This second edition, annotated bibliography contains over 4,000 books, pamphlets, periodical articles, audiovisual aids, and teacher materials relating to consumer interests and consumer education. The recent proliferation of materials has made it impossible to produce an exhaustive listing. The authors instead have attempted to provide an overview of the field which will be useful to consumers, educators, school and public libraries, and community information centers. Major categories in the bibliography are: consumer classics; consumer and the economy; consumer behavior; consumer protection; fraud, deception and other consumer concerns; agencies and organizations providing services and sources of redress for consumers; consumer and the environment; money management; consumer goods and services; consumer education; and children's books. A subject index is provided. ED 037 560 is the first edition of the bibliography. (Author/JLB)
consumer education bibliography

OFFICE OF CONSUMER AFFAIRS
Executive Office of the President
consumer education bibliography

Prepared by The Office of Consumer Affairs
and The New York Public Library
September 1971
FOREWORD

As President Nixon stated in his Consumer Message sent to Congress February 25, 1971, "Legislative remedies and improved enforcement procedures are powerful weapons in the fight for consumer justice. But as important as these are, they are only as effective as an aware and an informed public make them. Consumer Education is an integral part of consumer protection."

Consumer Education is a valuable tool and must be made available for all Americans—young or old, rich or poor.

I have encouraged Consumer Education and am aware of the increased number of consumer programs. More needs to be done, however, particularly for the poor, foreign language speaking, and the elderly. It is hoped that this bibliography will be helpful to consumer educators, school and public libraries, and community information centers in establishing such programs.

Children are often overlooked as consumers and it is important that they learn how to be wise consumers at an early age; therefore, a new section on books for the education and pleasure of our young people is included.

This Consumer Education Bibliography is the result of the efforts of many. I am particularly indebted to Mr. John Mackenzie Cory, Director, the New York Public Library, Mr. Robert C. Sheehan, Principal Librarian, History & Social Science Department, Mid-Manhattan Library and my Consumer Education staff, Mr. Samuel B. Blaskey, former Director and Mrs. Doris Sasser Stalker, Director, who coordinated the development of this bibliography.

A special thanks is due Miss Germaine Krettek and Miss Eileen Cooke, American Library Association, for their professional counsel.

Also, a debt of gratitude is owed the professional bibliographic staff who researched literally thousands of possible entries. They are:

Loda M. Hopkins Formerly Director of the Library Simmons College, Boston
Lydia B. LaFleur Supervising Young Adult Specialist The New York Public Library
Lillian Lopez Administrator, South Bronx Project The New York Public Library
The members of President Nixon's Consumer Advisory Council, particularly Dr. Stewart Lee, Geneva College, and Dr. Carmen Busquets, University of Puerto Rico, gave invaluable and expert advice to the preparation of this document.

I am, also, most grateful to the numerous teachers and librarians throughout the country who offered suggestions and comments on this publication. I hope that I will continue to receive suggestions and comments for future editions.

The Yonkers Public Library, Yonkers, New York, under the direction of Mr. Grinton I. Will, Director, and Miss Irene Rogers, Coordinator of Adult Services, are to be commended for their pioneer work in producing the first Consumer Education Bibliography.

VIRGINIA H. KNAUER
Special Assistant to the President
for Consumer Affairs
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INTRODUCTION

This bibliography is a listing of over 4,000 books, pamphlets, periodical articles, audiovisual aids, and teachers' materials relating to consumer interests and consumer education. It was undertaken at the invitation of Mrs. Virginia H. Knauer, Special Assistant to the President for Consumer Affairs.

The recent proliferation of materials in this area has made it impossible to produce an exhaustive bibliography. We have instead attempted to give an overview of the field. For practical reasons of space, we have omitted those items which appear in university extension bulletins and those items which are readily available only in local areas. No attempt has been made to index every article appearing in consumer oriented periodicals. Annotations have been kept as brief as possible.

Wherever possible the most recent edition of each item has been listed. The nature of the subject, however, requires constant revision of materials, so the user should be sure to obtain the latest edition for the most up-to-date information.

It has been an honor for The New York Public Library to be consulted on this revision and to be associated with what is hoped to be a useful contribution to a field of such paramount importance.

JOHN MACKENZIE CORY, Director
The New York Public Library
Consumer Classics


"A book which is as disturbing as it is brilliant. It is a book with which it is easy to cavil or to disagree, but which it is impossible to dismiss... The general reader will relish a book whose style is polished and witty, but the professional will feel its sharp barbs." R. L. Heilbroner. New York Herald Tribune Book Review, June 1, 1958: 3.

American Chamber of Horrors; the Truth about Food and Drugs, by Ruth de Forest Lamb, 1936. 418 p. O. P. Farrar-Rinehart, New York.

"Miss Lamb tells the story of the Chamber of Horrors, folio upon folio, until the heart cries out in anguish. She tells it carefully, accurately, and with scrupulous documentation." Stuart Chase. Survey Graphic, v. 25, Apr. 1936: 254.


First published in 1937.

"Every student of social science who pretends to any intelligent interest in economics, and particularly in its orientation in the larger problem field, must welcome this collection of essays." F. H. Knight. American Journal of Sociology, v. 48, Jan. 1943: 683.


"Mr. Fowler's engagingly written narrative is authoritative and penetrating but not in the least dogmatic... it should be read by everyone who is interested in our national economic reorganization." Manya Gordon. Saturday Review of Literature, v. 14, June 20, 1936: 3.


"... a history of and guide to the consumer movement. It is both comprehensive and accurate. It threads its way unerringly among the many organizations, distinguishing between the real and sham and between the quick and the dead." M. S. Stewart. Nation, v. 153, Aug. 16, 1941: 145.


First published in 1940.

"Dr. Campbell has made an important contribution to the literature of consumer economics. Although writing close to the events she describes, the author has sifted wisely and evaluated objectively." L. J. Gordon. Social Education, v. 6, Jan. 1942: 50.

"They have an epic story to tell; but the great virtue of their book is that, while entirely admirable as a description of a very complex system of federal institutions, it has a most suggestive analysis of future possibilities." H. J. Laski. New Republic, v. 31, June 14, 1922: 80.


First published in 1936 by Appleton-Century. This edition has an introduction by S. I. Hayakawa.


Eat, Drink and Be Wary, by Frederick Schlink, 1935, 322 p. O. P. Covici Friede, New York.


"The study is by no means the final word on the subject, but it is at least a point of departure for all future studies, and no scholar can afford to venture opinions on the incidence of advertising costs until he has familiarized himself with the material." G. B. Hotchkiss. Annals of the American Academy, v. 221, May 1942: 218.


"I know of no other book in which crucial ethical concepts and issues are canvassed with such critical regard to their economic relevancy and promise." T. V. Smith. American Journal of Sociology, v. 35, Mar. 1930: 849.


"Whether or not the volume be opened with expectation, it will be closed with profit . . . Mr. Andrews accentuates the significance to the nation that lies in a recognition of the full economic meaning of the homes of its people." G. B. Biddle. Annals of the American Academy, v. 111, Jan. 1924: 379.


A study and evaluation of the consumption habits of the American people.


"It is refreshing to have a book of this type which offers constructive suggestions as well as destructive. While the act offered by Mr. Cox may or may not be the correct one it at least supports a negative argument.


"It was in 1906 that Upton Sinclair published The Jungle, the novel that Jack London described as the Uncle Tom's Cabin of wage-slavery and that was almost as important in its practical effects. This story of stockyards affected legislation, but rather because the public was shocked by its revelations of the food-supply than because of the author's disclosure of social conditions.


100,000,000 Guinea Pigs, by Arthur Kallet and Frederick Schlink, 1933. 312 p. O. P. Vanguard, New York.

"Speaking as one guinea pig to another I must admit that there is a lot of honest, well made, grade AA Swiss cheese in the argument of this book: it is full of holes. The emphasis, however, should be placed on the complimentary adjectives, because the facts presented are of greatest value." James Rorty. New Republic, v. 74, Feb. 16, 1933: 23.


The book which shocked the nation into action concerning the misuse of pesticides. A powerful protest against the abuse of synthetic chemicals and a plea for maintaining the balance of nature. Of special interest to teenagers.


"For those who wish information as well as analysis, this book is a rich storehouse of facts as to who did (or said) what and when." Hazel Kyrk. Annals of the American Academy, v. 268, Mar. 1950: 235.


"It's an odd world anyway in its irrationality, and Miss Kyrk's book will only help rob the reader of any sneaking suspicion he may have harbored of rationality in his own choices or in social choices—in a world of war and politics, and of love and sunshine." Henry Raymond Mussey. Nation, v. 118, Feb. 6, 1924: 146.


"It is indeed ironic that our understanding of work and play today should owe so much to this mocking and forbiddingly austere son of the Scandinavian-American Midwest, who had such little use for luxury and frivolity." Eric Larrabee, ed., American Panorama, 1957. New York University Press, New York. p. 326.


"The book should lend itself to effective propaganda for better housing in the United States. No one reading Mr. Straus can doubt the desperate need for such propaganda—and no one can remain indifferent to the issues involved." Peter Blake. New York Times Book Review, Jan. 13, 1952: 18.


"The author has done prodigious research in a field mired in anonymity, and has come up with a book that, hopefully, will change Detroit's ways, voluntarily or otherwise..." Eliot Fremont-Smith. New York Times Book Review, Dec. 5, 1965: 77. Of interest to some teenagers.


"Messrs. Chase and Schlink have written a very enjoyable book, gathered an accumulation of winning evidence, and no doubt stirred up national thought so that even the courts—the last resort of musty thinking—may in time be influenced to protect consumers from false representations and to force sellers to sell by standards and truth rather than by trade names and slogans." M. L. Ernst. Nation, v. 125, Aug. 10, 1927: 134.

Consumer and the Economy


Describes such basic aspects of the American economic system as balance of payments, patents, profits, and economic growth. Of particular interest to consumer specialists are booklet 7, "Measurements" (cat. no. C 1.2:M 46; 25¢ each) and booklet 10, "The Marketing Story" (cat. no. C 1.2:M 34/4; 30¢ each).


The author points out how the taste and preference structure of the consumer is related to Adam Smith's explanation of the process of economic growth.

America the Inefficient. Time, v. 95, Mar. 23, 1970: 72-78.

A satirical look at our mechanized and materialistic society. Consumer products and services are among the areas considered. Of interest to some teenagers.


Considers the consumer cooperative in its broadest sense and discusses its potential benefits to the public and the American economic system.


Three lectures concerned with the composition and level of consumer demand and its relationship to the American economy in the next decade.

Serves as an abstract to the research articles published in the journal, some of which are separately annotated in this bibliography. The articles are technical, and serve as models upon which scholarly consumer research can be based. Written primarily from the marketer’s point of view.


Disheartening study of the Watts riots where bitterness towards retailers was apparent. The author urges incentives to encourage responsible chain stores to locate in ghetto areas to help counteract high-cost and unscrupulous retailers.


An annotated bibliography of two hundred and thirty-six publications.


An examination of the emerging consumer movement; the causes behind it, its future direction, and the role business should pay in its future relationships with the American consumer.


Program developed to aid and encourage local Chambers of Commerce. Individual titles are:

- *Let’s Revitalize Business-Consumer Relations*, 30 p. $1.50
- Consumer conference guides:
  - *Appliances*, 14 p. $1.00
  - *Clothing*, 17 p. $1.00
  - *Foods*, 16 p. $1.00
  - *Credit*, 16 p. $1.00


The many ramifications of the relationship between business and the consumer are discussed in depth. Spurred by fear of customer revolts or more protection laws, industry is now offering simpler products, new warranties and services.


Contains brief but informative articles about consumer expenditure surveys. A weekly column on “Personal Business” is aimed at the upper middle-income businessman. Other articles are of occasional interest to consumers.


“Data collected during a survey of prices charged for food items purchased in stores of two chains in each of the six cities showed no identifiable pattern of differences between sample stores of the same chain operating in high and low income areas.”


Developments in recent years in Great Britain. One section discusses prob-
lems of consumer protection, resale price maintenance, and trading stamps.


One of a series of volumes designed as text materials for urban schools. A shocking and informative exposé of the marketing and selling practices that are commonplace in modern America.


Comprehensive article about what has gone on in the consumer area during the 1960's and what problems continue to exist.


Focuses on welfare economics, consumer information, labeling, pricing, packaging, standards and consumer credit. Extensive bibliography.


Perceptive analysis of some of the interactions between the consumer, the government and business.


A brief discussion of the three eras of consumer activity: early 1900's; 1930's; and the 1960's. Provides an historical perspective for the consumer education teacher.


Available on interlibrary loan. Traces the history of the consumer movement. Subtitled: "A study of efforts to promote the role of consumers in the economy."


"Mrs. Virginia Knauer ... tells what is causing the consumer revolution, and explains her plans for improving products and services through 'tell-tags', and other ideas." A question and answer interview.


Summarizes the present state of the consumer movement.


A noted business philosopher tells why he feels the consumer movement marks a failure in the marketing concept when it should actually create an opportunity for marketing.

A book on comparative economic systems, with implications for the consumer. The author rejects government interference in economic activity and defends his system of "consumers' capitalism."


Excellent discussion of the pros and cons of consumerism by businessmen. The position of the consumer is outlined clearly by the author.


Thirty-four articles reprinted from newspapers and magazines that offer a spectrum of views on consumer interests. Contents are grouped under headings: the citizen as consumer, the role of government as a protector, business and consumer protection, consumer concerns and the consumer interest movement. A seven-page bibliography is appended.


Quantitative and technical presentation of consumption economics, presenting the micro- and macro-economics of consumption.


Subtitle: "The militant consumers." The developing consumer movement on campus, due in large part to older students with families confronted with rising costs.


The author believes that there will be more government legislation in the future if large corporations do not develop effective channels of communication with the growing number of sophisticated consumers.


Interesting biographical sketch of Ralph Nader and his new targets: federal agencies and law firms. Of interest to some teenagers.


Reviews the changing nature of the relationship between business and its customers. The author is Director for Industry Relations of the Office of Consumer Affairs.


What kind of stores do the poor patronize and why? How well do they perceive differences among stores? These are some of the questions answered from a survey conducted in a Philadelphia redevelopment area.


A compendium of past, present and future economic policy. On page twenty-six the President states "I hope that this Congress will go down in history as the consumer-conscious Congress."

A text prepared for a correspondence course for supermarket managers and food industry executives. It provides consumer economists with a useful overview of the organization of food retailing, competitive behavior and the overall performance of the industry.


A series of pamphlets explaining or commenting on various subjects of interest to consumers. Sample titles annotated elsewhere in this bibliography.


Detailed accounts of its activities and the kinds of challenges that face the modern large-scale cooperative. Includes labor-management relations, and expansion into newer areas.


"Consumption is the goal of life" and "the consumer is king" are two of the five myths of the "buy something" society in which we live. Of interest to some teenagers.

Fortune. Published 14 times a year. $14.00. $2.00 per copy. Fortune Magazine, Time and Life Building, Rockefeller Center, New York, N.Y. 10020.

Comments on consumer spending and trends appear occasionally in the "Business Roundup Column." Long articles on individual industries and companies are useful to investors.


An analysis of the changes taking place in the modern "consumerism" movement.


Heavily documented discussion of how consumerism evolved and where the movement is headed.


A monumental compilation of marketing information. Of special interest to consumer specialists: Section 14, "Customer Services"; Section 17, "Ethical and legal aspects of marketing".


An account of a rebuke to consumer activists given by Woodrow Wiraig, president of the Better Business Bureau of Metropolitan New York, Inc.


Income in 1969 of Families and Persons in the United States, 1970. 136 p. $1.25 (Consumer income current population re-

Eighteen pages of descriptive material followed by one hundred and eighteen pages of a variety of tables on personal income.


Official publication of the American Marketing Association. Emphasis is on the marketer's point of view. Almost every issue, however, contains articles of interest to consumer economists.


A report to business men, taxpayers, and consumers on trends and developments affecting finance, jobs, and economic conditions.


Explains for the twenty-seven hundred local chambers of commerce the mechanics of setting up a business-consumer dialogue at the local level. Quantity prices available.


The author claims that government bureaucracy, mainly for political reasons, is championing the consumer cause without understanding the consumer's real needs or the purposes of the American economic system. Steps are outlined to remedy this situation.


An exploration of “economics of the past, bringing the reader through economic evolution of the Roman slave system, medieval feudalism, and the industrial revolution to the present-day market system.” Current economic problems and the role of planning for the future are included.


Examination of the ways governmental regulations and occupational licensing obstruct free market competition in the retail sale of drugs. Instead of focusing on the price-fixing and market-controlling activities of the large drug manufacturers, this study emphasizes the activities of small companies and pharmacists.


A publication of the U.S. Department of Commerce, Business and Defense Services Administration, Marketing Division. Contains an annotated bibliography of current government and non-government materials. Of interest to those concerned with the sale or purchase of industrial and consumer products, business or personal services.


The marketing functions of the American economy are explained in layman's language. A valuable list of bibliographical references is included, primarily on marketing but some consumer source materials are included.

This collection of articles from Fortune provides a look forward to the unwinding American economy of the 1970's.


A plea for the revision of many accepted economic theories based on three emerging characteristics of modern society: affluence of the many, consumer power, dependence on consumer motivation.

The Merchant and the Poor, by Marion O. Boner, 1970. 5 p. $1.50 (Exchange Bibliography 129) Council of Planning Librarians, P. O. Box 229, Monticello, Ill. 61856.

Selective bibliography on consumer credit and consumer protection, as they apply to low-income groups.


A critical survey of the operations of the American Telephone and Telegraph Company.


The medium through which the Department of Labor releases many articles of interest to consumer specialists, including information on consumer costs, budgets, and labor developments.


Contains fourteen articles of general consumer interest.


A brief but interesting discussion of the increasing number of journalists writing consumer columns.


Well-known examination of the role of industry, the state, and the individual. A new economic order is described where great corporate complexes carry on a special kind of planning to insure their continued positions of dominance.


An entertaining and informative history of the general store in America.


A British view of the role of consumers' pressure groups and their future prospects.


How the home economist can assist manufacturers, retailers, and advertisers to reach their customers, im-
prove their sales, and provide better products.


Examines the ways in which consumer demands are reshaping the Soviet economy and changing the living standards of the Russian people.

Shoplifting, the Pinch that Hurts. Business Week, June 27, 1970: 72-73.

Surveys the fastest growing larceny in the nation—shoplifting, a billion dollar a year bill charged to the honest consumer.


Abstract of an address presented at the Mid-western Canners Sales Conference. Presents the canners' side in the conflict over the growing aspect of "consumerism" in the marketplace.


The former executive director of the President's Committee on Consumer Interests comments on ways in which business could improve its relations with consumers.


Surveys the objectives of the American way of life. Chapter 7, p. 135–149 entitled: "Consumerism."

U.S. Consumer. Biweekly. $7.50. Student rate: 25 copies or more for 8 months at $2.70 per subscription. Group rate: 2 to 49 subscriptions at $5.50 each, 50-99 at $4.50 each, 100 or more at $3.75 each. All subscriptions payable in advance. Consumer News, Inc., 813 National Press Building, Washington, D.C. 20004.

A newsletter specializing in news about brand-name products, safety hazards and other consumer information. Of interest to some teenagers.


Attacks "planned obsolescence" in industry, a practice which causes the consumer to waste untold sums of money on repairs and replacements. Suggests ways of combating this unfortunate trend in American business. Of interest to some teenagers.

Consumer Behavior


Conclusion of an investigation of consumer purchasing behavior initiated in 1957. Data obtained from a sample of 20,000 families, member-subscribers to Consumers Union.

"Comparative studies in the United States and Western Europe" which survey the interaction between man and his economic environment.


Studies of the American worker as parent and provider, community member, moral and religious being, participant in physical and mental health experiences, and user and abuser of leisure time, unemployment and retirement.


An analysis of the marketer's process of "growing customers for future use." The author warns that marketers must take care not to offend parents.


Summarizes the human element in consumer decisions and considers the consumer in relation to the major principles of the behavioral sciences.


Author concludes that there is considerable potential for the application of the techniques of a computer controlled experiment to consumer behavior.


Reports on two national studies of consumer attitudes toward automobile accidents and automobile insurance. The studies were sponsored by four major insurance companies.


Comprehensive analysis of consumer motivation and behavior. Three areas are stressed: critical analyses of relevant evidence; generalizations drawn from the evidence; and pinpointing of areas in which research is needed.


Intended as a basic undergraduate text on consumer behavior, but of interest to the general reader.


A survey of consumer motivations and buying behavior as these are related to marketing. Will be of interest to the general reader as well as the student. Extensive bibliography: p. 315-330.


Three hundred and forty-eight selections from two hundred and sixty-nine authors concerned with varying aspects of consumer behavior.

"This volume reflects the editors' belief that it is time for this vital area of marketing to move to the next stage of its development, that is, that a research emphasis be introduced into the study of consumer behavior." Preface.

Discussion and analysis of contemporary theories. Technical approach and advanced in subject matter. Designed for management scientists, marketing specialists, and economists.

A selective bibliography of research done from 1955 to 1970. Entries are arranged into twenty-one categories.

A scholarly analysis of the process of consumer choice and predicting consumer behavior. Includes a description of experiments and a twenty-five item bibliography.

Comprehensive study of the composition and magnitude of consumer expenditures in the United States, with applications to other countries. Includes analyses for 1929-64 for over 80 commodities, projections of the demand for each in 1970 and 1975, and a detailed investigation of total consumption and savings patterns.

Study of consumer spending and saving patterns through mid-1970.

