTRIBUTIVE EDUCATION - PROFESSIONAL, (2) THE ADULT PROGRAM - PROFESSIONAL BOOKS, (3) U.S. OFFICE OF EDUCATION PUBLICATIONS, (4) VOCATIONAL EDUCATION - BASIC UNDERSTANDINGS, AND (5) DISTRIBUTION - TECHNICAL, WITH SUCH SUBHEADINGS AS ACCOUNTING, ECONOMIC, AND MANAGEMENT. ADDITIONAL SOURCES OF MATERIALS ARE LISTED. (SL)
Distributive Education Library List

Kenneth A. Ertel
University of Idaho
Moscow, Idaho

Gary R. Smith
Highland High School
Pocatello, Idaho

This bulletin was produced and distributed by:

Distributive Education Division
State Board for Vocational Education
Boise, Idaho
1964
CDTE Study Number 5

Kenneth A. Ertel
University of Idaho
Moscow, Idaho

Gary R. Smith
Highland High School
Pocatello, Idaho
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.

This library list for distributive teacher education was developed with the hope that it will be valuable to institutions preparing teacher coordinators and others who will teach distributive subjects on the secondary and adult levels. In order to facilitate the collection and use of the distributive education materials listed in the bibliography, street addresses have been included where known. This information is enclosed in parentheses and follows the standardized listing. While most listings are arranged according to subject matter, some materials, such as the publications from the U. S. Office of Education, are listed according to the publisher for the sake of brevity and convenience.

This report was compiled by Kenneth A. Ertel, Teacher Educator for Distributive Education, University of Idaho, Moscow, Idaho, and Gary R. Smith, Coordinator of Distributive Education, Highland High School, Pocatello, Idaho. It was edited by the charter president of CDTE and published through the courtesy of the Idaho State Board for Vocational Education. Requests for copies should be addressed to the authors.

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

October, 1964
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>1</td>
</tr>
<tr>
<td>Distributive Education - Professional</td>
<td>3</td>
</tr>
<tr>
<td>Present Concepts and Philosophy of Distributive Education</td>
<td>3</td>
</tr>
<tr>
<td>General Sources - Distributive Education</td>
<td>9</td>
</tr>
<tr>
<td>The Adult Program - Professional Books</td>
<td>11</td>
</tr>
<tr>
<td>U. S. Office of Education Publications</td>
<td>12</td>
</tr>
<tr>
<td>Vocational Education - Basic Understandings</td>
<td>14</td>
</tr>
<tr>
<td>Distribution - Technical</td>
<td>18</td>
</tr>
<tr>
<td>Accounting</td>
<td>18</td>
</tr>
<tr>
<td>Advertising</td>
<td>20</td>
</tr>
<tr>
<td>Business Mathematics</td>
<td>22</td>
</tr>
<tr>
<td>Credit</td>
<td>23</td>
</tr>
<tr>
<td>Economics</td>
<td>24</td>
</tr>
<tr>
<td>Management</td>
<td>25</td>
</tr>
<tr>
<td>Marketing</td>
<td>26</td>
</tr>
<tr>
<td>Personnel Management</td>
<td>28</td>
</tr>
<tr>
<td>Retailing and Merchandising</td>
<td>29</td>
</tr>
<tr>
<td>Salesmanship</td>
<td>32</td>
</tr>
<tr>
<td>Appendix</td>
<td>34</td>
</tr>
<tr>
<td>Sources for Materials in Distributive Education</td>
<td>35</td>
</tr>
</tbody>
</table>
INTRODUCTION

The purpose of this bibliography is to make available a list of library materials for the use of distributive teacher educators who prepare teachers of high school cooperative part-time classes, of pre-employment classes, of junior college or mid-management classes, and of adult preparatory and extension classes. The teacher educator must also provide teachers with the background to organize and administer adult distributive education programs.

The teacher of distributive education must translate the subject matter content of the field — distribution, including marketing and management, into a classroom presentation designed to enhance learning. The teacher must have substantive background in the discipline of distribution, the subject matter content inherent to employment in the distributive field. This background must necessarily involve a strong program in business administration and marketing. Therefore, a special section of recent literature in the areas of marketing, merchandising, retail store operation and supervisory management is included. The list is limited to these areas since this is the apex of a business administration program leading toward teacher education for distribution.