Consumer Patterns and Marketing Patterns in Low-Income Neighborhoods, by Robert J. Holloway and Richard N. Cardoza, 1969. 62 p. $2.00. University of Minnesota, Graduate School of Business Administration, Division of Research, Minneapolis, Minn. 55455.
"An exploratory study," includes general data, retail strategy, and consumer aspirations.

Consumer Response to Income Increases, by George Katona and Eva Mueller, 1968. 244 p. $6.75; $2.95 (paper). Brookings Institution, Washington, D.C.
A report of a series of interviews designed to measure responses of consumers to increases in income during 1964-65. The purpose was to measure the responses to the tax cut of 1964 as well as to the increases in income before the tax cut.

A study and analysis of comparison shopping, particularly as it applies to foods.

Business firms should understand consumer behavior through appropriate research, suitable marketing strategy, involvement in consumer affairs, and greater awareness in the ranks of top management.

Summation of the problems facing the consumer, his growing activities and continued resistance to anti-consumer forces.


Taken together this series contains a wealth of statistical information on consumer behavior and predictions of consumer trends. It is widely available in public and academic libraries. Series P-50 and P-65 are of particular interest to students of consumer affairs.


Supplements other critical evaluations of consumer research by discussing several issues and problems that impede the development of a consumer behavior research tradition. Includes eighty-seven references.


The meaning and measurement of attitudes which determine buying behavior.


A selection of readings emphasizing the psychological and sociological aspects of consumer behavior and research techniques.


Discusses the nature of the dependent variable in dissonance studies. An experiment in consumer choice is described.


An evaluation of consumer information intake as observed in three product surveys. Professor Howard has a high opinion of consumer intelligence.


This study is based on the results of a survey conducted in 1964, concerning the working and investment behavior of individuals with yearly incomes of $10,000 or more.


The over 65 market.

The likes and dislikes of human beings whether they concern concrete objects or the world of ideas are explained. Dichter's studies in motivational research helped stimulate Vance Packard to write The Hidden Persuaders.


An investigation of the subtle methods of motivational research. Dated, but still a basic work in the field.


Papers and discussions from a conference held at the University of Michigan in the fall of 1958 on various aspects of consumer behavior by sociologists, psychologists, economists, market researchers, and other social scientists.


By a trained psychologist who has specialized in color as a device for increasing sales. The author tells of many products whose sales increased because of a change in package design and color.


Limitations of consumer information about quality have profound effects upon the market structure of consumer goods. Consumer behavior is also relevant to the determination of monopoly power in consumer industries.


A discussion of the "hard sell" commercialism of today.


Reports on a survey made to determine the attitudes of young people toward money and finance.


Appraisal of children's food consumption characteristics.


The result of a Consumer Behavior Symposium held by the Stanford University Graduate School of Business. Covers buying decisions, consumer-product relationships, market segmentation, and influences on consumer choice. Emphasizes the marketing approach.


An overview of some of the basic thinking on consumer behavior. Presents a comprehensive set of readings together with a text.
Psychological Approaches to the Study of Saving, by Folke Olander and Carl-Magnus Seipel, 1970. 114 p. $3.50; $2.50 (paper) Bureau of Economic and Business Research, 408 David Kinley Hall, University of Illinois, Urbana, Ill. 61801.

Presents researchers in psychology, economics and allied fields with a synthesis of previous scholarship on the psychological aspects of saving. Two hundred and ninety references are cited. Based on a monograph published in 1967 by the Economic Research Institute, Stockholm School of Economics.


Emphasizes that consumer behavior has its roots in socio-psychological phenomena. The theme of the book centers around a concept of existential behavior.


A storehouse of valuable information for retailers, manufacturers and consumers who want to know more about pricing. Footnotes contain numerous additional sources.


A selection of articles drawn from the literature of the various behavioral sciences. All are related to the study of consumer behavior.


A selection of papers which focuses on the perception of risk by consumers and the way in which consumers acquire and process information in order to deal with these risks.


Emphasizes that consumers will expect more from corporate giants, and that they will, at the same time, grow less prone to revere luxury and less enchanted with accumulating "things".


An investigation of people who shop out of town, why and what they buy. The results suggest that concern about local prices was not an important motivator, but that the desire to examine a large and varied selection of fashion merchandise was.

Shopping Center Versus Downtown, by Christen Tonnes Jonassen, 1955. 170 p. O. P. Bureau of Business Research, Ohio State University, 1775 South College Road, Columbus, Ohio 43210.

Motivation research on shopping habits and attitudes in three widely separated and diverse cities: Seattle, Washington; Houston, Texas; and Columbus, Ohio.


Statistical presentation of a study to show whether "shopping around" resulted in lower prices being paid.

"Where and why your money goes." A carefully written defense of the American system of marketing.


An intriguing reply to the questions raised by Vance Packard's The Hidden Persuaders about the value and justification of the science of motivation. Ernest Dichter has been called the "father of motivational research."


A discussion of savings-distribution as related to income and age; determinants of total savings; and composition of savings. Questionnaires and statistical tables are included.


Provides a theoretical structure for the buyer behavior specialist and the basic scientist in their approaches to the problems of purchase behavior.


A selection of papers on the potentialities and limitations of consumer research as performed by social scientists. Topics include acceptance of new products, measuring of TV commercials, household decision making and new product innovation.


Sub-title: "Motivation research and its successful applications." Basic research into why people buy. Emphasis is on color and shape of product. Controlled tests were used to determine why people selected a certain product.

INTERNAL INFLUENCES


How do consumers select brands? The author reports on a study in which a new approach to brand choice behavior was tested and shows how it can improve understanding of consumers' decision processes.


Develops a theory of the attitude-behavior relationship, and incorporates this theory into an interpretive model to appraise the influence of environment on the brand choice decision.


Succinct monograph on the concepts of consumer attitudes in marketing and behavioral science literature.

Considers the relationship between the psychological characteristics of a consumer and his purchase behavior. The authors establish a theoretical foundation for a model of consumer behavior based upon an individual's self-concept and the symbolic value of the goods he buys.


Primarily written for those in marketing, this article will also be of interest to anyone concerned with consumer brand loyalties. Footnotes include numerous other sources.


A study of brand loyalty patterns in brand loyalty prone households. A technical presentation.


Highly technical and mathematically oriented study of the theory of demand. Designed for the specialist.


The relation of household, socio-economic and personality characteristics to brand-name grocery purchases are here examined with psychological, econometric and statistical techniques. The author found that personality factors and socio-economic characteristics provide only a limited explanation of variations in purchasing behavior.


One of the most successful "motivational researchers" presents his views on the science and art of persuasive selling.


Based on questionnaires mailed to a random sampling of commercial credit card holders in a large eastern metropolitan area.


Concerned with applications of concepts of social class and life cycle to consumer behavior for the purpose of segmenting the market. Contains a twenty-nine item bibliography.


"An exploration of class behavior in America and the hidden barriers that affect you, your community, your future."

A statistical survey of why people buy the cars they do. Twenty-two concepts were measured, including sophistication, reliability, safety, excitement.

EXTERNAL INFLUENCES

Advertising


A trade journal serving the American advertising industry. Carries frequent articles on consumer interests.


Results of a study commissioned by the Association of National Advertisers. Author concludes that advertising promotes competition and that advertising does not increase the cost of goods and services advertised.


Discusses the defects of advertising as a medium of information in modern American society.


A study of Americans’ attitudes toward advertising based on a nationwide survey of consumers.


The author probes deeply into the political, social and cultural questions raised by advertising, and presents ideas which are unorthodox, challenging and sometimes paradoxical. Published in Italy in 1963 under the title La Tigre Domestica.


Comments on the practice of advertising a product or service solely to attract consumers who can then be “switched” to a more expensive item. Available in quantity, $4.00 per 100; $30.00 per 1,000.


A Critique of Consumerism, by E. B. Weiss, 1967. 28 p. $1.00. Doyle Dane Bernbach, Inc., 20 W. 43rd St., New York, N.Y. 10036. (Single copies free to business executives or educational organizations.)

Critique stressing the importance of the effect of consumerism on advertising. The author is vice-president of a large advertising company.

"Because television can make so much money doing its worst it cannot afford to do its best." This paradox summarizes the dilemma of commercial television today.


A leading textbook on ethics. Chapter 19 deals with "Ethics and the Mass Media."


Points out that knowledge of the behavior patterns of low-income groups would assist the FTC in performing its advertising regulatory function more effectively.


"Famous people say," "snob appeal," "youth appeal," "concern for public good" are some of the approaches used by advertisers to sell their products. This article demonstrates through the use of illustrations fifteen such approaches. Should make teenagers more aware of methods advertisers use to get them to buy their products.


Discusses the attempts to suppress information on the truth-in-packaging bill in magazines, newspapers, TV and radio, and the degree of success obtained.


Compilation of advertisements sponsored by the Magazine Publishers Association.


An hilarious and urbane commentary on advertising agencies and their practices.


An advertising man analyzes advertising men, the Madison Avenue symbol, advertising in a class society, built-in obsolescence, quack remedies, TV give-aways, motivational research and the exaggerated ungrammatical language of Madison Avenue.


Highlights problems of price advertising which have proved troublesome to businessmen, who in good faith, desire to avoid deceiving the consumer public.


Enumerates the major principles applicable to advertising of guarantees and indicates that the greatest difficulty with this type of advertising has been the failure to state adequately what a guarantee is.

"False advertising law and policy under Federal Trade Commission administration." This heavily documented study analyses legal aspects of descriptions of product assets, price information, testimonials, and sales information. Seventy-two pages of appendices include FTC guides and regulations against deception.


A popular study of the advertising industry and the people who run it.


A penetrating analysis of the content of many advertisements.


"In curbing the excesses of advertising both business and government must distinguish between embellishment and mendacity." An interesting in-depth article with valuable suggestions for businessmen and consumers to consider.


A commentary on television "soft-core" semi-frauds. Several popular commercials are examined. Of interest to some teenagers.


An esopōe of American advertising which condemns the industry for placing profits before public service. The author states that "a lie that helps build profits is considered as a permissible lie."


A book of readings from forty-five writers representing a wide range of skills and occupations. Each presents some aspect of the role of advertising in the economy.


The diary of "one man's struggle to survive a week watching commercial television in America."


Final form of model statute on deceptive practices in advertising drawn up by the American Advertising Federation to be transmitted by members to their respective legislators.


"A happy look at American advertising, 1880-1930."

A pictorial survey of early consumer advertising. Of interest to some teenagers.


Describes questionable advertising procedures, confidence games, shady interest and credit terms, tricks of the drug trade, merchandising schemes, extortion, credit card swindles, telephone insurance frauds, and many others dubious practices.


Contends that a vast consumerism surge to save the environment will make consumers wary of advertising claims. The author makes predictions of consumerist aims for the coming decade.

With All Its Faults, by Fairfax M. Cone, 1969. 335 p. $6.95. Little, Brown, Boston.

"Advertising's most respected scold brings to life the controversies, the triumphs and defeats of forty years in the world of advertising."

Marketing techniques


Two lengthy essays. Applebaum analyzes the competition between manufacturers' brands and distributors' brands. Goldberg examines the brand strategies of six major food chains in promoting sales of both private label and manufacturers' brands of white bread, frozen orange juice concentrate and margarine.


Traces the cost of trading stamps to both consumer and retailers. The author predicts a declining use of trading stamps.


Comment on corporate consumer information policies.


Empirical study of consumer protection and door-to-door selling. Locale is chiefly California.


An FTC staff report prepared for the House Subcommittee on Activities of Regulatory Agencies. Presents many of the apparent malpractices present in games of chance.


Examines the structure, conduct and performance of the trading stamp industry and analyzes the economic functions, costs, and benefits of its service. Many charts, graphs, and statistical information.

Discusses the question of whether the use of trading stamps and games has stabilized or is in the early stages of a major decline.


A survey of discount merchandising from an opponent of discount retailing. Included are interviews with economists, retailers and marketing consultants, and transcripts of congressional hearings.


"Economic report on the use of games of chance in food and gasoline retailing."


Discussion of tactics of supermarkets which have converted to "discounting." Conclusion of one study is that discounting has not altered the cost of groceries.


Findings of a recent marketing research study on the image of the discount house.


"FTC investigation of promotional lures by food chains and oil companies."


The conclusion reached in this study is that prices were not affected as a whole in those areas where trading stamps were phased out.


"Is a store's own brand as good as a nationally advertised one?" Discussion and chart listing private-label appliances and the manufacturers who make them.


In depth analysis of a trading stamp company. Reveals a great deal concerning trading stamp companies and their operations, particularly the operations of S&H green stamps.


A study of the impact of trading stamps on the price of food. The data has aged, but the report still contains much valuable material.


"Nobody, really, but the promoters themselves, if you take the testimony of food-chain managers, gasoline dealers and disillusioned players."


Survey of consumers' attitudes concerning different types of packaging, disposal and recycling problems.
Consumer Protection


Booklet contains basic information on contract law, interpretations of warranties, and consumer frauds.


Laws providing the consumer with a period of one to four days in which to rescind a contract to purchase goods or services.


Each issue carries a section on consumer legal action.


“The Nixon administration appears ready to back down in a legislative battle over consumer damage suits—a move likely to make the nation’s businessmen unhappy.”


Provides broad coverage of the scope of federal activity and considers such controversial topics as truth-in-lending, fire safety act, and pipeline safety act.


Discussion of proposed legislation to curb door-to-door selling.


Thirty-three contributions make this a valuable source of commentary and opinion on the interaction of law and the advancement of the consumer interest. The editor states: “It is neither a scholarly treatise nor an exhaustive compendium of the subject field.”


Bibliography developed under a research grant from the Office of Economic Opportunity, Washington, D.C. 20506.


A subject classified listing of legislation introduced in the Congress on consumer oriented subjects. Provides bill numbers, sponsors, a numerical index to bills, and lists of legislation of consumer interests passed by either house and by both houses. An indispensable resource for large public and academic libraries.

An address given on Oct. 16, 1969 by the Deputy Director of the Office of Consumer Affairs.


Considers the feasibility of local control over consumer affairs, primarily through municipal regulations and ordinances. The District of Columbia is used as an example.


The hearings on three bills concerned with consumer protection by amending the Federal Trade Act, including the "class action" bill.


Current methods in force in Michigan and some proposals for reform.


Outlines the following consumer problems while defining the state role in them and reviewing what some States have done: public employee labor relations, consumer protection, narcotics control and drug abuse, law enforcement and crime control, and environmental quality.


"The story of how Baltimore is trying to meet a need."


Thirty-nine agencies and departments of the federal government that deal with consumer activities are listed here.


Address by the president of the Consumer Federation of America at the Saturday Evening Forum, University of Arizona.


Summary of consumer protection activities with emphasis on the 1960s. Includes a chapter on the attitudes of the business community toward this growing movement.


A brief description of Canada's food and drug laws is presented, followed by a series of questions and answers from the consumer's viewpoint.

Potential legislative action by consumers is discussed—bills to permit consumers to unite to sue companies, buyers with similar complaints could bring class actions.


Defines the period during which the consumer may withdraw from purchase commitments made at home.


A study of one hundred and ninety consumer rights cases handled by the four Neighborhood Legal Service Projects in Washington, D.C.


A report extracted from the Food and Drug Administration Papers, October, 1967, outlining a synopsis of food packaging and labeling regulations.


Describes the law, regulations, and proposed changes in the Fair Packaging and Labeling Act.


Discussion of the Fair Packaging and Labeling Act and the responsibilities assumed by the Federal Trade Commission and the Food and Drug Administration.


"An act to regulate interstate and foreign commerce by preventing the use of unfair or deceptive methods of packaging or labeling of certain consumer commodities distributed in such commerce, and for other purposes."


Published in association with the Food and Drug Law Institute, this journal records the progress of the law in the fields of food, drugs and cosmetics and includes constructive discussion. In conjunction with FDA Papers, this publication will keep one well informed about the administration and enforcement of food, drug and cosmetic laws.


Seven out of ten people interviewed believe present federal legislation is inadequate to protect their health and safety. The majority think more laws are needed to give shoppers full value for their money. Nader questions whether the government is willing and able to do the necessary job.

Guide to Packaging Law, 1967. 75 p. $6.25. Modern Packaging,
Summarizes the basic laws affecting the packaging industry. Includes federal and state sources of legal information and packaging practices. Includes the texts of five federal packaging laws.


"If you have been hurt or cheated by a person or a store you can sue in small claims court. You do not need a lawyer. The procedure is simple; this book tells you how to do it."


An AFL-CIO legislative report, 11 pages of which are devoted to consumer protection legislation considered by the 90th Congress.


Survey of the ways in which law relates to advertising, contracts, credits and other consumer problems.


Discusses the legal rights and problems of the low-income consumer. Includes a twelve-page bibliography.


Arguments presented for a uniform probate code, so estates may be transferred with minimum delay and interference.


Statutes expressly concerned with consumer protection in the book are entitled "Consumer Information Act," "Automotive Repair Dealer Registration" and "Games of Chance." An index lists suggested laws from past editions which may still be appropriate for many states. Published Annually.


Specific cases of regulatory actions taken by federal agencies, such as the Federal Trade Commission, Food and Drug Administration and U.S. Postal Service; also state and local action to protect consumers.


A sociological approach to truth-in-packaging legislation. Emphasizes the need to investigate and understand the "shopper-package relationship" before interpreting existing laws or creating new legislation.

Discusses the changing law of product liability and indicates some of the ways in which management can respond. This law has been designed to protect consumers from inferior products.


Discusses the voluntary moves made by business to reduce the proliferation of package sizes.


"An examination of its effectiveness as a consumer remedy and the constitutional validity of its enforcement provisions."


A precise, detailed, and technical statement of FTC regulations.


The buying public now finds businessmen and politicians eager to listen to complaints about products and services. New laws, new agencies, both public and private, are taking shape.


Covers seven areas of consumer protection.


The story of the National Consumer Law Center with headquarters in Boston College Law School, Newton, Mass., and how it works with the Office of Economic Opportunity to aid the poor.


Discusses two areas: "the holder in due course" legal concept, and consumer class action suits.


Advises the consumer receiving unordered merchandise that he has no obligation either to return the merchandise or to pay for it under the Federal Trade Act.


The legal rights of people under 21 regarding school, parents, marriage, drugs, sex, driving, employment, contracts, and the draft are clarified through pertinent questions and answers. The appendix lists lawyers and legal organizations that will deal with the legal rights of young people. Of special interest to teenagers.
Fraud, Deception and Other Consumer Concerns

FRAUD AND DECEPTION


Numerous cases of unethical and fraudulent business practices involving the poor are cited. Possible social and legal actions aimed at remedying these conditions are discussed.


An "exposé" type of book presenting "the multi-million dollar 'kid market' and the insidious techniques of the promoters and manufacturers who reap profits from it."


Survey of the ways the public is gulled by fraudulent salesmanship. Automobiles, funerals, encyclopedias, household appliances and charities are the principal areas of investigation.


"An introduction to the black arts of door-to-door salesmanship and other techniques."


"Frauds against the elderly", how to avoid them by knowing what to look for and who to contact when you have been cheated. Foreword by Senator Harrison A. Williams, Jr.


Entertaining and informative guide to hoaxes and hucksters. "Get rich quick schemes", deceptive advertising, confidence men and other fraudulent practices are examined in real estate, investments, home improvements, insurance, etc. Notable feature is a guide to where to turn if you feel you are being exploited.


"Lively survey of the art of conmanship from the short change gyp to the big time securities swindle." Case histories are drawn from official files. The book is dedicated to "the gullible American—may his numbers never dwindle."

Consumer Guide for Older People, 1968. 2.5 in. x 4 in. leaflet. 5¢ (cat. no. FS 17.308: C76) Supt. of Documents, GPO, Washington, D.C. 20402.

To be carried in wallet or purse, this handy reminder warns against merchandising frauds and swindles affecting the health and pocketbook of older people. To be used by all desiring protection when buying by mail, buying at the door, signing your name, and buying on credit.


Leaflets prepared to alert consumers of potential frauds. Titles include: Homework Schemes, Unordered Merchandise, Mail Order Profit Mirages, Truth in Lending, Fulfillment Complaints, Bait Advertising, and Considering a Franchise.

How to avoid being cheated in eight common consumer situations.


A detailed description of the workings of the Department of Consumer Affairs of New York City. The department is headed by Bess Myerson Grant.


An angry investigation of the many areas in which consumers are exploited: cosmetics, home improvements, packaging, credit plans, small loans, drugs, and mail frauds. Tips are offered to aid the consumer.


A valuable discussion of the various kinds of false and misleading advertisements which are directed to people wanting to supplement their incomes. The victims are usually women.


An elementary discussion of what to look for in many areas of health care.


“The ungentle art of self defense as recommended by the Federal Trade Commission.” Alerts the consumer to be aware of the con artist in buying merchandise.


Frauds covered are: phoney bank-examiner swindle, home-improvement gyps, dishonest telephone solicitations, questionable charities, and pre-finance funeral plans.


Results of a study about low-income groups and merchants. Food is still more expensive and is still inferior to food sold in higher-income areas.


This Food and Drug Administration Student Reference Sheet discusses medical quackery and presents examples of some of the most common types of medical frauds and swindles to be concerned about.


A review of the various forms of medical frauds perpetrated on an unsuspecting public.


Revealing report on the money traps, deceptive advertising, credit plans and packaging that the unsuspecting
buyer encounters in the marketplace. Included are lists of Better Business Bureaus and local, state and national consumer organizations.


Describes the many types of mail fraud against which the law attempts to protect the consumer.


"A social history of health quackery in twentieth century America." Quackery and home remedies are examined against the broader background of sociology, science, marketing and government.


A readable account of the "corruption and malpractice" confronting the consumer when buying services from some unscrupulous members of the medical professions.


Points out methods used by many merchants in their dealings with the poor. Author's conclusion is that there is a clear need for legal safeguards to supplement poverty programs.


Exposé on hazardous drugs and pill profiteering.


A leading expert in anti-trust and trade regulation law offers the layman an up-to-date introduction to consumer-oriented marketing legislation and regulation.


"Without forceful regulation, dishonest repairmen can clip the public mercilessly. Here's how one state (Illinois) cleaned out the frauds."


Illuminating portrait of supermarket packaging abuses and the efforts entailed in trying to pass an effective "truth-in-packaging" bill. Appendices include reprints of Senator Hart's strongly-worded bill and the watered-down version that became law.


Entertaining book on swindlers and their victims, exposing the con man's many get-rich-quick schemes.

CONSUMER CONCERNS


A marketing study of consumer frustration.

The Consumer Fights Back, by Lucia Mouet. Christian Science Monitor, Jan. 26, 29; Feb. 2, 5,
9, 12, 16, 19, 24, 26; Mar. 2, 5, 1970. Reprints available: University of Michigan, Reprint Dept., University Microfilm, 300 N. Zeeb Rd., Ann Arbor, Mich. 1–25 copies, $1.00 each; 26–100 copies 90¢; 101–and over copies 75¢.

A broad, sweeping journalistic study of the American consumer climate. The author considers such diverse topics as consumerism, automobile repairs, supermarket bargains, product safety, warranties, consumer protection, sales gimmicks, and consumer organizations.


"Supermarket operations in low income areas and the federal response." Thirty-eighth report by the Committee on Government Operations.


"A revolution among consumers over poor-quality products and shoddy service is forcing the market-sensitive businessman to revise his approach to customer needs."


The forces underlying the present upsurge in consumer activity are analyzed, and some of the dangers of the remedies proposed by some consumer advocates are considered.


Collection of articles and reports on varying aspects of consumer protection.


An editorial comment on the present stage of consumer activism.


Research has proven that it actually costs more to be poor, from an economic, educational, psychological and physical standpoint.


Report of the efforts of businessmen in cities all over the country to initiate dialogues on what's bothering the consumer.


This publication received the American Council on Consumer Interests award for outstanding research on the consumer problems of families.


Survey to determine if low-income area food stores increase prices after distribution of welfare checks.

Designed for use in planning and establishing Consumer Action Programs and their various components, including credit unions, consumer organizations, buying clubs and other cooperative enterprises.


Collection of articles, most of which have appeared in the New Republic since 1965. Focuses a sharp light on the dark corners of American commerce and offers practical remedies for consumers.


Simply presented facts about the problems of consumers.


Traces the growth of the consumer movement and protective legislation and discusses the personalities involved in "The Consumer Revolution."


A marketing man's view of consumerism, stressing the need for industry to work with the government to protect the consumer. By so doing, the industrialist will protect himself from excessive government regulation.


Defense against government assistance to the consumer. The author contends that the consumer may be overprotected, preventing a flow of new goods to the marketplace.


Survey of consumer habits of 464 households in low-cost housing projects in New York City. Provides facts and figures which show how and why poor people are victimized by high pressure salesmen, bait advertising, and "easy credit."


Series of essays dealing with the problems of poverty, including consumer problems and patterns among low-income groups.


Enlightening article on the lack of quality control in consumer products.


One section of the Kerner Report deals with the exploitation of consumers in ghetto areas by retail merchants.

The Responsible Consumer, by Sidney Margolius, 1970. 20 p. 25¢ (Public Affairs Pamphlet no. 453). Public Affairs Committee,
Reports on the various problems facing today's consumer. Discusses the advances made in protecting the consumer, and counsels the individual in spending his money wisely.

Safeguarding the Consumer; an Interview with Virginia Knauer. 

A question and answer review of the problems and prospects of consumer protection. A concise and lucid presentation.


The breakdown in service or slipshod service at high prices in stores, hotels and garages are attributed to the demands of affluence and to workers' attitudes.

Agencies and Organizations

GOVERNMENT

Federal

The following section contains only a sampling of the agencies of the Federal government which provide services and sources of information for the consumer. For a broader listing consult Guide to Federal Consumer Services. For the most complete information contact each agency or department individually.


Contains information on services to consumer provided by forty federal agencies and divisions. Information on each agency includes basic facts on its organization and origin, major laws administered, services for consumers, and how these services can be obtained. Also gives publications released by the agencies.


Newsletter of consumer affairs and consumer protection. Items relate to the FTC.


Transmitted by the President to the Congress. Each message comments on presidential consumer concerns. All consumer messages appear in the Congressional Record.


Newsletter describing regulations, legal actions and continuing programs of Federal agencies in the field of consumer affairs.


A review of the presidential order charging the General Services Administration, the President's Committee on Consumer Interests, and the Defense Department with making available to consumers information about the products that the government buys for its own use.

An address made on May 24, 1969 by a representative of the Department of Health, Education and Welfare. Concerns the steps we must take to protect our older citizens.


This Food and Drug Administration Consumer Protection Student Reference Sheet gives information on enforcing the FDC Act. A description is given of the types of court procedures used to enforce the law.


Reports of the hearings held during March, April and July, 1969 before the Committee on Government Operations, U.S. Senate, 91st Congress, first session. The report of "Nader's Raiders" concerning the Federal Trade Commission.


The official magazine of the Food and Drug Administration.


The Federal Trade Commission is indicted by Ralph Nader for its incompetence, its too friendly attitude toward business and its lack of regard for the consumer.


Reprinted from American Education, Nov. 1970. A listing of U.S. Office of Education funds allotted to various educational programs. Many of these are adaptable to consumer education programs.


Discusses the organization and work of the Food and Drug Administration. Of interest to some teenagers.


Basic information about more than two hundred separate programs. Some of these are specifically directed to the consumer.


A description of the duties of the President's Committee on Consumer Interests. Text in French.


A review of the operations and activities of Virginia H. Knauer, special assistant to President Nixon for consumer affairs.
Investigation of the Federal Trade Commission's structure, policies, and operations, by a task force of young law students in the summer of 1968. This very critical report was supervised by Ralph Nader. Of interest to some teenagers.

A review of possible changes in the government's relations with consumers and business.

A concise statement of the functions and structure of these two government organizations.

How government can help solve the purchaser's problems in the marketplace.

Provides an annotated bibliography of the Bureau's publications, including periodical articles. Many are of value to consumer specialists. Entries are arranged under broad subject fields. (January-June 1970 issue [published 1971] contains 56 pages).

A "pro and con" debate featuring views by such authorities as Senator Montoya, Representative Rosenthal, Louis Lefkowitz, Ralph Nader, James L. Goddard, and Joseph A. Califano.

Summarizes the main points of The Chemical Feast, an indictment of the Food and Drug Administration.

A brief outline of current activity in the FTC's program to educate the American consumer.

The Regulators Can't Go on This Way. Business Week, Feb. 28, 1970: 60-61+
Discusses the various reforms needed in regulatory agencies.

Charges regulatory agencies represent, rather than regulate, industries in their charge. Conflicts among agencies result in subordination of consumer interests. The author suggests that these agencies be abolished and their powers be reapportioned among the traditional branches of government.

Special supplement to the Antitrust and Trade Regulation Report, which presents the American Bar Association's very critical analysis of the Federal Trade Commission. President Nixon requested this report.


Sub-title: "The story of how agricultural research serves you." A profile of the Department of Agriculture's contributions to consumer welfare.


A monthly four-page newsletter of consumer interest. A typical issue contains several short paragraphs on a wide range of topics.


A comprehensive guide covering titles of permanent importance issued from the earliest period to the present. Many of the subjects covered are of current and historical interest to consumers and consumer specialists.


An intimate description of the President's Special Assistant for Consumer Affairs.


Reviews the work of Mrs. Knauer during her first year as head of the Office of Consumer Affairs.


Brief and elementary information for the consumer.


Caspar Weinberger gives his philosophy on the Federal Trade Commission's relations with business.

State

Many States, some counties and cities, now have some form of specifically designated consumer office, or offices, although the responsibilities and powers of these offices vary. Consumers with questions or problems may consult the offices listed, asking referral of their letters to the appropriate State agency in the event the office itself does not have jurisdiction, information, or educational materials on the specific issue.

Free and inexpensive consumer educational materials are, in many cases, available from these offices or other States offices such as Department of Agriculture, Agriculture Extension Service, Office of the Attorney General, or Division of Weights and Meas-
ures to assist residents of the specific State.

**ALASKA**
Attorney General of Alaska
Pouch "K", State Capitol
Juneau, Alaska 99801

**ARIZONA**
Consumer Fraud Division
Office of Attorney General
159 State Capitol Building
Phoenix, Arizona 85007

**ARKANSAS**
Consumer Protection Division
Office of Attorney General
Justice Building
Little Rock, Arkansas 72201

**CALIFORNIA**
Consumer Fraud Section
Office of Attorney General
600 State Building
Los Angeles, California 90012

**COLORADO**
Office of Consumer Affairs
Attorney General of Colorado
503 Farmers Union Building
1575 Sherman Street
Denver, Colorado 80203

**CONNECTICUT**
Commissioner, Department of Consumer Protection
State Office Building
Hartford, Connecticut 06115

**DELAWARE**
Consumer Protection Division
Office of Attorney General
1206 King Street
Wilmington, Delaware 19801

**FLORIDA**
Attorney General of Florida
State Capitol
Tallahassee, Florida 32304
Division of Consumer Affairs
Florida Department of Agriculture and Consumer Services
The Capitol
Tallahassee, Florida 32304

**GEORGIA**
Georgia Consumer Services Program
Department of Family and Children Services
15 Peachtree Street, Room 909
Atlanta, Georgia 30303

**HAWAII**
Director of Consumer Protection
Office of the Governor
602 Kamamalu Bldg.
250 South King Street
P. O. Box 3767
Honolulu, Hawaii 96811

**IDAHO**
Consumer Protection Division
Office of Attorney General
State Capitol
Boise, Idaho 83707

**ILLINOIS**
Consumer Fraud Section
Office of Attorney General
184 N. LaSalle Street
Chicago, Illinois 60602

**INDIANA**
Attorney General of Indiana
219 State House
Indianapolis, Indiana 46204

Consumer Advisory Council
c/o Indiana Dept. of Commerce
3S6 State House
Indianapolis, Indiana 46204
NEW HAMPSHIRE
Assistant Attorney General
for Consumer Protection
Office of Attorney General
State House Annex
Concord, New Hampshire 03301

NEW JERSEY
Office of Consumer Protection
1100 Raymond Boulevard
Newark, New Jersey 07102

NEW MEXICO
Consumer Protection Division
Office of Attorney General
Supreme Court Bldg., Box 2246
Santa Fe New Mexico 87501

NEW YORK
Consumer Frauds and Protection Bureau
Office of Attorney General
80 Centre Street
New York, New York 10012
Chairman and Executive Director
Consumer Protection Board
380 Madison Avenue
New York, New York 10017

NORTH CAROLINA
Consumer Protection and Antitrust Division
Office of Attorney General
P. O. Box 629
Raleigh, North Carolina 27602

NORTH DAKOTA
Consumer Protection Division
Office of Attorney General
The Capitol
Bismarck, North Dakota 58501

OHIO
Consumer Frauds and Crimes Section
Office of Attorney General
State House Annex
Columbus, Ohio 43215

OKLAHOMA
Administrator
Department of Consumer Affairs
Lincoln Office Plaza, Suite 74
4545 Lincoln Boulevard
Oklahoma City, Oklahoma 73105

OREGON
Assistant Attorney General for Antitrust and Consumer Protection
Office of Attorney General
322 State Office Building
Salem, Oregon 97310
Assistant to the Governor for Economic Development & Consumer Services
State Capitol Bldg.
Salem, Oregon 97301

PENNSYLVANIA
Bureau of Consumer Protection
Pennsylvania Dept. of Justice
2-4 N. Market Square (Durbin Bldg.)
Harrisburg, Pennsylvania 17101

RHODE ISLAND
Special Assistant Attorney General for Consumer Protection
Office of Attorney General
Providence County Court House
Providence, Rhode Island 02909
Executive Director
Rhode Island Consumers’ Council
365 Broadway
Providence, Rhode Island 02902
SOUTH DAKOTA
Office of Consumer Affairs
Attorney General of South Dakota
State Capitol
Pierre, South Dakota 57501

TEXAS
Antitrust and Consumer Protection Division
Office of Attorney General
Capitol Station, P. O. Box 12548
Austin, Texas 78711

Office of Consumer Credit
1011 Jan Jacinto Boulevard
P. O. Box 2107
Austin, Texas 78767

UTAH
Assistant Attorney General for Consumer Protection
Office of Attorney General
State Capitol
Salt Lake City, Utah

Administrator of Consumer Credit
403 State Capitol
Salt Lake City, Utah 84114

VERMONT
Consumer Protection Bureau
Office of Attorney General
94 Church Street
Burlington, Vermont 05401

Family Economics and Home Management Specialist
Room 210, Terrill Hall
University of Vermont
Burlington, Vermont 05401

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Consumer Services Administration
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Santurce, Puerto Rico 00908

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Public Services Commission
Charlotte Amalie
St. Thomas, Virgin Islands 00801

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Secretary
Los Angeles Consumer Protection Committee
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Los Angeles, Calif. 90012

San Francisco, California
Secretary
Bay Area Consumer Protection Coordinating Committee
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Box 36005
San Francisco, Calif. 94102

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Santa Clara County Dept. of Weights & Measures & Consumer Affairs
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Santa Clara, California 95050

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Director
Consumer Protection Division
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Miami, Florida 33125

Jacksonville, Florida
Consumer Affairs Officer
Division of Consumer Affairs
Department of Public Safety
220 East Bay Street
Jacksonville, Florida 32202

St. Petersburg, Florida
Director of Consumer Affairs
264 First Ave. N.
St. Petersburg, Fla. 33701

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Commissioner
Department of Consumer Sales and Weights & Measures
City Hall
121 N. LaSalle St.
Chicago, Illinois 60602-

Chicago, Illinois
Secretary
Chicago Consumer Protection Committee
Room 486
U.S. Court House and Federal Office Bldg.
219 South Dearborn Street
Chicago, Ill. 60604

Louisville, Kentucky
Supervisor
Division of Weights & Measures & Consumer Affairs
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<td>CAMDEN COUNTY, NEW JERSEY</td>
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Discussions of the roles of governments and independent consumer organizations in the fields of consumer representation, safety, information and production. Emphasized were safety standards for foods, medicines, and other consumer goods; product listing, labeling, packaging and evaluation.

Consumers Review. 6 per year. $50.00. International Organization of Consumers Unions (IOCU) Information Center, 9 Emmastraat, The Hague, Holland.

A listing of the contents and articles of all major international consumer publications and standard publications throughout the world. A free list is available upon request of publications issued by IOCU members.


An account of part of the Consumers Union's testimony in its suit to force the Veteran's Administration to make public results of tests made on hearing aids. The issue is the consumer's right of "access to information in federal agencies' files about the quality of consumer goods and services."


Overview and a brief history of Consumers Union, the publisher of Consumer Reports. Suggested reading for all concerned with consumer interests and the part of Consumers Union in protecting consumer welfare.

Detailed breakdown of the operations and organizations that constitute Ralph Nader's Raiders.


"Public service of private business in the public interest;" a discussion of the work and organization of the B.B.B.


Manual to help consumers organize for greater effectiveness.


Critical article concerning the Consumers Union's subjective approach to product testing and limited sampling basis.


The official organ of the International Organization of Consumers' Unions. Text in English and French.


The function of the American Council on Consumer Interests is explained in four languages—English, French, German and Spanish.

Let the Buyer Not Despair, by Virginia H. Knauer. AAUW Journal, v. 64 no. 5, April 1971. 2 p.

An appeal for citizen involvement in the search for consumer justice.


Interesting discussion of "everyman's lobbyist and his consumer crusade.


Considers the scope and objectives of the Center for the Study of Responsive Law.


Interesting and perceptive analysis of consumer advocate, Ralph Nader. An addition to an explanation of Nader's raiders, this issue carries an editorial "The consumers and the regulators." Of interest to some teenagers.


Reports on social legislation of interest to the League. Membership in the League is a minimum of $7.50 per year.

Ralph Nader: Consumer Protection or Lobbyist's Gadfly.
Brief but interesting biographical sketch of a “self-appointed” lobbyist for the public and consumer interest.

**Ralph Nader: Playboy Interview.**  
Lengthy and fascinating interview with the leading exponent of consumer democracy. Nader discusses his current activities, the philosophy which guides him, and his views about the relations between consumers, business and government.

Prepared by Consumers Union. Discusses activities of local British consumer groups and lists their projects.

**The U.S.’s Toughest Customer.**  
A detailed discussion of present day consumer activity as personified in the work of Ralph Nader.

**Who Speaks for the Consumer,** by Ralph Nader, 1968. 12 p. 35¢.  
League for Industrial Democracy, 112 E. 19th St., New York, N.Y. 10003.  
A reprint of a speech by Nader outlining his crusade for consumer protection.

A discussion of national, state and local consumer organizations. Includes a list of organizations with addresses.

**Which? Monthly.** 30s ($4.00). Consumers’ Association, 14 Buckingham Street, London WC2N6DS.  
An English consumer periodical devoted to testing and rating consumer products.

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**REGISTERING COMPLAINTS**

How trade associations have met the challenge of Virginia Knauer in the resolution of consumer complaints.

Details consumer complaints concerning malfunctioning products, faulty repairs, and misdeliveries.

“Got a complaint... be a good complainer! Tell your story directly to the seller or manufacturer. Here are a few simple hints.”

Discusses the ways in which some major companies handle their consumer complaints.
Includes the names and addresses of one hundred and eleven agencies and organizations ready to help the consumer.

Information Directory, 1970. 26 p. 25¢. World Council of Credit Unions, P. O. Box 431, Madison, Wis. 53701.
A “complaint” directory which tells you how to file a complaint and where. Lists addresses of federal and state agencies, state consumer organizations, and names and addresses of major consumer products manufacturers in the United States and Canada.


Descriptions of the methods used by some companies to satisfy consumer complaints.

“An’ you can’t fix it.” A discussion of breakdowns, with a report on some of the complaints received by Virginia Knauer, the President's Special Assistant for Consumer Affairs.

Studies the handling of consumer complaints by ten corporations. The article details a study made by the University of Michigan’s Graduate Business School.

Consumer and the Environment

Nine authorities consider the causes and side effects of various forms of environmental pollution.

Current, highly technical research on persistent pesticides. Proceedings of the Rochester Conferences on Toxicity.

A report on our failure to control our chemical environment. Of interest to some teenagers.

“Your food and what’s been done to it.” A survey of the deterioration of our basic foods and its impact on the nation’s health.

Lists the federal and state offices of such areas as meat and poultry surveillance, weights and measures, and air pollution.

How the processes of production and consumption contribute to the cycle of growth and decay in the city structure.

"The Sierra Club handbook for environmental activists." Introduction by Ralph Nader. Of interest to some teenagers.


Thirteen articles on various economic aspects of environmental pollution reprinted from the October 1968 and February 1970 issues of Fortune.


Published for the American Museum of Natural History. A political scientist considers the critical problems of maintaining an environment in which a life of quality is possible.


Provides advice and suggestions about activities that concerned people can undertake to relieve the impending environmental crisis. Has a section on proposed consumer activities. Of interest to some teenagers.


"Answers to frequently asked questions about biodegradability, phosphates, enzymes."


Surveys the hazards of noise pollution.


How to dispose of wastes—sewage, organic solids, paper, cans, bottles, junk. Considers recycling, composting and other less orthodox means of disposal. Of interest to some teenagers.


Bibliographic essay surveying many aspects of environmental literature. Included are books on natural resources, conservation, ecology, pollution, marine ecosystems, and population problems.


Describes the deterioration in contemporary design and the destruction of natural beauty caused by public apathy, commercial interests, and our materialistic national goals. Illustrated by numerous photographs. Of special interest to teenagers.

Rodale Press, Emmaus, Pa., distributed by David McKay, New York.

Guide to How to Live Better With Less Conveniences. Contents include: how to read a label and what "ingredients" (additives) to avoid; a list of products which are "extra good" from an environmental standpoint; a list of safe detergents; directories of organic food sources (growers, shops and stands offering a wide selection of naturally raised food products), ecology action groups, ecology researchers, legislators, teachers and students; and a listing of natural resources, wildlife conservation and health organizations. Also gives examples of people who have organized to fight environmental problems and to promote better, safer and healthier products. Of interest to some teenagers.


Advice on how to solve specific insect problems. Tells what to do when you must hire an exterminator.


How to select a product for safety and effectiveness, why the public needs to be alarmed, safety precautions in the war on insects and a guide to the most hazardous chemicals.


Examines such contributions to noise pollution as automobiles and aircraft and appeals to government and industry to establish standards for noise control.


A comprehensive study of government's response to the need for pollution control.


Part I details recommendations on hazards of pesticides to the environment and man's health. Part II includes subcommittee reports, including carcinogenesis, interaction, mutagenesis and teratogenesis.

Since Silent Spring, by Frank Graham, Jr., 1970. 233 p. $6.95. Houghton Mifflin, Boston. Also available in paperback: $2.00, Consumers Union, Mount Vernon, N.Y. 10550.

An epilogue to Rachel Carson's Silent Spring. A report of what has and has not been done in understanding and controlling pesticides since 1962. Of interest to some teenagers.


Discusses how man responds to his physical and social surroundings and questions whether or not man is thoughtlessly creating conditions which will thwart his pursuit of human freedom.


A plea for a world-wide social policy to avoid a food consumption-population collision in the near future.


A definitive picture of the costs and problems of solid waste disposal.