The qualified teacher of distribution must have the tools of teaching, including a philosophy of and an understanding of both secondary and adult education. This presumes a background of special and professional education courses designed to provide competencies
as a teacher of distribution. Therefore, a section of materials relevant to such courses as Methods and Materials in Distributive Education, etc., and the professional education materials related to this area are included.

An orientation to philosophy and practice is developed in the section on vocational education.

This suggested list of library materials may prove helpful to those distributive teacher educators who are concerned with providing a library of suitable materials for preparing distributive education teacher coordinators and other professional personnel. The list is in no way all-inclusive and undoubtedly will need continuing revision. Suggestions and comments will be most important in helping to maintain a comprehensive list of library materials.

Many excellent state publications were not listed as they are included in the Distributive Education Bibliography published by the University of Texas. There has been no attempt to include articles in current periodicals which are, for the most part, listed in the Business Education Index. Suggested high school texts and library lists are likewise omitted inasmuch as they are included in A Library for Distributive Education published by Ohio State University.

The assistance of staff members of the College of Business Administration and the College of Education, University of Idaho, for their efforts in evaluating the selected library materials is deeply appreciated.
DISTRIBUTIVE EDUCATION - PROFESSIONAL
PRESENT CONCEPTS AND PHILOSOPHY
of
DISTRIBUTIVE EDUCATION


Bridging the Gap from Theory to Practice. Blacksburg, Virginia: Distributive Education Department, Virginia Polytechnic Institute, n.d.


Bureau of Business Education, 721 Capital Avenue, Sacramento, California

Publications include:
Retail Personnel Development Series, Retail Buying Techniques and Sales Promotion. 2 vols. 1957.


Central Region Research Reports. State Supervisor and Teacher Educators of Distributive Education, Central Region. Bloomington, Indiana: Department of Distributive Education, Indiana University.


**Teacher Training Courses in the Central Region.** Central Region Research Report No. 11. Cedar Falls, Iowa: Department of Business Education, State College of Iowa, 1963.

Chamber of Commerce of the United States, 1615 H Street, N.W., Washington 6, D.C.

**Economic Series of Booklets.** Some of the titles in the economic series of booklets are:

- *Free Markets and Free Men,* n.d.
- *How Competitive is the American Economy?*, n.d.
- *Why the Businessman?*, n.d.

(Many additional titles are available)

**Classroom Layouts for a Distributive Education Classroom.** Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, n.d. (127 West 17th Avenue)


Distributive Education Bibliography, 1961 Supplement. Austin, Texas: Distributive Education Department, Division of Extension, The University of Texas, 1961.


Expendable Supplies for a D.E. Classroom. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1964. (127 West 17th Avenue)


Hudson, Maud A. A Sponsor Development Program. Norfolk, Virginia: Distributive Education Department, City Public Schools, n.d. (73 Pembroke Avenue)

Introduction to Distributive Education. Sacramento, California: State Department of Education, Division of Instruction, 1961.
Job Description Manual. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1963. (127 West 17th Avenue)

Job Descriptions, Distributive Education. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1961. (127 West 17th Avenue)


A Library for Distributive Education. Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1964. (127 West 17th Avenue)

List of Studies Made at University of Minnesota in Business and Distributive Education. Minneapolis, Minnesota: Distributive Education, College of Education, University of Minnesota, n.d.


National Education Association, 1201 Sixteenth Street, N.W., Washington, D. C. 20036

Includes:
- Adult Education Bibliography, n.d.
- Focus on Public School Adult Education, n.d.
- In-Service Training for Teachers of Adults, n.d.
(Additional titles are available)


*Studies in Distributive Education.* Sacramento, California: Division of Instruction, California State Department of Education, 1961.


*Teaching Aids for High School D.E. Classes.* Columbus, Ohio: Distributive Education Materials Laboratory, Ohio State University, 1957. (127 West 17th Avenue)


GENERAL SOURCES - DISTRIBUTIVE EDUCATION

Aids to Teachers of Retailing. New York: New York School of Retailing, Washington Square, n.d.


Business Education Index. Denver, Colorado: Delta Pi Epsilon, University of Denver, issued annually.