The User's Guide to the Protection of the Environment, by Paul
Money Management

PLANNING AND CONSUMER DECISION MAKING


A careful, philosophical discussion of the principles of good money management.


"Designed for the man who wants to manage his personal business as competently as he manages his company business. Written for the man who earns more than $15,000 a year."


An encyclopedic practical guide to getting the "best for less" in everything from motel rooms to prime chopped beef and cruises by sea and air.


Sub-title: "How to get your money’s worth." The only guide authorized to carry the name of Better Business Bureau. Written by those involved with the problems brought to the BBB’s attention.


The Yearbook of Agriculture, 1965. Practical handbook of information for everyone who has a part in the management and care of a house, home and family. Chapters deal with houses, home furnishings, finances, clothing, food and nutrition.


A manual essaysing the wise use of money.


A discussion of basic money management for the growing family.

Hints to assist the consumer in his battle to defeat inflation. One half of the book treats of credit and debt, the other with buymanship and budgeting.


A general guide to the financial pitfalls which await the modern American— inflation, taxes, credit problems, frauds, and the necessity for careful planning.


Sub-title: "Almost all of them end up in the red." Spending patterns of six families.


What records must be kept under federal laws and regulations, who must keep them, and how long they must be kept.


How a young black girl learns to handle the financial responsibilities of her household during the illness of her mother who is receiving welfare assistance. Includes a teacher's manual for $1.50. Fifth and sixth grade reading levels, designed for the high school and young adult level consumer with poor reading skills.


A guide to the basic practices of family financial management.


A discussion of family differences and how they are reflected in varying lifestyles.


General advice, specific ways to save and cut back expenses, along with useful suggestions on wise buying.


Suggested savings on a variety of goods and services. Designed for the inexperienced buyer.


"A thousand and more ways you can use wit and imagination to live very well on very little." Of interest to some teenagers.

A guide to money management. Aimed especially at the young-married.


An elementary guide to family finance. Contains thirty-two pages of worksheets for recording income and expenses.


Useful guide to the art of mastering money.


Specific information in the areas of food, shelter, services and investment.


Basically a primer on personal finance. Approximately one quarter of the text is devoted to insurance.


A basic money management handbook.


“A family plan” for establishing financial security.


Analysis of cost of living for a retired couple on a moderate budget. The Bureau of Labor statistics are designed to permit comparisons with budgets for younger families in urban areas. Many tables are included.


Simple instructions for good money management. This set of pamphlets has been developed for use with groups of limited income, reading ability and experience. Of interest to some teenagers.


Discusses the federal truth in lending program, particularly in its advertising aspects.


Discusses “planning together” as the basis for sound family finance.


A brief summary of the ideas contained in the author’s book: *Getting the Most for Your Money*. Many helpful hints are included.

"Financial planning for the woman on her own." An elementary but practical guide.


Presents ideas on children's allowances, earnings, savings and borrowing.


Hints for effective shopping and dollar-stretching. Others in series:

Money Management: Your Automobile Dollar, 1969. 36 p. 25¢
Money Management: Your Equipment Dollar, 1969. 36 p. 25¢
Money Management: Your Home Furnishings Dollar, 1969. 40 p. 25¢


A readable, psychological, sociological, and economic study of money. An analysis from those different points of view of what it is, what it does for us, and what we do for it.


"What you need to know at 21 about: your legal rights, your money, your place in the sun." Simple discussion of many areas vital to the "new adults" which should prove of benefit.


Covers the entire field of personal finance. Brief but lucid and helpful.


Includes forty-six pages of charts showing the lifetime earnings of people in various age groups and in various occupations.


Statistical analysis of the distribution of income in America, based on United States census information.


Popular approach to the art of saving money by cutting corners. This dictionary guide has entries from "abstracts" to "zoos."


A money management counselor discusses several aspects of personal finance.

The Spender Syndrome, by Brenda Dervin, 1965. 212 p. O. P. Center for Consumer Affairs, University of Wisconsin, University Extension, 432 N. Lake St., Madison, Wis. 53706.

Sub-title: "Case studies of sixty-eight families and their consumer problems." Cases are drawn from all ages, occupational levels, and from all types of consumer problems. Bound into the book is a 6 1/2 minute record on which three cases have been recorded.

This Department of Labor study gives data for a carefully defined family of four in different financial circumstances in 39 areas, in answer to the question: "How much does it cost to live?"


An exceptionally effective guide to personal finance. Contains many worthwhile charts and graphs.


The advice of five financial experts is given on housing, life and medical insurance, savings and investments, estate planning, and other matters of special interest to the youthful family.


Summarizes many points on managing money. For reprints send twenty-five cents and a stamped, business size, self addressed envelope. Of interest to some teenagers.


Facts about women's incomes and their importance to the financial structure.


How much allowance should I get? What should it cover? Should I get more as I get older? I'm fourteen now. If I go to a discount store, am I going to end up with a junky product? Are all checking accounts alike? If not, which is best? The author answers these and hundreds of other questions asked by actual teenagers in matters relating to earning, saving and spending money in this informal, easy-to-read book for the younger teens. Especially valuable are the long list of suggestions on how teenagers can earn money, the guide to tipping and a long bibliography of books and pamphlets and list of source materials (pp. 150–154). Of special interest to younger teens.

BUDGETING


For New York City, this pamphlet lists costs for the family and the retired couple. Weekly costs for individuals, retail lists.


Prepared for the use of social and health agencies in New York City. Presents detailed information on a family budget standard, quantity standards for major categories of expenditures, and a general cost summation.


A basic introduction to the principles of family finance. Other resources for
use with low-income consumers are available from this organization.


A report of current developments in family and food economics and the economic aspects of home management. Gives costs of food under various budgets.


A simple, down-to-earth discussion of family money problems.


Describes a weekly food plan and gives sample menus. Tells how to cut food costs. An additional feature: how to purchase kitchen tools and utensils. Of interest to older teenagers.


Elementary guide on setting up a budget and following its limits.


Elementary but useful little guide, giving hints on why budgets are necessary and steps in developing a family plan. Of interest to older teenagers.


Exploration in depth of the experience with family budget surveys both here and abroad. These insights should prove helpful in formulating a design for a continuing government program in the United States.


Presents comparative data on how much it will cost a retired couple, covered by medicare, to live on a moderate level in a metropolitan area. Estimates for non-urban areas are also given.


Upates the final spring 1969 cost estimates. Also available free, together with the 1969 cost estimates, from Bureau of Labor Statistics Regional Offices and the Office of Prices and Living Conditions.

Provides budgets at three levels of income: lower, intermediate, and higher.


Sample budgets in three income levels: lower, intermediate, and higher. Based on a family consisting of husband, wife, thirteen year old boy, and eight year old girl. An analytical report on these budgets "will be published shortly as a supplement to Bulletin 1570-5."

Copies of the spring 1969 budgets, and estimates for spring 1970 are also available free upon request from the Regional Offices of Bureau of Labor Statistics and the Office of Prices and Living Conditions.


How the new family can budget its income.

CREDIT

Using Credit


Editorial introduction to an issue devoted to the workshop's activities. Excerpts are included within the issue from all of the papers presented during the four-day session.


Instructions, examples and tables are given to find the true annual rates of interest. The discussion on revolving credit is of particular interest.


Examines the uses and abuses of credit in the U.S. Describes the work of collection agencies and the growing use of teen-age credit


In depth discussion of the many problems created by the theft of credit cards, from the viewpoints of the consumer and business.


Clear explanation of installment buying. Emphasis is on buyers' rights and responsibilities.


An explanation of the various kinds of credit available to the consumer. Emphasizes the advantages of saving and the advantages of paying in cash.

Common Sense Credit, by Charles Morrow Wilson, 1962. 180 p. $4.95. Devin-Adair, Greenwich, Conn.

Sub-title: "Credit unions come of age." How millions of Americans have escaped from loan sharks, high interest rates and extravagant installment buying through a unique institution called the credit union.

Gives the reader an appreciation of the economic and social implications of credit and defines types of credit available.


Guide to installment buying. Includes tables of the statutory maximum small loan rates for all states, and the laws regulating installment sales contract for the states which have them. Shows various types of credit available.


Guidelines for local chambers of commerce planning consumer conference programs on credit. Presents a model agenda, suggests publicity, gives ideas about follow-up activities, and provides a resource list.


Facts one should know about consumer credit—types available, advantages and disadvantages, interest rates, precautions and sales contracts.


Study of selected activities by commercial banks, credit unions and retailers to make consumer credit, consumer counseling and consumer education available to low income persons.


This study in consumer credit has been published by a trade association of manufacturers, distributors and financing agencies. It is a technical, but popularized, presentation on the use of credit—its accumulation, maintenance, and growth.


Compilation of statistical reference material and data related to consumer credit.


A wide variety of books, articles, booklets, leaflets and other printed materials selected by the planning committee for display at the AHEA Workshop on Consumer Credit.


Concerned with the problem of providing finance charge information to consumers. The methods financing agents and sellers use in computing finance charges are analyzed and the consumers’ degrees of comprehension of this information have been surveyed and conclusions drawn.

Consumer Credit in Family Financial Management, 1968. 183 p. $2.00. American Home Econ-
economics Association, 2010 Massachusetts Ave., N.W., Washing-

ton, D.C. 20036.

Proceedings of the AHEA national workshop held fall 1967. Contains an

extensive bibliography on consumer credit.


$10.00. Augustus M. Kelley, New York.

Sub-title: "A case history in American business." Includes the history and de-

velopment of credit unions, auto finance companies and the entry of banks

to the consumer credit field.

**Consumer Finance Industry**, edited by John M. Chapman and

Robert A. Shay, 1967. 183 p. $6.00. Columbia University Press,

New York.

An evaluation of loan service rendered by regulated consumer finance com-

panies. Standards are suggested for the control of interest rates and loan

ceilings.

**The Consumer Finance Industry**, by the National Consumer

Finance Association, 1962. 187 p. $6.75. Prentice-Hall, Engle-

wood Cliffs, N.J.

Outlines development of the regulated consumer finance industry. Includes

problems involved in the effort of the industry to achieve and maintain a

position of maximum service and usefulness to the consumers of Amer-

ica.

**Consumer's Quick Credit Guide**, 1964. 2 p. 5¢ (cat. no. A1.11/3: C86)

Supt. of Documents, GPO, Washington, D.C. 20402.

Capsule information on typical credit charges, buying on the installment

plan, and borrowing money.

**Credit and Collections**, by Richard P. Ettinger and David E.

Golieb, 5th ed. 1962. 388 p. $11.95. Prentice-Hall, Engle-

wood Cliffs, N.J.

Contains material on personal loans; who uses them, how they are obtained,

from whom they are borrowed.

**Credit Cards**, by Elsie Fetter-

man, 1970. 20 p. 15¢. Agricultu-

ral Publications Dept., Box U-

35, University of Connecticut,

Storrs, Conn. 06268.

A description of the advantages and disadvantages of credit cards. Sub-

titled: "Thirty days to reality."

**Credit Counselor Training Hand-


Credit Counseling Centers, Inc.,

17000 West Eight Mile Rd.,

Southfield, Mich. 48075.

A handbook compiled by experienced credit counselors. Recommended to

those working with the poor and in-

debt.

**Credit, Master or Servant?** 1966.

52 p. 25¢ (cat. no. D2.14:PA-

10) Supt. of Documents, GPO,

Washington, D.C. 20402.

Official Department of Defense pamphlet offering information on lenders,

credit, finance charges and rates, con-

tracts. Explains things you should

know before taking on debts, what to

do to protect yourself, how to use your

knowledge to save money. Also offers

suggestions for financial relief if you

are in credit trouble.

**Credit Unions**, by Jack Dublin,

1966. 179 p. $4.95; $1.95

(paper) Wayne State Univer-

sity, Detroit, Mich.

Discusses the basic philosophy of

credit unions, and shows how a credit union should and should not

operate.

**Economic Report on Installment

Credit and Retail Sales Practices of District of Columbia Retail-**
The results of a survey of installment credit and sales practices of ninety-six furniture, appliance and department stores having 85 percent of the sales in the District of Columbia. The results show that the poor do pay more.

Facts You Should Know about Your Credit, 1962. 16 p. 15¢ each to non-members. National Consumer Finance Association, 1000 16th St., N.W., Washington, D.C. 20036. (1-10 copies free to members, 11-1000, 15¢ each).

Prepared by the Better Business Bureau of Boston for the NCFA.

Family Credit Counseling, by Perry B. Hall, 1968. 127 p. $3.75. Family Service Association of America, 44 E. 23rd St., New York, N.Y. 10010.

A national study evaluating family credit counseling as provided through non-profit community-based programs. A summary is also available for $1.00.


A fact book about consumer financial behavior and the consumer finance business. Information about the American consumer is included—his employment, income, spending, saving, money management and his use of credit. Tables, charts and maps.


Provides basic information about the wise uses of credit. Explains interest and the problems of debt. Compares sources and costs of credit, and suggests how much debt a family can safely carry.

Hi! I'm Mr. Moneywise. I'd Like to Tell You Why I'm a Credit Union Member, 1966. 12 p. 10¢ (cat. no. FS3.302:M74/2) Supt. of Documents, GPO, Washington, D.C. 20402.

Illustrated in cartoon style, this booklet points out the advantages of being a credit union member in saving and borrowing money.


A discussion of the growing phenomenon of bank credit cards.


An elementary discussion of borrowing. Included are chapters on lending institutions, borrowing for specific purposes and from specific places.


"Demarcation line between using credit and being in debt gets blurred." Discussion on how far you can go before you are in trouble. Includes use of credit cards, open-end credit, and guides for credit control.
How to Shake the Money Tree, by Robert Metz, 1966. 277 p. $5.95. Putnam's, New York.

Intelligent man's guide to borrowing and credit buying. Information provided is from prosaic to bizarre.


A simple but complete article on what a credit union is, the advantages of joining one and practical advice on how to organize such a group.

International Credit Union Yearbook. Annual. CUNA Inc., 1617 Sherman Ave., P.O. Box 431, Madison, Wis. 53701.

A source for world wide credit union information. Basic and summary statistics of savings, assets and reserves.


Basic information about the goals, purposes and activities of a credit union.


Basic advice on borrowing, interest and other credit problems.


An unusual adult novel based on the inner workings of the personal finance business. The plot serves as a vehicle for exposing the abuses and describing the mechanics of credit collection.


Explains the organization and functions of a federal credit union.


Shows that since the 1920's consumer installment credit has grown spectacularly accompanied by a reduction in down payment requirements, and an increase in the number of monthly payments.


Estimates of consumer credit have been revised for the period since 1960. Four pages discuss the revisions, and the remaining seventeen pages are tables on consumer credit.


"Use of advanced techniques and computers in consumer credit can reduce defaults" thus ultimately lowering credit costs and making consumer credit a more attractive risk to lenders.


A survey of the history, use, and dangers of the credit card.

An interesting and many-faceted discussion of the millions of credit cards that offer "instant cash, crime, and chaos."


A description of consumer credit: what it is, what it can accomplish if used correctly, how it can be best utilized.


Credit problems in a rural area.


How to understand your credit contract, how credit costs are figured, and the kinds of credit available to the consumer.


"Complaints about credit cards are heard daily—jumbled accounts, computer errors, slow response; result—issuers are concerned; so is Congress; both promise action."


The four major headings are: "Credit—Possible Repercussions," "Revolving Credit," "Contract Credit" and "Activities and Questions."

Consumer Credit Protection


Contains a study entitled Survey of consumer awareness of finance charges and interest rates.


"Report of the Committee on Banking and Currency, to accompany H. R. 11601, together with supplemental and minority views."


"An act to safeguard the consumer in connection with the utilization of credit by requiring full disclosure of the terms and conditions of finance charges in credit transactions or in offers to extend credit; by restricting the garnishment of wages; and by creating the National Commission on Consumer Finance to study and make recommendations on the need for further regulation of the consumer finance industry; and for other purposes. Approved May 29, 1968."


Discussion of the pros and cons of the Uniform Consumer Credit Code promulgated by the National Conference of Commissioners on Uniform State Laws. Includes sources of additional information.

Entire issue devoted to a symposium on consumer credit articles include: "Consumer credit in the affluent society," "revolving credit and credit cards," "regulation of consumer credit insurance," and "federal attack on loan shark problems".


Collection of pointed comments by noted consumer representatives and lawyers. Indexed with complete tables of reference to the final draft of the proposed credit code.

Credit and Installment Buying, by Richard L. D. Morse, 1969. 18 p. 25¢. Department of Family Economics, Justin Hall, Kansas State University, Kan. 66502.

Discusses possible state legislation to supplement the Truth in Lending Act.


A poll of two-hundred and forty-two bank executives eliciting from them their opinions of public reaction to the law. 55% of those polled felt negative reactions from their customers; 33% indicated their customers were apathetic; only 6% said they had received favorable reactions from their customers.


Guidance for the worker about a growing American credit practice and its abuses.


Considers the impact of the law on consumers and rate advertising. A twenty-two item bibliography is included.


Explains the practice of garnishment and the federal and state laws concerning it.


Explanation, by practical example, of finance charges and true interest rate. Points out loopholes in the law. Lists those federal agencies which have enforcement responsibilities.


The full-text draft of the Uniform Commercial Credit Code and the official commissioners' comments. Basically a technical analysis, this guide outlines pertinent federal laws and regulations.


Final regulations which the nation's creditors must follow in carrying out provisions of the Truth in Lending Act. Itemized contents listed on p. 126.

Securing the Guarantee of Consumer Credit Legislation, by Peter J. Driscoll. Notre Dame
Outlines the Uniform Consumer Credit Code and the Federal Consumer Credit Protection Act.


An overview of the truth in lending law and its effects on users and extenders of credit.


A summary of the final draft of the code.


Discusses the easy payment deals which give sellers far more rights to your property than you may realize, and the need for changes.

Truth about Credit, by Robert W. Johnson, 1969. 21 p. $1.00. Truth About Credit Committee, P.O. Box 239, Carmel, Ind. 46032.

A review of the protections extended consumers by the Consumer Credit Protection Act.


Precise information about the Consumer Credit Protection Act. Includes history, analysis, strengths and weaknesses, as well as the actual provisions of the act.


Despite creditors’ skepticism and debtors’ apathy, the new credit rules offer the public a yardstick for comparison of rates and services.


Detailed discussion of the provisions of the Truth in Lending Act. Includes sample table which may be used by lenders to determine the annual percentage rate for a transaction.

Truth-in-Lending, 1968. 88 p. $2.60 International Consumer Credit Association, 375 Jackson Avenue, St. Louis, Mo. 63130.


Truth in Lending, by Frederick Solomon. Banking, v. 61, July 1968, 41–42+.

The salient features of the Truth in Lending Act are discussed as they affect banks. The authority of the Federal Reserve's task force on implementing the act.


New proposed regulations to implement the Truth in Lending Act, are published here for public comment.


Describes the ways in which the new law will affect credit situations.

A description of the creditor's responsibilities under the Truth in Lending Act.


A non-technical introduction to the Truth in Lending Law.


A discussion of the basic rationale underlying proposed changes (in 1968) of credit practices.


Statements and position papers prepared for a Kansas Legislative Study Committee. They constitute an article by article critique of UCCC.


Legislation concerning the uniform consumer credit code is discussed, focusing on the inadequate remedies under articles V and VI.


The FTC has adopted a trade regulation effective May 18, 1970, which states that the unsolicited mailing of credit cards constitutes an unfair trade practice.


Detailed explanation of the provisions of the law which requires full disclosure, in understandable terms, of the annual percentage rate and other charges for credit. Included is a list of enforcement agencies.


Simple, brief explanation of the Truth in Lending Act with a list of the Federal agencies responsible for enforcing it.


Questions and answers on the Truth in Lending Law.


Includes a list of Federal enforcement agencies, questions and answers, model forms, and a complete text of the law.


A detailed analysis of the UCCC. The authors conclude that there are other alternatives to its adoption. Contains a nineteen item selective bibliography.
Discusses the Consumer Credit Protection Act of 1968 (Truth in Lending) and the Uniform Credit Code.

Discussion of Uniform Consumer Credit Code.

Debtor's Remedies
Discusses the legal environment, personal and economic characteristics of the bankrupt. Presents conclusions and recommendations.

Complete texts of all the ninety-nine bankruptcy acts passed from the first in 1898 through the act of November 28, 1967. No comment or explanation is included.

Subtitled: "The Growing Scandal in Personal Bankruptcy". An exploration of this national problem from all angles in terms consumers should understand.

The author considers such "underlying and triggering causes" of bankruptcy as wage garnishment, "confession of judgment," debt adjustment, excessive credit extension, and consumer extravagance.

A concise discussion of the intricacies of debt counseling.

Analyzes some of the non-profit credit counseling clinics which have been established in sixty-four communities by business and sparked by the National Foundation for Consumer Credit, a lenders' association.

This "how-to-do-it" is a guide to the legal rights of debtors and creditors. It is designed for attorneys, credit collectors, and credit managers as well as the individual creditor and debtor. Twenty-eight legal forms are included.

Lengthy and informative article on the procedures and pitfalls of personal bankruptcy.

Based on data from the 1960 survey of consumer finances conducted by the Consumer Research Center, University of Michigan. Focuses on short-run consumer installment debt.


A brief discussion of the federal wage garnishment law.


Contains suggested forms and a practical outline of practice and procedure under Chapter Thirteen of the Bankruptcy Act.


Five symptoms that give warning of impending financial problems, four steps to pinpoint the amount of debt one can safely carry, and six practical rules for using credit wisely.

SAVINGS AND INVESTMENTS


Alerts the consumer to pitfalls in the market place and how to protect himself as a prospective franchisee, while considering an investment in a franchise business.


Sub-title: "A Guide to Profitable Investing in the '70's."


Describes the operation of funds, interlocking arrangements, favored insiders, excessive management fees, excessive sales charges by inexperienced and unqualified salesmen, and excessive turnover of portfolio. Recommends reform.


"A guide to making more money in the market." The author assumes the continuing decline in the purchasing value of the dollar, and views the market as a hedge against inflation. Describes the operation of the stock exchange and gives advice on dealing with brokers.


An analysis of money management techniques. It highlights the financial services and special savings plans offered by mutual savings banks.


Provides information on the various kinds of stocks and bonds available to the potential investor.

What the beginning investor should know about mutual funds and how the professional can use mutual funds more effectively. Included is a ninety-eight question programmed instruction section with a glossary.


Lucid description of the art and science of investing.


Information about common stocks, growth dividends, and market value in relation to the increased cost of living.


Recommend that securities be purchased only after careful thought, thorough investigation, and advice from competent advisors.

Some Legal Aspects of United States Savings Bonds ... 1966.


Aspects discussed include income taxes, estate taxes, gift taxes, change in ownership, rights of survivors, judicial proceedings.


A short and relatively simple “first” book on the subject written specifically for young people.


A well organized, clearly written discussion of mutual funds.


Basic and practical information, attractively presented, for teen-agers interested in the stock market. Discusses things to consider before buying stock, how to read the stock market report in the daily newspaper and what goes on at the Exchange.

A selection of pamphlets available singly or in quantity for classroom use.


Practical advice not necessarily limited by gender. Includes a discussion of investment terminology.


Defines such market terms as stocks, bonds, price changes, Bulls and Bears, and speculation. Outlines the operation of the New York Stock Exchange.


A brief discussion of current economic problems is followed by investment counseling advice about property, mutual funds, stocks and bonds.


Explains types of business organizations, stocks and bonds, and investment. Each chapter contains a short test and an individual problem-solving activity. A glossary is included.


One of the "Money Management Series"; this covers the basic areas of savings and investments.

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INSURANCE


A consumer-oriented presentation of life, health, automobile and property insurance.


Considers the financial and insurance needs of the young family.


A guide to sources of insurance information. Includes encyclopedias, dictionaries, documents, research reports, lectures, periodicals, directories, statistical annuals, associations and books.


The author contends that one can save money by settling some insurance claims without a lawyer.


A discussion of insurance information for rural consumers.

Basic theoretical information about insurance. Covers life, accident, fire, casualty, and marine policies.


A new and provocative approach to guide the buyer of all types of insurance.

Life

The Consumers Union Report on Life Insurance, 1967. 128 p. $3.95; $1.95 (paper) Consumers Union of U.S., Mount Vernon, N.Y.

An expansion of the "How to buy life insurance" series which appeared in the Jan., Feb., Mar. 1967 issues of Consumer Reports.


Basic information designed specifically for the rural person, but also of use to others.


An elementary discussion of life insurance—what it is, what it costs, how it works, and how to decide what is needed.


Elementary advice on buying life insurance.


An extensive discussion of the kinds of variations in life insurance policies. The tax aspects of life insurance are discussed in detail.


A critique of the life insurance industry by a professor of insurance at the Wharton School of Finance and Commerce.


Mrs. Knauer and Mr. Otto C. Lee discuss the insurance industry's relationship and response to American consumers. Mr. Lee is president of Harleysville Insurance Companies.


Designed primarily for insurance agents, executives, accountants and others concerned with life and health insurance.

Life Insurance, by S. S. Huebner and Kenneth Black, Jr., 7th ed.,
A standard textbook in insurance. Deals primarily with life and health insurance. Bibliographies are included.

An analysis for the potential buyer; costs for life insurance and annuities are discussed.

Three leaflets issued by an insurance association, presenting the savings and protection point-of-view in buying insurance.

Includes a wealth of statistical data, a history of all the state life insurance commissions, and a four-page glossary.

Comprehensive guide to life, retirement, and health insurance for the layman.

A strong criticism of the life insurance industry.

The Little Gem Life Chart, Annual. $6.00. National Underwriter Co., 420 Fourth St., Cincinnati, Ohio 45202.
Presentation of life insurance facts and figures. By using this buying guide to life insurance, a prospective buyer can shop more than two hundred companies.

"The legalized racket of life insurance and what you can do about it."

"What's wrong with life insurance: a report on our biggest and most wasteful industry."

Written from the viewpoint of the buyer. One chapter discusses life insurance prices and includes specific recommendations regarding companies that showed up well in the author's price analysis.

A certified life underwriter attempts to refute the major criticisms made of life insurance, particularly the Consumers Union Report on Life Insurance.

Explains the basic kinds of life insurance policies including combination policies and special clauses. Discusses group insurance and other protection plans.


A forthright discussion of life insurance. Of interest to older teenagers.


A critique of the life insurance industry.


An explanation of life insurance designed specifically for women.

Liability and casualty

Automobile


A concise discussion of automobile insurance as it exists now, including its many defects. Outlines a "Basic Protection Insurance," a much improved form of automobile insurance.


A two-part article which discusses the ramifications of price shopping for automobile insurance. Twenty-five leading companies are rated.


A comprehensive study of motor vehicle insurance and compensation systems as directed by Public Law 90-313. The seventeen volumes have various catalog numbers and prices.


How automobile insurance policy holders are selected and why many people are turned down.


Discussion of the "Basic Protection Plan" which partially replaces negligence liability insurance with direct loss insurance, payable without regard to fault. CU finds the Basic Protection Plan the best solution yet devised for reform within limits of private enterprise.


Comprehensive discussion of the problems of auto insurance and the need for change.


"Report by the staff of the Antitrust Subcommittee (subcommittee no. 5) of


Two thousand Illinois families are surveyed to discern their preferences between a “fault” and “no fault” form of automobile insurance.


Details the needs for reforms in the automobile insurance industry.


“An exposé of our auto insurance system.” Criticizes the U.S.’s “archaic” negligence laws.


An interesting discussion of the problems of auto insurance and a suggested replacement: non-fault insurance.


Report of Survey Research Center Institute for Social Research, University of Michigan, to Department of Transportation staff. Analysis of consumer complaint letters concerning auto insurance.


Short leaflets available in quantity for classes and study groups. Of special interest to teenagers.

Property


Detailed discussion of the “homeowners” policy.


Covers property insurance for the homeowner or renter. Explains liability insurance for the family, automobile and household insurance.

A discussion of the principles of home mortgage insurance.

TAXES


Explains the tax laws as they apply to farming and contains information to assist in filing Federal income tax returns.


Surveys the methods of introducing and operating the value added tax in West Germany. The author concludes that the tax entails considerable additional administrative burden on the taxpayer.


A review of recent achievements in tax reform, and an analysis of areas in which additional revisions are needed.

A Primer on Government Spending, by Robert L. Heilbroner and Peter L. Bernstein, 1963. 120 p. $4.95; $1.95 (paper) Random House, New York.

A searching analysis of public budgeting and financial systems, and a consideration of the government's role in balancing the national economy.


A short, popularly written introduction to the principles of the value added tax. The article is an interview with Dan Throop Smith, professor of finance at Harvard's Graduate School of Business Administration.

A Report on the Better Homes and Gardens Tax Questionnaire, Jan. 1971. 95 p. 1—10 copies, $1.00 each; 11–25 copies, 80¢; 26–50 copies, 65¢; over 50 copies, 55¢. Better Homes and Gardens, Box 374, Department 2Q0, Des Moines, Iowa 50302.

Complete report of answers submitted to a tax opinion questionnaire printed in the June 1970 issue of Better Homes and Gardens. The opinions of 70,000 respondents are reported.


Outlines and defines revenue sharing as a system of revitalizing state and local governments.

Revenue Sharing and the City, edited by Harvey S. Perloff and Richard P. Nathan, 1968. 128 p. $6.00; $2.50 (paper) Johns Hopkins Press, Baltimore, Md.

Discusses various systems of sharing federal tax revenues with city governments.


A summary of replies to a tax questionnaire printed in the June 1970 issue of this periodical.

Surveys the intensifying controversy over continuing tax exemptions for churches.


Examines the mechanism of collecting the value added tax. The author considers EEC experience in drawing his conclusions.


Surveys the arguments, pro and con, for adopting the VAT as a new revenue measure.


Two noted authorities debate the VAT question. A basic periodical resource.


A brief discussion of the VAT and its effects on pricing. Popular in tone.


"The former Secretary of the Treasury says the answer is 'No'" and outlines the reasons for his beliefs.


Annual guide designed to assist in preparing Federal income tax returns for individuals.


A guide to preparing returns.

**RETIREMENT PLANNING**


A "do-it-yourself" planner to be used at home, this book is designed for the hard-to-reach in pre-retirement planning.


Ideas for retired people who are anxious to supplement their retirement incomes.


This guide will be of assistance to anyone who needs basic knowledge of personal finance.

Planning for the Later Years, 1969. 51 p. 35¢ (cat. no. ...
A program for financial security for the senior citizen. Covers housing, income, social security and medicare.


Subtitle: "How to build and preserve your wealth." Declaration of principles adopted by a Committee of American Associations and a Committee of Publishers' Associations geared to provide accurate and authoritative information in regard to probate and family financial planning.


"As complete and authoritative a book on the subject of retirement as one could conceive." Emphasizes financial aspects of retirement.


"A discussion of your financial resources and how you might use them."

Social Security


How you earn your social security benefits, how to estimate the amount and how much credit you need.
Explains the requirements and procedures for applying for available aid.


Basic information on benefits, disability and other aspects of social security.


Contains information on the historical development of major income maintenance programs in the United States.


Describes the social security system—how you qualify, what you pay and what you get.


Retirement, survivor benefits, disability insurance, and medicare are outlined.


How social security records are kept and how benefits are computed. How to obtain a copy of your record to check for accuracy in your earnings.

Funerals


Sub-title: "A study in guilt, extravagance, and sublimity." Introduction by Harry A. Overstreet. Covers group behavior at funerals, the funeral business, and changes in cultural forms.


Comments on the American funeral industry. Included in the appendices are a "Directory of Memorial Societies and Related Organizations," and "How to Organize a Memorial Society." Lively and provocative presentation.


A candid commentary on undertaking practices.


Concerned primarily with expenses involved and the various financial benefits available to a family to meet these expenses. Includes a section on insurance plans.
Funeral Service Facts and Figures, 1968. 42 p. $5.00 (paper) National Funeral Directors Association, 135 Wells St., Milwaukee, Wis. 53203.
Details the findings of a survey of 1967 funeral service income and expense data.

Traces the evolution of funeral rites from earliest times and chronicles the rise of the American funeral industry to its present "flamboyance." Includes a description and list of non-profit burial societies.

Annotated list of publications on funeral costs, funeral customs, and the burial industry, compiled by the Center for Consumer Affairs.

A discussion of costs and suggestions for families after death occurs.

Consumer Goods and Services

GENERAL PRINCIPLES

A self-contained teaching unit for individuals or groups.

Simple basic steps to consider before buying a product. Compares prices and quality; discusses various kinds of sales; and describes protective agencies that help the consumer get what he paid for. Of interest to some teenagers.

Hints to be remembered before signing a contract.

"Innocent sounding phrases tucked away on the back of a ticket or credit card, or in a contract, can carry a load of grief. Here are the major problem makers to watch out for." Article condensed from Family Weekly, Apr. 12, 1970.

Points out major shopping difficulties and gives standards for buying foods, clothing, and other consumer goods. Of interest to some teenagers.

Revised and published annually as the December issue of Consumer Reports.
Summarizes many of the tests made on consumer products over the previous few years, and includes much additional information. May be purchased separately or as part of a subscription to *Consumer Reports*. Of interest to some teenagers.


A non-profit, consumer-supported testing agency reporting laboratory tests on a wide range of consumer goods and services. Products are rated. Of interest to some teenagers.


Reports the results of tests of products, ranking them as best buy, acceptable, not acceptable. Financed entirely by the sale of its publications. Of interest to some teenagers.


Practical tips on saving money by stretching the food budget, cutting clothing costs, and a variety of other saving devices.

**Family Circle.** Monthly. 15¢ per copy. Family Circle, 488 Madison Ave., New York, N.Y. 10022.

A magazine distributed through chain and independent grocery stores and newsstands in the U.S. and Canada. Contains consumer advice for the housewife.


Sub-title: "How to beat the high cost of living." A handy reference book on how, where and when to buy.


Discusses the "seals of approval" of eight important American organizations.


Study conducted by twenty-two government agencies. Information is given about methods by which government consumer product testing studies could be made useful to the public.

**Knock, Knock.** 1970. 4 p. 10¢ (cat. no. Pr36.8:C76/K75) Supt. of Documents, GPO, Washington, D.C. 20402.

Hints to remember before buying from a door-to-door salesman.


A textbook, written chiefly from the merchandising viewpoint. Covers textile and non-textile merchandise usually found in a well-stocked department store.


A brief recapitulation of the past history and future potential of the Fair Packaging and Labeling Act.

Discusses the hazards one must face in today's marketplace.

**Metric Association Newsletter.**

Published three times a year. General information concerning the metric system. A subscription includes a 12-page pamphlet, *Metric Units of Measurements*.


“Unit pricing, the consumer gimmick that has the food chains in an uproar and the politicians drooling.”


Statistical presentation of consumer actions and intentions derived from a survey conducted in October, 1970.


A valuable source of information on weights and measures.


The evolution of weights and measures. The author has succeeded in making difficult technical data interesting.


Helpful hints on everyday shopping.

**Unit Prices Move onto the Shelf, *Business Week*, June 6, 1970: 23.**

“Benner Tea Company of Burlington, Iowa has become the first chain to take up the idea” of unit pricing.


A comprehensive and broadly based study. Discusses virtually all aspects of the problem of weights and measures legislation. A basic resource in the field.


Discussion of weights and measures problems and how the consumer can protect himself by greater knowledge of scales, meters and labels.


A consumer tool. Contains a table illustrating conversion from decimal pounds to ounces.


A plea for standards to assist consumers in making intelligent choices.

A discussion of the problems faced by the consumer who is trying to compare prices.

**Whole Earth Catalog.** 6 per yr. $8.00. Portola Institute, Whole Earth Catalog, 558 Santa Cruz Ave., Menlo Park, Calif. 94025.

"The Whole Earth Catalog functions as an evaluative and access device," presenting the reader with a mind-boggling array of unusual consumer items. A popular publication for curious young consumers. Apply for price for single issues.

**PRODUCT SAFETY AND TESTING**


An annotated resource bibliography in the various fields of safety. Basic to collections in this field for academic, medical, and large public libraries.


This three-thousand page commission computer information system printout may be ordered in full-size page copy in three volumes by designating documents PB-193 425, PB-193 426, and PB-193 427 and enclosing $30.00. It may also be ordered in 16mm microfilm by designating document PB-193 148 and enclosing $10.00.

Contains references to household products; commission hearings; private and government testing laboratories, key excerpts of consumer letters, and technical articles. A basic resource in its field.


"A study of the scope and adequacy of the automobile safety, flammable fabrics and hazardous substances programs."


Makes a strong plea for comprehensive federal safety legislation and urges a permanent separate agency to deal exclusively with product safety.

Bibliography of scientific and technical information covering all phases of motor vehicle safety.

Outlines the processes of FDA's pre-marketing approval of a new drug, and the preparation of essential labeling information. Also defines areas of responsibility for the pharmacist and the physician in providing safe drugs for effective consumer use.

A pamphlet in the Food and Drug Administration's “Life Protection Series.” A basic and brief description of the laws which protect our food supply.

Provides an introduction to the Federal Meat Inspection Program and explains how it protects the consumer.

A brief discussion of meat inspection combined with a statement of “protection you can provide” when buying meats and poultry.

“The new jungle.” An informative article on the need for federal meat inspection.

Detailed discussion of the consumer protection activities of Ralph Nader and his “rallying” of interest to some teenagers.

A health expert presents the other side of the Wholesome Meat Act and condemning consumer advocates who worked for its passage.

“An authoritative, entertaining investigation into the facts and follies of weight control. Includes many accounts of medical and surgical in selling diet programs and medicines.” Also a twenty-page bibliography.


Emphasizes that the many thousands of products that have been classified as cosmetics escape the more stringent controls provided for foods and drugs.

Alarming report on the distribution of dangerous foods and drugs. Of interest to some teenagers.

Prepared by the seminar on legislation of the Indiana University School of Law.


Indictment of some of American industries' callous attitudes toward product safety.


Alerts the elderly to join forces with relatives and friends in stiffening their defense against medical quackery or high speed mail order "bargain" cures for disease.

Textile Flammability and Consumer Safety, 1969. 206 p. $5.00. Gottlieb Duttweiler Institute for Economic and Social Studies, CH-8803 Ruschlikon, Zurich, Switzerland.

Proceedings of an international conference on textile inflammability and consumer safety organized by the Duttweiler Institute, Jan. 23-24, 1969. An extensive bibliography is included.


Discusses the Final Report of the National Commission on Product Safety and includes an abridged version of Chapter 1 of the report, "Perspective on product safety."


"An act to clarify and otherwise amend the Meat Inspection Act, to provide for cooperation with appropriate State agencies with respect to State meat inspection programs, and for other purposes."

FOOD AND NUTRITION


Examines a number of case studies on the introduction of new products into supermarkets by food manufacturers.


Basic and brief introduction to the problems of food additives. One in the FDA's "Life Protection Series." Of interest to some teenagers.

Answers to Questions Customers Ask about Meat and Poultry, 1969, 20 p. 75¢. Home Economists in Business, P.O. Box 178, Western Spring, Ill. 60558.

Answers 108 commonly asked consumer questions on meat and poultry.
Of value to the teacher, student, and marketing specialist.


The mystery and intrigue in the meat market is discussed and, as an example, one hundred and fifty names are given for the basic nine meat cuts.

Bargain? Freezer Meats, There May Be a Catch to It, 1970, 14 p. 10¢ (cat. no. FT1.3/2.5) Supt. of Documents, GPO, Washington, D.C. 20402.

Warns consumers against the “bait and switch” operators and unscrupulous advertisers who falsely promise to provide freezer meat at a fraction of its normal cost.


A pointed article favoring the open dating of food products.


A brief discussion of reactions to synthetic and imitation foods.


Explains the mission of the Consumer and Marketing Service—to service, regulate, improve and protect the marketing system. This service also helps in giving force to the principle that our supply of food and other farm products shall move from producer to consumer quickly, efficiently, safely, and with fairness to all.


How to lose weight, how to choose food for weight control, and how to cut down on calories. Contains a listing of calorie tables and a guide for estimating serving sizes of meat. Of interest to some teenagers.


Questions the addition of food additives to breakfast foods.


Guidelines for local chambers of commerce planning consumer conference programs on foods. Presents a model agenda, suggests publicity, gives ideas about follow-up activities, and provides a resource list.


Based on 3,014 telephone interviews in a national sample conducted to determine consumer awareness of grading standards used by the Department of Agriculture.


A thorough article on the supermarket's bewildering array of sizes, shapes, and prices. Presents a strong argument for unit pricing.

Reverse side of this poster contains a food guide to follow every day, listing milk, meat, vegetable, fruit and bread-cereal groups.


Hearings before the Subcommittee of the Committee of Commerce, U.S. Senate, on the nutritional content of dry breakfast cereals. Includes a discussion of Robert E. Choate's nutritional rating chart.


Discusses important food elements, good sources of vitamins and minerals, infant nutrition, weight watching, nutrition in pregnancy and in old age. Gives sample menus.


A guide to good nutrition together with information on food management and preparation.


Contains workable guides to family food budgeting at different cost levels.


“A guide for calculating amounts to buy, comparing costs.”


The Yearbook of Agriculture, 1950. Tells how to eat better at less cost. Provides information on food buying, preserving, cooking, vitamins, and many other topics relating to food.


A discussion of changes in food consumption patterns, trends in retail food prices, aggregate demands for food, and the relationship of food expenditures to income. Contains statistical information for the years 1909 through 1966. A supplement is also available for the same price, cat. no. A93.28:138/Supp.


Published in cooperation with the U.S. Department of Agriculture, findings are based on a special study of upper-income families in Minneapolis and St. Paul. An analysis is also given of the importance of the findings to the U.S. food market.


Included are low cost weekly food plans, a sample week's market list and menus, and suggestions for the family with more money to spend on food.

The Yearbook of Agriculture, 1969. Arranged in three major sections: Food from farm to you; Buying and cooking food; Food and your life. Of interest to some teenagers.


A report based on detailed studies of changes taking place in the industry and of conditions necessary for efficiency, appropriate services to consumers, and acceptable competitive alternatives of procurement and sale in all segments of the industry from producer to consumer.

Technical studies from above. cat. no. Y3.N21/22:9/ (no.) Summarize data that, together with hearings and formal interviews, provided the background information on food marketing and other related subjects presented in the Commission's report.


Older people's food needs, and how to meet them.


A selected list of publications, slide sets, and other items which will be helpful to professional and volunteer workers in the nutrition field, especially those who work with low income groups.


A basic and colorful guide to the better use of the food budget.


Simple attractive guide to better diet for the low income family.


Industry practices on product dating and recommendations for further research.

Analysis of modern convenience foods: shows the cost of modern food processing and includes guidelines for food shopping.


One of a series of important consumer surveys related to agricultural products.


Nutrition and health experts expose five popular fallacies which food faddists exploit.


Labeling Requirements for Consumer Packages of Fresh Fruits and Vegetables, n.d. 21 p. $2.00. Produce Packaging and Marketing Association, Box 674, Newark, Del. 19711. Contains the various federal and state regulations germane to packaging.
produce. Also has a directory of state officials who may be contacted for further information on state laws and regulations.