Management Aids for Small Manufacturers. San Francisco: Small Business Administration, 1964. (525 Market Street)


THE ADULT PROGRAM - PROFESSIONAL BOOKS

Adult Education Association of the U. S. A., 743 North Wabash Avenue, Chicago, Illinois

Leadership Pamphlet Series. Some titles are:

Planning Better Programs, n.d.
Taking Action in the Community, n.d.
How to Teach Adults, n.d.
Training Group Leaders, n.d.
Conducting Workshops and Institutes, n.d.
(Additional titles are available)


National Education Association, Adult Education Service, 1201 16th Street, N.W., Washington, D.C.

Some titles in the Adult Education series publications are:

Adult Education Bibliography, n.d.
Adult Leadership Bibliography, n.d.
Selected Bibliography on Conference Leadership, n.d.
(Additional titles are available)


When You’re Teaching Adults. Washington: National Association of Public School Educators, n.d. (1201 16th Street, N.W.)
U. S. OFFICE OF EDUCATION PUBLICATIONS

The following publications are available through the U. S. Government Printing Office, Washington 25, D. C.

Administration of Vocational Education. Vocational Education Bulletin No. 1, 1958.

Adult Education Services of State Departments of Education. Misc. No. 31, 1959.

Digest of Annual Reports of State Boards for Vocational Education, Distributive Education Section. Issued annually.


Patterns of Research in Distributive Education. Office of Education Bulletin 82009, n.d.


The Role of Teacher Education in Distributive Education. Vocational Division Bulletin No. 279, 1959.


Striving for Excellence in Distributive Education. 1961.


Vocational Education in the Next Decade. (Summary separate), 1961.

VOCATIONAL EDUCATION - BASIC UNDERSTANDINGS


14


Keller, Franklin J. *Vocationally Talented Pupils.* New Brunswick, New Jersey: Division of Field Studies and Research, Graduate School of Education, Rutgers--The State University, 1962.


North Carolina Department of Public Instruction, Division of Vocational Education. Exploring Agricultural Occupations in Vocational Agriculture I. Raleigh, North Carolina: The Department, 1961.


DISTRIBUTION - TECHNICAL

ACCOUNTING


Retail Accounting Manual. New York: Controller's Congress of the National Retail Merchants Association, 1962. (100 West 31st Street)

18

ADVERTISING


BUSINESS MATHEMATICS


MANAGEMENT


MARKETING


PERSONNEL MANAGEMENT


National Retail Merchants Association, 100 West 31st Street, New York, N. Y.

List of Publications includes:
Finances and Record Keeping, n.d.
Merchandising Arithmetic, n.d.
Retail Credit Manual, n.d.

Operating Results of Department and Specialty Stores. Boston: Harvard University Press, yearly index.


Super Market Institute, 500 Dearborn Street, Chicago, Illinois 60610
This source offers a series of pamphlets and information on supermarkets.


SALESMAINSHP


32
SOURCES FOR MATERIALS IN DISTRIBUTIVE EDUCATION

1. Periodicals:
   - Adult Education
   - American Business Education
   - American Business Education Yearbook
   - American Economic Review
   - American Vocational Journal
   - Audio Visual Review
   - Balance Sheet
   - Business Education Forum
   - Business Education World
   - Business Management
   - Business Teacher
   - Business Week
   - Chain Store Age
   - Delta Pi Epsilon Journal
   - Department Store Economist
   - Display World
   - Distributor, The
   - Forbes
   - Fortune
   - Journal of Business Education
   - Journal of Marketing
   - Journal of Retailing
   - National Business Education Quarterly
   - National Education Association Journal
   - Nations Business
   - Personnel Services
   - Stores

2. Reference books on basic business and consumer education.


5. Reference books and periodicals on retailing, salesmanship, and related subjects.

6. Bibliographies and source materials on distributive education (University of Texas and State Boards of Vocational Education).

7. Coordinators manuals.

8. State course of study outlines.


10. Trade periodicals; i.e. grocers, service stations, furniture dealers.

11. Business Education Index. (Delta Pi Epsilon) This source lists a complete bibliography of all distributive education pamphlets,
periodical articles, books, master's theses, and doctoral dissertations.

12. Business Index.