Mealtimetime Manual for the Aged and Handicapped, compiled by the Institute of Rehabilitation Medicine, New York University Medical Center, 1970. 242 p. $2.00 (spiral binding) Essandess Special Editions, 1 W. 39th St., New York, N.Y. 10018.

A well-illustrated guide to kitchen techniques and cooking equipment. Specific appliances are recommended and approximate prices are quoted.


Broad spectrum of hints on saving money by proper shopping and planning. Has a section explaining the Fair Packaging and Labeling Act.


Urges that the Food and Drug Administration set up regulations on the use of this common flavor enhancer.


Research information on nutrition together with a daily food guide and hints on buying and storing food.


Both calorie tables and food composition values are included.


An informative and often entertaining survey of health food fads and food quackery.


Although designed for the bride, these leaflets will be helpful to all consumers. Offers aid in preparing wholesome, attractive meals and in obtaining full value for every food dollar spent. Of interest to some teenagers.


A survey of the long-run implications of unit pricing.


Examines the phenomenal growth of new products in the food industry, considers their sources and development and their economic effect on consumers, processors, grocers, and on market concentration.


Has tips on marketing, cooking, and meal planning as, for example, what
to look for when buying each fresh vegetable and how to cook and serve it. Illustrations of how to prepare some of the recipes and colored photographs of many of the prepared dishes. Of special interest to teenagers.


A condemnation of the practice of placing coded dates on food products and the malpractice of selling such products after the expiration of the coded date.


"The consumer and the food industry." Those who are concerned about what is going on at the supermarket and what the food manufacturers are doing will find this an interesting book. Includes twelve appendices and an extensive bibliography.


Facts for consumers on food standards, weights and measures.


“A report on better foods and nutrition from agricultural research.”


“How long are games of hide-and-seek going to be played in the supermarket? When is the consumer going to get the information to which he is entitled?”


Criticism of the new “non-meat meats” such as beef stroganoff, made from soy beans.


A study by Consumer Research Institute, the research arm of the grocery industry.


A discussion of imitation milk. A survey showed that three out of four cats rejected it!


Includes such items as cotton, dairy products, fruits, grain, livestock, and tobacco.

Basic tips on buying, storing, and preparing vegetables. Includes recipes.

We'll Help You Make It, 1971. 18 p. 15¢ each; 3 different plans 35¢. Foods, Computer Meal Planning Center, Box 1368, Dayton, Ohio 45401.

A computer printout personalized to the needs of the individual family. In requesting, state number of children and adults in the family and the weekly food budget.


A booklet which includes the statement presented by the president of the American Meat Institute to the Special Studies Subcommittee of the House Committee on Government Operations.


Text of the final report submitted to the President. Includes all panel and task force reports, together with the task force action reports.


“Millions of American’s use USDA food stamps.”

CLOTHING AND PERSONAL CARE


Information on repairs to clothing by sewing, darning, and patching. Useful to young homemakers, teachers, and extension clothing specialists.


Guidelines for local chambers of commerce planning consumer conference programs on clothing. Presents a model agenda, suggests publicity, gives ideas about follow-up activities, and provides a resource list.


Discusses the purposes, proprietary, and ingredients of deodorants.


Advantages and disadvantages of ten brands. Includes comparative costs and tells how to dispose of them.

Fibers and Fabrics, 1970. 28 p. 65¢ (Dept. of Commerce, cat. no.

Contains the plain facts about the furs and fabrics the consumer buys. Of interest to some teenagers.


Prepared as a guide to settling customer claims made against dry cleaners. Gives life expectancy estimation for various articles of clothing.


Home methods for stain removal from clothing and household fabrics. Of interest to some teenagers.

Report of Board Committee on Certification and Labeling under Which USASI May License the Use of its Mark as Evidence of Compliance with USA Standards, 1968. 4 p. Free. USA Standards Institute, 10 E. 40th St., New York, N.Y. 10016.

Relates the planning that has gone into the establishment of this certification program. Work is now underway on a set of operating procedures.


Valuable information on how to stretch your clothing budget, how to care for clothes, buying a wardrobe, the cost of hairpieces and wigs, eyeglasses versus contact lenses, and safe exercises and diets.


A basic, step-by-step approach to sewing with many illustrations. Includes chapters on fabrics, how to pick out a pattern, how to adjust it to a special figure problem, and how to make a dress the easy way. Easy to use. Mini Rhea was formerly designer and dressmaker to Jacqueline Kennedy. Of special interest to teenagers.


"Labeling fabric facts—clothing care." A discussion of both mandatory and voluntary labeling of natural and synthetic fibers.


Basic study by one of the leading authorities on labeling and standardization.


Sensible advice and information on matters of concern to teenage girls such as how to treat skin and hair problems and problems of menstruation, how to lose or gain weight, how to dress to look slimmer or plumper. Contains calorie charts, weight charts, food groupings, diets for losing or gaining weight, exercises, and information on vitamins and minerals.

Provides information on man-made and natural fibres, yarns, fabrics, finishes, dyes. Includes a discussion of labeling, legislation, and standards.


A Celanese Education Service, published in the spring and fall. Distribution limited to home economics teachers and other professionals in the consumer education field.


Guidelines developed by the Industry Advisory Committee on Textile Information in cooperation with the President's Special Assistant on Consumer Affairs.


The patterns of consumer behavior as related to fashions in clothing are discussed as "A Social Need," "An Economic Good," "A Reflection of American Life."

HOUSING


Developed for military personnel seeking guidance concerning the purchase and sale of a home, this should also prove to be of value to anyone interested in buying or selling a home.


A practical guide to selecting and purchasing a home. Includes information on mortgaging.


A practical handbook which outlines the various steps to follow in choosing your future home.


A compilation, in five parts, of four of the author's paperback books: The Family Real Estate Adviser; Practical Ways to Make Money in Real Estate; Laws Every Home Owner and Tenant Should Know; How to Become a Real Estate Broker and Turn Your License into Big Money. Can be used for a quick reference to any of the specific problems or questions facing the average buyer, seller, or broker.


A guide for purchasing condominiums and cooperatives. Nineteen chapters range from "basic legal structure" to financing, associations and "new towns." Sample regulations and forms are given in eight appendices.

Describes the advantages and disadvantages of each of these forms of housing.


Contains eleven designs including floor plans, sketches, and a description of materials of construction. Detailed working plans for construction of each design also available from Supt. of Documents. For description of individual plans request Price List 72: Homes.


A guide to the real estate market for the potential home buyer.


How to look for, finance, and buy a home. Written in simple, down to earth language.


Helpful hints on the short and the long haul and the overseas move. Discusses selling and then buying another house, working with the moving company, and financing a new home.


Legal steps to follow and legal pitfalls to avoid in making a home purchase.


An analysis of various loan and borrower characteristics in order to determine their relationship to the risk of delinquency and foreclosure. Borrowing for refinancing and the presence of junior financing are the most important factors in serious loan delinquency. Many charts and tables are included. For the serious reader.


Subtitle: How to find it—how to buy it. Detailed information on buying, building and selling a house. Illustrated.

**Housekeeping Directions,** n.d. 62 p. Single copy free; subsequent copies 20¢ each; 100 copies, $15.00. Soap and Detergent Association, 475 Park Ave. South, New York, N.Y. 10016.

How to perform twenty-six household jobs in an efficient manner. Prepared especially for use with low-income, low-reading level adults.


Reviews the background of cooperative housing, discusses the strengths and weaknesses of the cooperative system, and makes recommendations for making cooperatives work better.

Life Insurance Co., Box 10, Madison Square Station, New York, N.Y. 10016.

A comprehensible analysis of a family's needs.


Some of the traps are: The high-priced house; the unforeseen expenses; the no-design house; the old house lemon; the discomfort house; the gimmick house.


A comprehensive book which includes a checklist to use when buying a home, and an eight-page glossary.

How to Buy a House, by Byron Moger and Martin Burke, 1969. 204 p. $4.95. Lyle Stuart, New York.

A comprehensive book which will answer most questions home buyers ask.


Discusses the various forms of financing available to the would-be homeowner.


"How to choose, where to put, how to finance," prepared by the Council in cooperation with the Mobile Homes Manufacturers Association. Apply for quantity prices.


Legal tools for better housing.

The Tenement Landlord, by George Sternlieb, 1969. 269 p. $6.00; $2.95 (paper) Rutgers University Press, New Brunswick, N.J.

A study conducted in the Newark, New Jersey area. The goal of the study was to determine the rewards landowners would require to upgrading present slum housing.


A brief presentation of the dilemma. Provides some information on cooperatives and condominiums.


Although specifically directed to the Massachusetts citizen, this pamphlet has material of value to others, particularly those working with low-income groups.

TRANSPORTATION


"In the face of abundant evidence of shoddy, often overpriced repair work, government and industry are taking a hard look at what's wrong with the business. Here are the problems—and suggested solutions."

Brakes, a Comparison of Braking Performance for 1971 Passenger

One of the "Consumer Aid and Information Series" sponsored by the National Highway Safety Bureau.


A brief introduction to the facts every motorist should know.


Packet includes a leader's guide and four other titles—Selecting your car, Paying for your car, Be safe—be insured, Keeping your car on the road.


The April issue of each year contains the auto buying guide. It gives prices, warranties, safety features, mechanical specifications, and frequency of repair records. Other information provided where pertinent. A comprehensive evaluation. Of interest to some teenagers.


Key points: better assembly-line inspection and testing would eliminate many warranty problems before they begin; dealer performance in correcting warranty-covered defects would be improved if auto makers increased their payments to dealers for warranty work.


A brief but adequate discussion of the factors to consider in making a new or used automobile purchase. Includes advice on costs. Of interest to some teenagers.


The problems in buying and caring for an automobile.


Considers the problems of making a move. Discusses the problems of damage, over-charge, pick up, and delivery.


A guide to help you get your money's worth. Of particular value to one who has never read any guides on the subject. Of special interest to teenagers.

Report on the Interstate Commerce Commission and Transportation. An in-depth analysis of the ICC, which contends that "the Commission is overly solicitous of the transportation industry on a variety of specific issues."


"A commonsense guide to relocating your family." Covers every aspect of a move, from a reminder to return library books, mortgage problems, tax deductions allowed by the 1969 tax-reform law to advice on how to handle the psychological impact of moves on family members.


Discussion of the controversy concerning the posting of octane ratings on gas pumps.


Presents tables on acceleration and passing, on tire reserve loads, and stopping ability. Technical but understandable. Aimed at developing greater safety consciousness. Performance data for new 1970 cars was the first publication in the U.S. Department of Transportation Consumer Information Series. Of interest to some teenagers.


A highly technical study which attempts to delineate the process of consumer prepurchase information gathering. Includes a bibliography.


One of the titles in a series correlated with New York State 12th grade syllabus on consumer education. Included in each are vocabulary, activities, and bibliography. Other titles in the series: Consumer credit and money management; Fraud; Quackery and deception; Investments; Life insurance; Security programs; Social security; Medicare; Medicaid; and Consumer law.


Discusses the automobile industry's failure to produce sound warranties while producing a slipshod product.


Findings of a four-year study of car warranties. This policy-setting report calls for the regulation of the automobile industry in areas such as safety, warranties, and durability.


Letter to the Managing Editor, by Virginia H. Knauer, Special Assistant to the President for Consumer Affairs, commenting on the "service dealer/consumer relationship" in the automotive service industry.

Pamphlet with suggestions on buying a car and emphasizing the need to shop for credit as well as the price of the car. Available in Spanish.


For the teenager thinking about buying a second-hand car or now owning one. It covers where to buy a used car, what to ask for, how to bargain, automobile financing, insurance, and what it costs.


One of an information series issued by the National Highway Safety Bureau.


"Information to help you get the maximum safety, wear, and performance from your tires."


A twenty-eight point checklist developed by Consumers Union to aid in buying a used car. Of special interest to teenagers.

What to Do with Your Bad Car, by Ralph Nader and others, 1971. $8.95; $2.95 (paper) Grossman New York.

"An action manual for lemon owners." Shows how to reduce your chances of buying a "lemon," and "what to do if you're stuck with one." Of special interest to teenagers.


A brief, general discussion of interest to the motorist.


A "how-to" book—also labeled as an exposé—written by a new and used car salesman with over 25 years experience in the trade. Of special interest to teenagers.


Includes a special "Flat-Rate Book" to show you how much you should pay for all major and minor repair jobs, and a fourteen page glossary of automotive terms. Of interest to some teenagers.

HEALTH CARE AND SERVICES

General


A brief warning pamphlet suitable for quantity purchase.

Cancer Institute, Bethesda, Md. 20014.

A warning against the fraudulent claims and treatments of cancer "curing" charlatans.


Outlines the health quack's activities in areas from arthritis to rejuvenation. Includes organizations and agencies that helped prepare the pamphlet.


Contains articles for family consumers on subjects relating to health, such as: choosing the right health insurance, labeling of processed foods, nutrition, dental health, and a column "Ask the Doctor", by Dr. Morris Fishbein.


"The Veterans' Administration's evaluations." The information to be utilized for 1970 was available on October 1, 1969. Tests were made of eighty-two different models of hearing aids from twenty-one manufacturers. The sixteen finally chosen are here rated.


Eleven specific ways you can tell whether you are being "taken" by a doctor who puts his personal gain ahead of your welfare.


R. B. Ruge discusses regulations of prescription drugs, advertising, medical progress, and private enterprise on pages 90–113.


Three parts of a report on nursing homes—the types of facilities available and alternatives to them; how to evaluate nursing homes; costs and charges and recommendations for the improvement of nursing home care.


"CU vs. VA on hearing-aid data" (under the Freedom of Information Act which went into effect in 1967). Court decided that the Veteran's Administration did not need to release complete information if the harm in releasing it would outweigh benefits.

The Plot against the Patient, by Fred J. Cook, 1967. 373 p. $5.95. Prentice-Hall, Englewood Cliffs, N.J.

Contends that hospital costs have risen phenomenally, but the service in hospitals has not borne much relationship to this great rise. The author feels that too often the hospital patient is the victim of bad practices.


What psychiatry is, and how it can help young people who are disturbed. This book explains a complicated subject in very simple terms. The author explains clearly the causes of mental problems, the differences between neurosis and psychosis and the methods of treatment. It includes several case histories of troubled young people—their special problem and how it was solved or treated.

"A powerful indictment of the American way of health." A study of the nationwide neglect that has brought American medical practices to the chaos of too few doctors, too few hospitals, and too much expense. A plea for a total rethinking of our national medical resources.


Report of the Advisory Committee to the Surgeon General of the Public Health Service. A distinguished group of ten medical doctors studied the available evidence and found that "cigarette smoking is a health hazard of sufficient importance in the United States to warrant appropriate remedial action."


An evaluation of contact lenses as opposed to eyeglasses. Considers the advantages and disadvantages of contact lenses and provides tips for wearing them. Of special interest to teenagers.


Everything that young people need to know about syphilis and gonorrhea—their cause, affects on the body and mind, cure, and prevention—presented in a short, clear and relatively easy-to-read book. Each page has a question box to help the reader review the information immediately preceding it for the purpose of helping him get the facts straight in his mind. Also includes a short history of VD and a glossary of relevant words and phrases.


List of printed materials for young people and adults on the relationship of smoking and health.


How to choose and evaluate the right nursing home for your needs.


A catalog of fakes and swindles in the health field. Discusses health products which are falsely promoted, worthless, and even dangerous. Also warns the public to beware of secret remedies in addition to exposing a number of worthless devices for diagnosing and treating various diseases.

Health and Disability Insurance

A Brief Explanation of Medicare, 1971. 12 p. 10¢ each; 100 copies, $5.00 (cat. no. HE3.52:43–6) Supt. of Documents, GPO, Washington D.C. 20402.

A folder describing the provision of Medicare. Suitable for use with adult groups.

Insurance Institute, 277 Park Ave., New York, N.Y. 10017.

Covers the types of policies, length of coverage, policies that can or cannot be cancelled, and details on premiums.


A brief explanation of Medicare is outlined, including the 1967 amendments.

If You Become Disabled, 1970. 31 p. 15¢ each; 100 copies, $10.00 (cat. no. HE3.52:29/2) Supt. of Documents, GPO, Washington, D.C. 20402.

A brief, general description of the disability insurance benefits available under social security.

Just about 65? n.d. 8 p. 10¢. (cat. no. 3.35:875/2) Supt. of Documents, GPO, Washington, D.C. 20402.

Outlines Medicare health benefits available to the senior citizen, including hospital and doctor bill insurance.


An annotated listing of a variety of resource materials.


Very brief and very simple explanations of the differences between Medicaid and Medicare.


A thorough appraisal of the policies, benefits, quality controls, staffing, and other important aspects of consumer cooperative and private physician prepaid health plans.


Basic facts to help families understand their health insurance.


Recommendations to the Secretary of the Department of Health, Education, and Welfare concerning legislative proposals to improve health delivery system.


Provides information on five major forms of health insurance: hospital, surgical, regular medical, major medical, and disability income insurance. Also includes facts and figures on the frequency of illness and injury of Americans.


A simple explanation of how Medicare works.
Drugs


Helpful guide for concerned parents.


Exposé of a multi-million dollar racket in drugs based on the author's firsthand observations of undercover investigations conducted by FDA inspectors.


A report on the roles of the FDA, the AMA, pharmaceutical manufacturers, and others in connection with the use of prescription drugs that may be worthless, injurious, or even lethal. Explores all aspects of the drug industry, especially drug testing. Of interest to some teenagers.


Contains literature on the FDC Act and on the approval of new drugs, use of drugs by the consumers, medical quackery, cosmetic laws, and related material.


Don't guess when you can have the facts. Of special interest to teenagers.


The author was formerly commissioner of the Food and Drug Administration. Includes an extensive chart of names and organizations aiding, and taking advantage of the consumer.

Drugs and Youth, by Dr. Joseph H. Brenner, Dr. Robert Coles, and Dermot Meagher, 1970. 258 p. $5.95. Liveright, New York.

Written by two medical doctors and a former assistant district attorney, this is an authoritative presentation of the medical, psychiatric and legal facts regarding the use of drugs. Revealing and sometimes contradictory insights are provided by means of candid tape recorded interviews with users and non users. The appendix lists the penalties for drug offenses in each of the states and also includes a bibliography of books and articles that give a wide range of opinion on the subject of drugs. Of special interest to teenagers.


The effects of each type of drug on the body and mind are described in this clear and concise book. The author discusses the law and drug control and lists the federal laws for the control of drugs, giving the date of legislation and a summary of the coverage and intent of the legislation. His purpose is to discourage experimentation with drugs, but he writes about them with a minimum of preaching and agonizing, a fact which should make this book more appealing to teenagers.


An informative book about drugs in dictionary format for the layman. Slang and drug names are intermixed. It lists the origins, both psychological
and etymological, of slang terms that are different from the common or medical terms. The explanations of words or phrases run anywhere from one word as in the case of "haircut" which means marijuana to a page or more as in the case of "hallucinogen" and Harrison Narcotics Act." Of special interest to teenagers.


A warning against the improper use of drugs.


A major portion of this volume is devoted to a detailed analysis of the drugs actually used by the elderly. Drug prices and generic versus brand names are among the many subjects investigated.


Answers to the most frequently asked questions about drug abuse.


A journalistic exposé of "how vitamin hucksters are conning the American public into buying products it does not need."


Discussion of FDA's requirement that a physician obtain the informed consent of his patient before he uses an investigational drug on him. A reprint from: FDA papers.


"Factual account, layman's guide to pharmacology, physiology, psychology, and sociology of LSD." Of interest to some teenagers.


Questions and answers about the drug and its use. Of special interest to teenagers.


Out of 400 drugs examined, sixty-three were found by HEW to be selling for less under their chemical name. The Journal of the American Medical Association cautions physicians, however, to be careful in prescribing such drugs as they are not always as effective as their brand-name counterparts.


"Some plain truths about popular remedies for common ailments."

"The explosive inside story of the huge drug business—an industry at bay, beset by government and civil actions—all because of the birth, 30 years ago, of mankind's greatest boon; the age of the wonder drug."


"Official names, prices and sources for patient and doctor." The physician author gives his answers to the question "Are you paying too much for your prescriptions?" Tells how to get your doctor to write the generic name instead of the brand name on prescriptions. Some teenage interest.


An account of an investigation of the drug industry by Senator Estes Kefauver's Subcommittee on Antitrust and Monopoly.


In addition to Task Force Report, four background papers are available: The Drug Users, The Drug Makers and the Drug Distributors, The Drug Prescribers: Current American and Foreign Programs, and Approaches to Drug Insurance Design.


Describes the use and misuse of prescription and over-the-counter drugs, especially the stimulants and depressants. Outlines the power of the FDA to protect society from the abuse of these dangerous drugs.


For the parent who is concerned about a potential or actual problem of teenage drug abuse.


A brief study of the actual variations in prices among sixty stores for one prescription. The prices ranged from 79c to $7.45.


A study of the growing problem of drug abuse among the young. Of interest to some teenagers.

HOUSEHOLD FURNISHING, EQUIPMENT AND SERVICES


"Information you need in selecting and applying adhesives for use in the home and hobby shop."

Thirty-four manufacturers’ warranties are listed and analyzed.


Describes the various kinds of aluminum finishes and the proper care and cleaning of each.


Guidelines for local chambers of commerce planning consumer conferences on appliances. Presents a model agenda, suggests publicity, gives ideas about follow-up activities, and provides a resource list.


A review of complaints and proposed action to combat the growing mass of consumer complaints about false or misleading warranties and guarantees.


A list of commonly used terms related to soaps and detergents. For each a definition is given; for many directions for use are also included.


Ratings of various types of locks. Includes diagrams of some types, and provides general security precautions of value to everyone.


How to buy and maintain mattresses, blankets, pillows, comforters, and quilts.


Offers guidelines for a positive and effective warranty program. Based on interviews with consumer, government, and trade representatives.


Provides definitions of household terms in order to promote uniformity of product description. Terms are arranged under broad categories such as: air conditioning, home laundering, and gas range.


How to purchase and maintain a home freezer.


How to protect yourself when you get a warranty or guarantee. Same article abridged in Reader’s Digest, v. 95, Nov. 1969: 83–85.

A brief instruction booklet for the home gardener.

If It Doesn't Work, Read the Instructions, by Charles Klamkin, 1970. 191 p. $4.95. Stein and Day, New York.

"The electrical appliance jungle." This guide gives much information that some manufacturers and retailers would prefer you did not know. It assists in selecting models, judging best buys and "bargains" and tells what to do when the appliance breaks down.


Well documented and researched attack on the excessive and uneven pricing imposed by electric utility companies. Information of how to remedy these practices is included also.

Portable Appliances: Their Selection, Use and Care, by Amber M. Ludwig, 1971. $2.50. Sears, Roebuck and Co., Consumer Information Services, Dept. 703-Public Relations, 303 E. Ohio Street, Chicago, Ill. 60611.

Non-commercial buymanship information about 35 important household and personal grooming appliances. Also discusses wiring, safety and storage requirements.


A how-to-do-it book for the teenage girl who has a limited budget but wants to express her own individuality in her bedroom. It is full of ideas with step-by-step instructions and illustrations on redoing old furniture, producing new furnishings out of plywood, bricks and crates, making curtains and bedspreads and many other items. The author emphasizes making use of articles that may at first seem old or of no value.


The Public Affairs Director of the Office of Consumer Affairs discusses consumer complaints against the utility industry and makes positive suggestions for improving the industry's customer relationships.


"How to choose the model best suited to your needs." Quantity prices available.


Seven practical steps to reduce the consumer's heating bill: weather stripping, storm windows, insulation, heating plants, draperies, attic air leakage, are among the areas considered.


One of a series of appliance booklets from Good Housekeeping. Others include floor care appliances, dishwashers, ranges, washers, and refrigerators. These are brief booklets describing the items listed, telling the important things to consider in making your purchase, and providing a price range for each kind of appliance.

Warranties—What Are They Worth to You? by Herbert
Surveys the warranties of major producers of consumer products. Article indicates there is some improvement over the recent past, but states that additional improvement is needed.


Containing informational and descriptive material of interest to campers, this booklet lists camping accommodations in each area, and gives definitions of categories of these accommodations.


Although the title *Enduro* refers to

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**LEISURE**


Short, concise and easy-to-read information on how to: buy a bike and its parts and accessories, care for and repair it, earn money with your bike, and organize a bike club. Also included are bike games, trips and tours in this country and overseas, what is a good diet for touring and camping, and how to store food while camping. Well illustrated. Of special interest to teenagers.


A listing of a variety of items one may get free including travel brochures, maps, recipes, pictures, films, etc.


Hundreds of ideas for the teen-ager interested in making things that are useful and decorative—paintings, sculpture, collages, carvings—from inexpensive materials many of which can be found around the house such as buttons, wood, eggs, bottles, shells, nutshells, sand, and boxes. The author believes that everyone is basically creative and that one can experience joy and satisfaction from creating. Complete, concise instructions for each project, listing everything that is needed plus helpful drawings and photographs.

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the motorcycle endurance run, this book includes twenty pages on buying a motorcycle—what to look for in an enduro machine and the advantages and the drawbacks of various machines on the market—and a chapter each on modifying your machine and on maintaining it. Readable, interesting and well illustrated. Of special interest to teenagers.


Lists sources of various publications of interest to those seeking information on outdoor recreation areas and facilities. Divided into national, regional and state guides, with cross-references for camping, canoeing, fishing, hiking, and hunting. Of special interest to teenagers.


Plans for parties and picnics, for hundreds of games indoors and outdoors, and detailed suggestions for such activities as dances, dramas, story-telling and singing. Useful to parents, teachers, church and club leaders, and professional leaders.


Inexpensive and memorable vacations for the family are detailed in this publication.


For all boatmen—the novice and experienced alike. Information on boat numbering, minimum equipment requirements, other equipment you should have, operating responsibilities, aids to navigation, hints on safety, etc. Includes text of Motorboat Act of 1940, and Federal Boating Act of 1958.


A fifty state guide listing of free resources for the vacationer: such as museums, plant tours, and art galleries.

EDUCATION


Up-to-date information on the types and conditions of grants and loans available at over 800 two-year junior and community colleges in the United States and Puerto Rico, on how to determine college costs and where and when to apply for aid. Should prove invaluable to high school seniors, parents and guidance counselors.


A "guide for students and parents." Discusses loans available through Federal, State, and college programs and commercial lending institutions.

Details the many plans which are available to assist young people in financing a college education.


Comprehensive information on 832 accredited colleges which are members of the College Entrance Examination Board, giving terms of admission, size of student body, college life, yearly expenses, financial aid, etc. Also included for most are tables showing the scores earned on college admission tests by recent applicants and a recent freshman class. Two-year junior colleges are also included.


Analyzes accredited four year colleges in the United States, giving information on such matters as admission requirements, makeup of student body, the intellectual, social and cultural environment, curriculum, faculty qualifications, annual costs, religious orientation, scholarship aid available and percentage of students receiving aid. Also by the same authors: Comparative Guide to Two-Year Colleges and Four-Year Specialized Schools and Programs (Harper and Row, 1969, $7.95) Which covers community colleges, junior colleges, technical institutes and specialized schools and programs in art, dance, music, theater, radio-TV-film.


A directory of private correspondence schools offering a wide variety of practical and academic subjects. The 1971 directory lists 152 schools.


How to choose a school, what to look for in your contract, advertising and selling practices—these are three of the general areas covered.


Lists 1600 sources of financial assistance. For each source, there is information on the donor, restrictions, field of specialization, amount of aid, eligibility, basis of the award, and application procedures. Also included are an annotated list of books and pamphlets that will help select a college and guides for financial aids. Of value to students, parents, and guidance counselors.


Lists courses available from regionally accredited colleges and universities which are members of the association. Copies are available on request from member institutions.


This document of the House Committee on Education and Labor lists and describes major federal programs for financial assistance to students. Also discusses other selected graduate and
undergraduate programs, scholarships and loans.


How to Go to High School or College by Mail, by Kevin Martin, 1969. 254 p. $5.95. Frederick Fell, New York.

Fifty-nine accredited colleges and universities give correspondence courses (fifty-seven of them for credit) in college subjects and some of them in high school, junior high and elementary school subjects. This book gives detailed information on each institution—the courses, special programs for the employed, high school students, undergrads, post grads, drop outs, and G.I. Bill students. Bibliography of books and pamphlets on the subject and on financial aid (pp. 233–254).


Critical look at the correspondence course on writing offered by the Famous Writers School. The author questions the ethics of the school.


Information on 3,583 schools and opportunities for training in more than 200 careers, skills, and trades, including courses offered, length of time required for study, tuition costs, entrance requirements and certificates or diplomas conferred on completing the course. Included are schools for such diverse areas as bartending, flying, beauty culture, ballet, practical nursing, business electronics, hotel management, photography, modelling, drafting, acting, and welding.


For parents and students. Discusses the realities of college costs and how to find the money for higher education.


Covers four broad areas: “College costs today and how to meet them,” “Admission crisis,” “How to choose a college,” and “Scholarship aid.” Of particular help is the “Directory of colleges” which lists costs, scholarship availability, earning opportunities and admissions data. Thirty additional sources and listed.

Consumer Education

CURRICULUM DEVELOPMENT


Contains concrete examples of innovative teaching in consumer education.

Bibliography of Research on Consumer and Homemaking Education, by Anna M. Gorman and Joel H. Magisos, 1970. #EDO36336. $3.29; 65¢ (micro-
A subject bibliography of materials available in such areas as teacher education, research methodology, homemaking education, vocational education programs, and the disadvantaged.


Manual on how to set up a neighborhood consumer information and complaint handling facility in the innercity. Describes the Neighborhood Consumer Information Center operated by Howard University law students.


A guide to the use of Changing Times as a classroom aid in teaching consumer education. Contains sample discussion questions, suggested activities, and brief consumer notes. Particularly suited to secondary and adult classes.


Curriculum development aids with suggested lesson plans, audio-visuals, and resource materials. One part for elementary, intermediate and junior high schools; a second booklet for high schools.

Consumer Education, 1971. 2 parts (looseleaf) $6.50 each. Home Economics Instructional Materials Center, Texas Tech University, P.O. Box 4067, Lubbock, Texas 79409.

Curriculum manual designed for use with a one-semester course for both boys and girls at the 11th and 12th grade levels. Part one: "Behavioral Objectives," "Suggested Learning Experiences," "Key Points" and "References" for students and teacher. Part two: contains related teaching-learning materials for students and teachers.

Consumer Education: Curriculum Guide for Ohio, Grades K-12, 1970. 164 p. $2.75. Instructional Materials Laboratory, Trade and Industrial Education, Ohio State University, 1885 Neil Ave., Columbus, Ohio 43210.

Contains units developed for grade K-6 and 7-12; includes special material for mentally retarded and disadvantaged children. Selected bibliographies included. Descriptive brochure available free on request.

Consumer Education for Families with Limited Incomes, 1971. 360 p. (looseleaf) $10.50. Home Economics Instructional Materials Center, Texas Tech University, P.O. Box 4067, Lubbock, Texas 79409.

A resource manual specifically designed to develop those concepts of consumer education which will aid the teacher of adults in economically depressed areas. Many concepts and teaching aids could be applicable for high school programs.


Study originates from New Mexico State University, University Park, N. Mex.

Consumer Education in an Age of Adaptation, by Sally R. Campbell, 1971. $1.00. Sears, Roebuck
A Department Store in the Classroom, by Sally R. Campbell, 1971 $1.00. Sears, Roebuck and Co., Consumer Information Services, Dept. 703-Public Relations, 303 E. Ohio St., Chicago, Ill. 60611.

Instructor's guide to assist in bringing the marketplace into the classroom through the use of mail order catalogs. Free evaluation copy furnished to consumer education instructors.


Teacher's manual with economic concepts and teaching suggestions; Kindergarten through grade six, 1966. 184 p. $3.00; Grades seven, eight and nine, 1967. 59 p. $1.75; and Grades ten, eleven and twelve, 1968. 120 p. $3.00.


"A curriculum guide on economics with particular emphasis on the free flow of money." Published under the auspices of Invest-in-America.


Unpublished doctoral dissertation, Ohio State University, Columbus, Ohio.

Identifies growing community problems as they relate to financial management and pleas for relevancy in consumer education.


“A curriculum guide for home economics education,” based on a concept of family-focused economic knowledge.


Teacher’s guide with consumer education objectives, concepts and learning experiences for adult and young adult programs.


Suggested procedures and materials for a course in money management for adults.


A portfolio of ideas for teaching consumer education at all academic levels.


Developed to meet the requirement in the Illinois School Code which makes the teaching of consumer education mandatory. Included are 29 pages listing resource materials.


“A selected, annotated bibliography” with abstracts containing many references not otherwise available. A basic resource for professionals and social science libraries.


Twenty self-instructional “learning packages” for youth and adult consumer education programs. Areas such as “Advertising Appeal,” “Changing Roles for Teachers and Learners” and “Dollars for Housing” are included.


The author was director of the Model Cities District Office of the Child Service and Family Center in Atlanta, Georgia. This address was delivered in the opening session of the Conference on Innovation in Consumer Education for the Home Economics Curriculum. It makes observations about the factors that influence poor families’ consumer choices.

States the needs of students from both income levels. Outlines course planning for both groups, and surveys the similarities in consumer problems facing each.


Brief summary of the contents of *Guidelines for consumer education* prepared by the Illinois Superintendent of Public Instruction in 1968.


Discusses the various consumer health topics appropriate for the upper elementary school grades.


This broad view of poverty and related problems covers the literature between 1960 and 1969—a selected and annotated bibliography.

**Social Studies in Action**, 1970. 2 parts $1.75 each. Division of Social Studies, Cleveland Public Schools, 1380 E. 6th St., Cleveland, Ohio 44114.

Teaching units for kindergarten through grade three, and for grades four through six. Contain objectives, identify economic understandings, skills, and attitudes, state questions for discussions, and suggest student activities.


Describes the development and contents of a course guide in consumer education. The guide was prepared by the New York State Education Department.


A basic resource. Designed to serve as a springboard for use by teachers, faculties, curriculum teams and supervisory or administrative personnel in planning individual programs of Consumer Education. Of particular bibliographic interest: Section V. p. 43-58. "Instructional Resources for Consumer Education."


Produced under a research grant of the United States Department of Health, Education, and Welfare, this study identifies and describes American consumer education. Volume I is a survey and evaluation of institutional and secondary school consumer education programs. Volume II is a sourcebook of consumer education programs.


Surveys consumer education activities by educational institutions and organization, labor unions, cooperatives and credit unions, and voluntary agencies.


Reports on a program dealing with the selection of food and clothing, choice of stores, and methods of payment. The program tested varying forms of audio-visual instruction.


A twelfth grade guide consisting of twelve subject units. Each unit covers economic concepts, suggested vocabulary, economic attitudes and abilities, activities, and selected bibliography.


Classroom manual built around six major themes of planning, buying, borrowing, protecting, investing, and sharing. Classroom activities feature use of such teaching techniques as role playing visuals, student self-evaluation, and use of community resources.


Lesson plans emphasize individual's decision-making process and participation in economic roles as worker, consumer and citizen.


Provides practical information on loans, interest, budgets and mortgages. It includes patterns for making transparencies, and addresses from which resource materials may be obtained.


"How to provide students with an understanding of the economic process by illustrating the impact of their behavior when they function in their roles as workers, consumers and citizens."—Preface. A curriculum guide for secondary school teachers edited by Roman Warmke.


"A new approach to the teaching of economic concepts and generalizations to secondary school students... emphasizes the crucial role of the consumer."—Preface. A curriculum guide for secondary school teachers edited by Richard Berge and Gerald Draayer.


"The first step in relating personal economics to the social studies is to examine its structure by identifying its basic content and its unique analytical modes of inquiry."—Part I. A curriculum guide for secondary school teachers edited by George Fersh, Roman F. Warmke, and David Zitlow.

Doctoral dissertation examining attitudes of teachers of home economics and social studies.


Four booklets providing practical information on financial subjects. Offers suggestions to business education and home economics teachers for the cooperative development of units on finance.


Interpretive manual and discussion guide to be used in conjunction with the Council's economic education series.


The purpose of this publication is to assist in developing programs for training nonprofessional workers to help low-income families. Section 4 of this publication has been printed separately to use as a basis for the program assistants training: Handbook for home economics program assistants, 1966. 31 p. 25¢ (cat. no. A1.68:680).


Shows how consumer education may be applied in the teaching of math, physics, biology and chemistry.


The "consumer education value of collecting food and textile labels."


Proceedings of a workshop constituting a basic published resource in the field. Contains a variety of articles of interest to consumer specialists. Resource list: p. 223–231.


To assist teachers and group leaders in developing effective programs in personal and family economics. Valuable for the beginning teacher and for those who wish to brush-up and re-evaluate teaching procedure.
TEXTBOOKS

Behind Every Face, by Arthur and Xenia Fane, 1970. 3 booklets (paper) Grade 9-up. $1.32 each. Ginn, Boston.

Contains a booklet entitled: A challenge of success, which includes such consumer topics as acquiring a home, personal finances, cash or credit buying, and life styles in family living. Treatment and illustrations are adult.


 A marketing text, approximately a third of which is devoted to "The consumer and his behavior."


 The principles of both economics and consumer economics are included in this high school text. A workbook, achievement test, and a teacher's manual are also available.


 Emphasizes the principles of economics for consumer education classes in high school. Supporting materials include a Student activity guide and a Teacher's guide and key.


 Describes the role of consumers in a free enterprise system, the effects of advertising on consumers, the problems of credit buying and the agencies and individuals who work for the consumers' interests. For grades 5 through 11.

 Consumer Education Series, 1967. 5 booklets (paper) Grade 7-up. Books 1-5, $5.32. Instructor's guide $1.08. Ginn, Boston.

 Five booklets of programmed texts entitled: Dress Well for Little Money; Exchanges and Refunds; Buying Appliances; What's Good Furniture; Be Sharp! Don't be cheated. Group leaders guide contains outlines of proposed role-playing situations and group discussion suggestions.


 Text designed to be used in high school and adult consumer education classes. Cover such topics as the family budget, buying a car, how and where to borrow, and taxes and investments.


 A substantially revised consumer text which deals with personal and family finance. This 4th edition updates the changing consumer scene since 1965.


 An illustrated high school text on consumer economics. It is divided into fifty teaching units which include questions, projects and consumer arithmetic problems.


 Interesting for its historical background of consumer protection; this book also contains a lengthy section on current consumer protection on the federal, state, and local level. Annotated bibliography.

An overview of literature of interest to consumers. Arranged by Dewey Decimal class numbers, with an author-title-subject index. All entries in English. Edited by Valerie Zacharias.


A beginning text on the principles of economics, devoting eighty-one pages to the consumer and his consumption, savings and investment decisions.


An examination of consumer behavior, marketing and pricing processes, consumer control of purchasing decisions and private and governmental aids to consumers.

Economics of the Consumer, by Marc Rosenblum, 1970. 87 p. $3.95. Lerner, Minneapolis, Minn.

For the junior high student level, this well-illustrated text provides brief discussions of consumer issues. This is volume two of an eleven volume series, Real world of economics.


Preface states "an introductory text for courses in insurance as well as a primer for company personnel both in the home office and agency operations." A presentation of life insurance from the seller's point of view.


Text on consumer economics and family finance, focusing on the important role of women in planning and managing family consumption.


Relates business practices which will be of use to consumers of goods and services, including how to use money, banks, credit and insurance. A source book, activity guide and tests are also available.


An adult basic education book written for people with a third or fourth grade reading level and a modest income. Outlines a family's move from a company town to the city, and the problems arising in buying on credit, choosing a place to live, and saving and spending money.


An excellent and thoughtful textbook on personal and community health aimed at the young adult. Includes chapters on sexual behavior, physical fitness, mental and emotional health, family planning, diseases, drugs, alcohol, smoking, community health resources, costs of medical care and insurance, environmental health hazards, nutrition and consumer frauds in the field of health. The appendices include an excellent first aid and emergency care guide, recommended daily dietary allowances, weight charts, calorie charts, food composition table and the cholesterol content of food (pp. 395-418). Of special interest to teenagers.


A classroom textbook for early elementary grades. Questions and answers follow each chapter. Illustrated with
photographs and charts. A color filmstrip, $6.00—44 frames, is available to supplement the text.

Elementary text on money for use in grades 3–5. Well-illustrated with line drawings and photographs.

Basic economics textbook for use in grades 5–9.

Basic principles of economics for elementary school students.

A textbook for secondary school classes in homemaking, home management, personal development, and social problems.

Practical exercises illustrate basic mathematical principles for the consumer.

A basic college text. Covers fundamentals of mortgage banking, sources of funds, procedures for loans, role of mortgage banker in developing new business, the FHA program, veterans’ loans, and the credit analysis of the borrower.

Credit, savings, investments, personal expenditures, and lifetime financial security are some of the areas included in this college text.

Covers the standard topics of personal finance, with a final chapter on owning your own business.

College text covering the budgeting of income and purchases, insurance and annuities, investments, taxes, and assets.

A textbook designed for home economics classes in junior college and high school. The three major topics covered are: your family finances; your expenditures; your investments and long-run protection.

A textbook for students and professionals which will be of considerable value to the inquiring layman. The section on mortgages is of particular interest.

Where Does the Money Go? by Hazel Taylor Spitze and Patricia
H. Rotz, 1969. 94 p. $1.08. Steck-Vaughn Co., P.O. Box 2028, Austin, Tex. 78767.

Designed for adult basic education courses, this simply written book focuses on wise consumer buying and money management while providing reading practice. Teacher's manual and key included with class orders. Apply for quantity price.


A title in the "Holt Adult Education Series." Especially important for the consumer are the chapters which cover contracts, negotiable instruments, debtors and creditors, property, mortgages, and landlord and tenant.


High school text on family finance. Includes twenty pages of resource materials, including books and audio-visual aids.

AUDIOVISUAL MATERIALS

Films

Educators Guide to Free Films. Educators Progress Service, Randolph, Wis. 53956. $9.00.

Annual annotated listing of films and filmstrips including consumer education.


A general list of about 2000 films which includes some subjects related to consumer education.


The largest single listing of films and filmstrips, but by no means comprehensive. Provides a subject breakdown including many areas or consumer topics. Published in book form quarterly, cumulated annually and every five years.


List of films for young people and adults on the relationship of smoking and health.


Film, 16mm., 28 min., color. Adult. Explains retirement and disability benefits by following a circus performer's experience with the program. Set in an entertaining circus background.


Film, 16mm., 30min., color. Young adult, adult. Presents the possibilities in housing for the 21st Century. A film to stimulate interest in home management.

Film, 16mm., 27 1/2 min., color. Adult, high school.

What a Better Business Bureau is and how it aids consumers.


Film, 16mm., 60 min., b&w. Adult, young adult.

Analyzes ways that banks have fallen short of their stated aims in supporting poverty projects such as housing projects in the inner city. Reveals instances where loan companies have charged exorbitant interest rates. Indicates how the consumer can guard against these practices.


Film, 16mm., 11 min., color or b&w. Juvenile (grades 1-3).

Attempts to aid children in understanding how money is obtained and spent.


Film, 16mm., 10 min., color. Young adult, adult.

Points out the fraudulent sales practices which are used most frequently with lower- and middle-income families.


Film, 16mm., 10 min., b&w. Juvenile.

Seeks to create a desire to save money and explains savings banks.


Film, 16mm., 12 min., color. Young adult, adult.

Discusses budgeting of personal finances.


Film, 16mm., 8 min. color. Juvenile.

We follow the steps milk takes from dairy to store and we learn how wholesalers supply the stores that sell to us at retail prices. For second and third grades.


Film, 16mm., 8 min. color. Juvenile.

At the supermarket we see how the store operates to make a profit, and we see how Suzie's family gets gas and electricity at home. For second and third grade level.


Film, 16 mm., 10 min., color. Juvenile.

Visiting different families in different homes, we learn why families live in different places. For second and third grades.


Film (16mm. and super 8mm. cartridges), set of 12 each 15-20 min., color. Young adult, adult.
A series of twelve documentary films which capture the quality of student life at twelve generically different types of institutions, such as a giant midwestern state university, a liberal arts college for men, a predominantly black college. Based on interviews and talk sessions with students. An aid to the prospective college student in gaining insight into the atmosphere and spirit of different campuses.

Consumer Education Film Series. 1968. Bailey-Film Associates, 2211 Michigan Ave., Los Angeles, Calif. 90404. $99.00 each.

Film, 16mm., 11-13 min., color. Young adult.
Consists of three films: Budgeting, Installment Buying, Retail Credit Buying. Clear and accurate presentation of the necessary information for junior and senior high school students and college students. The actors are white, middle-to upper-middle-income groups which limits the use of these films in inner-city situations. Installment Buying is probably the most helpful.

Consumers Want to Know. n.d. Consumers Union Film Department, Consumers Union of U.S., Inc., 256 Washington St., Mount Vernon, N.Y. 10550. Free loan.

Film, 16mm., 30 min., b&w. Grades 10-12.
This film is largely about the Consumers Union and what it does, but it also provides information to aid the student in competent personal economic decision-making.


Film, 16mm., 30 min. Adults, young adult.
Story of individual and company credit in our economy. Historical sequences show the development of credit and credit reporting in the United States and how the expansion of our country was aided by credit recording of credit information for benefit of sellers.


Films, 16mm., set of 5, color. Young adult.
Series consists of five films: Big Day Tomorrow sets the contemporary scene against a backdrop of fundamental economic facts of life; Crossroads, focuses on earning an income, deciding upon a career, establishing a life style; Which Comes First? emphasizes savings and investment in terms of individual needs; Of Dollars and Sense covers sound spending, budgeting, and borrowing; Something for a Rainy Day deals with protection and security for the future.


Film, 16mm., 26 min. Adult.
The story of consumer credit for personal need; operations of a typical finance company; the influence of credit on the economic and social life of the consumer.


Film, 16mm., 9 min. color. Juvenile.
Explains how Risa earns money doing odd jobs around the house to buy things she wants, and how her father earns money to buy food and clothing for the family. For third and fourth grades.


Film, 16mm. Juvenile.
A three-film teaching unit from the "Living American Economy Series" developed for the elementary grades.

Film, 16mm., 28 min., b&w. Adult.

Walker Sandbach, Executive Director of Consumers Union, and Lois Simonds, Cooperative Extension Specialist, Ohio State University, discuss food buying activities such as grade labeling, unit pricing, and code stamping.


Film, 16mm., 13 1/2 min., color or b&w. Juvenile.

When Fred makes his first business trip to the bank, he learns about opening savings accounts, handling checking accounts, securing loans, and some of the other services which banks perform. This second edition takes us on a tour through a modern bank, where we see all the departments, from safety deposit box rental to bookkeeping department with its modern electronic computers.


Film, 16mm., 54 min., b&w. Adult.

A documentary study of funeral practices and costs. Traces changes that have taken place in burial customs in the United States. Includes interviews with jessica Mitford, morticians, ministers, and others. Compares practices in America, Denmark, England.


Film, 16mm., 58 min., color. Adult.

An exceptionally thoughtful analysis of food pricing, especially in the package food industry, for consumers. Also indicates the plight of the farmer in the takeover of farms by large corporations.


Film, 16mm., 20 min. Adult.

Explains the value of saving money and shows how loans made to home buyers by a savings and loan association benefit depositors and the entire community.


Film, 16mm., 28 min., color. Adult.

Exposes the cunning traps and trapplings of the fraud, the quack, and the charlatan. Distinguishes between legitimate and fraudulent products; spots quackery, and explains how to combat it.


Film, 16mm., 14 min., color. 

How to buy a home.


Film, 16mm., 10 min., b&w. Young adult, adult.

Describes three basic services of the bank: the checking account to care for day-to-day expenses, the savings account for future plans, and loan facilities for emergencies, investments, or purchases when ready cash is needed.

Film, 16mm., 20 min., color. Grades 10–12.

Presents an historical development of insurance in the United States. Could be used as background material.


Film, 16mm., 13 min., color. Young adult, adult.

Discusses the principles of the installment plan. Points out the pitfalls to avoid.

It’s Your Money! 1970. Henry Biesdorf. Videotape available from ETV Center, N.Y. State College of Human Ecology, Martha Van Rensselaer Hall, Cornell University, Ithaca, N.Y. 14850. Sale $125.00 per tape, rental free in N.Y. State, outside the state $25.00 per tape. Film available from Film Library, Roberts Hall, Cornell University, Ithaca, N.Y. 14850. Sale $55.00, rental $40.00 for 6 films or $10.00 per film.

Film or videotape, series of six 28½ min. programs. Adult.

How to manage personal finances.


Film, 16mm., 12 1/2 min. Adult, young adult.

A presentation which covers the experience of couples buying four different types of credit misrepresentations. Points out unethical and immoral practices which cannot be brought to court.


Film, 16mm., 30 min., color. Grades 10–12.

Shows the operation of the Exchange and the family conflicts which may arise over the investment of money. It stresses the importance of obtaining the services of a reliable broker.


Film, 16mm., 16 min., color. Grades 10–12 and adults.

Presents the factors involved in determining premium rates and defines the net annual premium.


Audio visual kit. Young adult.

Contains a 16mm color film, a 71 frame color filmstrip (using the same pictures as the film) accompanied by a record, a teacher’s guide, and fifty student leaflets. It deals with spending, saving and borrowing. Geared for use with junior high and senior high school students.

Measurement in the Food Store. n.d. Herbert F. Spitzer, Coronet Films, 65 E. South Water St.,
As the Martin family does their shopping, they encounter some practical problems involving the standard units of measurement. Ounces and pounds, fluid ounces and pints, dry pints and quarts are some of the units illustrated as the family makes comparisons of quantities in answering the mathematical question of "How much"?


Film, 16mm., 15 min. Adult.
Describes in an entertaining manner the problems of consumers in low-income areas. Especially concerned with door-to-door selling. Cartoon style. Produced by the Office of Economic Opportunity. Also available in Spanish.


Film, 16mm., 15 min. Young adult.
Story of three young couples and their ideas about thrift and money management. Explains the credit union system and how it contributes to a sensible family financial plan.


Film, 16mm., b&w. 14 min. Juvenile.
Describes the activities of people who work at night. Shows a taxi driver, a gas station attendant, a druggist, a bus driver, a hotel clerk, and newspaperman, dairy, baker, and factory workers. Explains that people who work at night make living in the city better and easier for all.


Film, 16mm., 11 min. Juvenile.
Designed to orient high school students into economic problems of daily living. It defines terms of basic consumer economics and emphasizes personal financial planning as part of successful money management. Teacher's Guide is available.


Film, 16mm., 60 min., b&w.
An excellent coverage of the subject, this film names names, and presents many of the problems confronting the poor and less educated in the marketplace. Has appeared on NET.


Film, 16mm., 19 min., b&w. Adult, young adult.
Shows the ways in which medical quacks dupe the consumer, and the steps taken by local and federal agencies to protect the public. Follows the story of a woman who takes an herb tea cure-all for her attacks.


Film, 16mm., 11 min., color. Young adult, adult.
Warns consumers of the pitfalls of buying on credit.

10036. Free loan, borrower expected to pay return postage.

Film, 16mm., 30 min., b&w. Grades 10-12.
The role of home buying in the American economy with emphasis on saving and loan associations as financers.


Film, 16mm., color. Adult.

Explains what happens when a man and his wife bring their estate problems to a trust officer at a bank. Shows how the bank helps put their financial affairs in order giving the customer more spendable dollars now and assurance that the bulk of their estate will be passed on to their heirs.

The Story of the Wholesale Market. n.d. Churchill Films, 662 N. Robertson Blvd., Los Angeles, Calif. 90069. b&w $60, color $120.

Film, 16mm., 11 min. Juvenile.

Follows the activities of a work day at the wholesale produce market. Introduces elementary concepts of economics and public health.


Film, 16mm., 10 min., color. Adult, young adult.

A primitive boy discovers a new food source and later the need for cooperatives in producing food. Briefly discusses modern co-ops.


Film, 16mm., 28 min., color. Adult.

Lorne Greene discusses the role of consumer cooperatives in urban and rural society, showing the activities of a health cooperative, a credit union, and a farm family. Produced for the Co-operative League of the U.S.A.


Film, 16mm sound b&w, 14½ min. Adult.
The credit union helps a couple find the answer to their marriage problems, and puts their marriage back on a sound basis. Good picture of the credit union as a family institution.


Film, 16mm., 25 min., color. Adult.

Demonstrates bait and switch techniques with a refrigerator in a store and a sewing machine sold by door-to-door salesman.


Film, 16mm., 18 min., color. Young adult, adult.

Filmstrips (set of 6), 35 mm., 11-15 min., color. Young adult, adult. Guidelines for handling money effectively. Includes a teacher's guide, games, transparency masters and a record.

What Do Fathers Do? n.d. Churchill Films, 662 N. Robertson Blvd., Los Angeles, Calif. 90069. $120.00.

Film, 16mm., 11 min., Juvenile.

Toby learns about kinds of work fathers do. Watching his father on construction job, he meets the architect and workmen. Toby begins to see how father's earnings buy the things his whole family wants and needs.

Film, 16mm., 14 min., color. Young adult.

Presents an animated version of the "average American family," some answers to their financial needs and the several basic steps in investing.


Film, 16mm., 28 min., color. Adult.


Film, 16mm., 11 min., color and b&w. Young adult.

Provides a basic understanding of consumer credit, introduces economic terms, types of credit, cost factor, and guidelines for wise use of credit. A teacher's guide is available.


Film, 16mm., 15 min., color. Grades 10-12 and adults.

Shows, in cartoon form, the use of money for investment dealings, mainly the Monthly Investment Plan and the importance of dealing with a reliable broker. A follow-up to "What makes us tick."

Filmstrips and slides


Subjects include housing, food and nutrition, grading and inspection, and home economics.


An extensive listing of curriculum-oriented filmstrips.


Filmstrip, 35mm., 25 frames, color. Juvenile.

The "Children's World" series. From a snail's shell through Eskimo, Indian and pioneer dwellings to the houses of today, the material which is available controls the type of construction.


Slide set or filmstrip, 50 frames, color. Young adult, adult.

Number 1 in the "Food Makes a Difference" series of the U.S. Dept. of Agriculture Consumer and Marketing Service in cooperation with the Evap-
orated Milk Association. Basically a home economics nutrition guide.


Audio-visual teaching kit. Young adult, adult.

100 35mm color slides, leader's guide, set of Better Shopping Record Sheets, Cost-Weight Table, and a sample bulletin. Four-page leaflet with the kit is free. (Eight 80-min video tapes and 8 16mm sound films have also been produced by the same authors with basically the same content—apply for price).


Filmstrip, 35mm., 87 frames, color. High school adult.

Dramatizes the credit experiences of three young consumers. It illustrates the various types and sources of consumer credit, as well as the advantages, disadvantages and responsibilities involved.

Buying Beef for Your Freezer. 1968. Visual Communications Section, Dept. of Communication Arts, 442 Roberts Hall, Cornell University, Ithaca, N.Y. 14850. $15.00.

Slide set with kit, 40, color. Young adult, adult.

Kit contains a script, copies of Home Freezers, their Selection and Use, and Handbook for Freezing Foods, a set of audience participation activities and the leaflet How to Buy Beef Roasts and Selecting Beef of Quality.

Charge It, Please. 1969. Visual Education Consultants, Madison, Wis. 53701. $3.50.

Filmstrip, 35mm., 18 frames, 7 min., color. Young adult, adult.

Explains the principles of charge accounts, their advantages and dangers.


Filmstrip, 35mm., 93 frames, 33 1/3 rpm record, 17 min., color. Young adult, adult.

Warning of the effects of cigarette smoking on health.


Filmstrip, 35mm., color. Young adult. With accompanying record relates consumer rights and responsibilities to consumer satisfaction with purchases.


Filmstrip, silent, color. Junior high.

The third filmstrip is more advanced than the first two, the dramatic situation being that of a married man. Basic economic information provided includes scarcity, goods and services, opportunity costs.

Consumer Finance Elementary Class Filmstrips. n.d. National Consumer Finance Association, 1000 16th St., N.W., Washington, D.C. 22036. $18.00; Free loan.

Filmstrips, 35mm., set of 3, color. Juvenile.
Provides a basic explanation of the functions of our consumer loan and credit industries. For use with elementary school children. Accompanied by a teacher's guide.


Filmstrip, 16mm. 42 frames, color. Young adult, adult.

Contains consumer tips on fresh citrus: how to buy, store, use and enjoy citrus all year around.


Filmstrip, 16mm. 46 frames, 14 min., color. Young adult, adult.

Discusses the basic principles of credit.


Filmstrip, 16mm. 50 frames, Color. Junior-Senior high school.

Two filmstrips, "The Cost of Credit" and "Credit in the U.S. Economy" and an accompanying long-playing record present a basic approach to the elements of credit.

Credit Sources. 1960. Visual Education Consultants, Madison, Wis. 53701. $3.50.

Filmstrips, 16mm. 18 frames, 7 min., color. Young adult, adult.

Explains the principles of credit to young people.


Slide set, 24 slides, 12 min., color. Young adult, adult.

Illustrates examples of deceptive packaging and labeling. Shows partially filled packages, misleading gimmicks, and other ways in which the consumer is beguiled and confused.


Slide set, 40 slides, 13 min., color. Young adult, adult.

Deals with fraudulent medical devices which have been taken off the market.


Filmstrip, 16mm. Young Adult, adult.

Presents the advantages and dangers of pesticides.

Feeding Our Nation. n.d. Wayne State University, Detroit, Mich. 48233. $3.50.

Filmstrip, 16mm. 35 frames, silent, b&w, Juvenile.

Discusses the harvesting, processing, and marketing of food.

Food Additives. n.d. Consumers' Research, Washington, N.J. 07882. $5.00 rental.

Slide set, 28 slides, 13 min., color. Young adult, adult.

Describes what they are and how they are used.


Filmstrip, 16mm. 14 frames, silent. Juvenile.

One of the "Learning about people series." Discusses the importance of homes. Shows examples of various types of homes in the United States and other countries.
How to Handle $300,000—A Little at a Time. Journal Films, 909 W. Diversey Parkway, Chicago, Ill. 60614. $15.

Filmstrip, 35mm., with record, color, 15 min.
A money management filmstrip which graphically explains how an average family can best use its lifetime income through wise saving and borrowing. Gives couples of all ages helpful hints on money management.


Filmstrip, 35mm. Juvenile.
Introduces children to the essential task of providing clothing. Includes The Story of Cotton, The Story of Wool.


Filmstrip, 35mm. Juvenile.
Explains the necessity of providing food for the family. Includes The Story of Milk and The Story of Bread.


Filmstrip, 35mm. Juvenile.
Explains the concept of providing basic shelter. Includes Planning the Home and Building the Foundation.

The Installment Contract. n.d. Visual Education Consultants, Madison, Wis. 53701. $3.50.

Filmstrip, 35mm., 18 frames, 7 min., color. Young adult, adult.
Explains the advantages and dangers of buying on the installment plan.


Filmstrip, 35mm., 27 frames, silent, color. Juvenile.

The Kilos are Coming! 1969. Extension Service, University of Vermont, Burlington, Vt. 05401. $7.50 to $13.75 depending on size of order.

Slide set, or transparency set, 44. Young adult, adult.
Contains material on the metric system including a script, "Metric units of measurement" and "Metric supplement to mathematics," a 20cm plastic ruler, and a list of sources for teaching materials.


Slide set, 25 slides. Young adult, adult.
Deals with the Truth in Packaging Law. Accompanied by a script.

Learning from Labels. 1968. Evaporated Milk Association, 228 N. LaSalle St., Chicago, Ill. 60601. Free loan.

Filmstrip, teacher's script and guide, 35mm., color. Adult, young adult.
Evaporated milk is used as the example for pointing out the information obtainable from present labeling.


Filmstrip, 35mm., 37 frames, 7 min., color. Juvenile.
Part of “Learning to Live Together Series.” Teaches money concepts. Teacher’s guide included.


Filmstrip, 35mm. (set of 8), average 60 frames each. Juvenile.

Traces the development of an economic system on Enterprise Island, an imaginary community which gradually introduces money, taxation, banking, borrowing, and lending into its society. Adapted from Hans Christian Sonne’s Enterprise Island.

Managing Your Clothing Dollar. n.d. Money Management Institute, Household Finance Corp., Prudential Plaza, Chicago, Ill. 60601. $1.50 each or $6.00 for complete set of five.

Filmstrip, 35mm., 63 frames, 15-20 min., color. Young adult.

Discusses principles of selection for wise consumer spending. Humorous treatment of key points, study guide included.


Filmstrip, 35mm., 67 frames, 15 min., color. Grades 10-12 and young married or newly married adults.

Discusses the importance of money and budget problems that young people must face.


Filmstrip, 35mm., 58 frames, color. Young adult, adult.

Discusses benefits and techniques of sound money management and explores thrift practices and outlets for savings and investments. Comes with a teacher’s manual.

Money Management Filmstrip Library. Money Management Institute, Household Finance Corp., Prudential Plaza, Chicago, Ill. 60601. $7.00 set of five; $1.75 each.

Filmstrip, 35mm., color. Adult.

Dramatizes five areas of personal finance. Includes teacher’s guide.

Money Management Series. 1968. Bailey-Film Associates, 2211 Michigan Ave., Los Angeles, Calif. 90404. Filmstrips $7.25 each, records $5.00 each, complete series $72.00.

Filmstrips (set of 6), 35mm., from 7-12 min., with 12” 33 1/3 rpm records. Young adult.

Titles included are: Charge account applications, Charge cards and charge statements, The bank loan, The loan company, The credit union, The retail merchants association. Based on the “Consumer Education Film Series.” Designed for use with junior and senior high school students and college students.

Our Neighborhood Workers. n.d. Eye Gate House, Inc., 146-01 Archer Ave., Jamaica, N.Y. Prices vary from $5.00 for individual Teach-A-Tape to $67.50 for complete set of Teach-A-Tapes and teacher’s manual.

Filmstrip, 35mm. Juvenile.

A filmstrip series designed to introduce a variety of workers and professions to students eager to learn more about them, the Baker, the Dairyman. Taken from children’s experiences, the subject matter is sufficiently familiar to be understood by all viewers.
Planning a House. n.d. Long Filmslide Service, 7505 Fairmont Ave., El Cerrito, Calif. 94530. $5.00.

Filmstrip, 35mm, silent. Juvenile.

Family living in trailer decides to move to permanent home. Financing, location, planning shown. "Family Shelter Series.


Slide Presentation, "Power tool safety," 19 slides (color) and script on safe use of power tools. $5.00. Flyer—"Safety rules for power tools," single copies free; $10.00 per 1,000 plus 25¢ to cover postage and handling. Film, "Give the man power," 5 minutes, $40.00 per print for purchase or free loan from Modern Talking Pictures, 1212 Avenue of the Americas, New York, N.Y. 10036.


Filmstrip, 35mm, 75 frames, b&w. Adult.

Examines the new concern with consumer problems: Ralph Nader and automobiles, meat inspection, new laws on finance charges, and the reaction of industry. Discusses the role of government in providing corrective legislation. Comes with a discussion manual.


Filmstrip, 130 frames, 35mm. Young adult, adult.

Covers the importance and status of the consumer, and the role of an intelligent consumer citizen. An accompanying booklet gives teaching suggestions, discussion questions, student activities, and a bibliography. Extra copies 70¢, special rates for schools.


Slide set, 34 slides, color. Young adult, adult.

Illustrates safety hazards the consumer encounters in his daily life. Special emphasis is given to electrical hazards, and the efforts of Consumers' Research to detect and minimize them.


Six filmstrips, 35mm, 1 transparency unit.

Includes a reading script and fifty Sears hidden values booklets. Topics covered include diving equipment, kitchen equipment, window treatments, home furnishings.


Filmstrip, 35mm, 77 frames, color. Young adult, adult.

How to save money, time and energy through proper skills of food buying, using comparative shopping, i.e. check labels, brands in season, frozen, pre-packaged foods. Has a review at end of film. Accompanying study guide provided.


Filmstrip, 35mm, Young adult.

Stresses family finances, management, and wise spending. Accompanied by a record.

Slide set, 34 slides, color. Young adult, adult.

Shows the methods used by Consumers’ Research in testing products. Some of the examples shown are tests on electric mixers, toasters, electric blankets, and vacuum cleaners.


Filmstrip, 35mm., 17 min., color. Adult, young adult.

Tells the story of a Martian spy who returns from Earth to report to his king on his discovery of life insurance. In humorous format, the basic types of life insurance are explained.


Filmstrip, 35mm., 30 frames, with record.

Explains the meaning of “finance charge” and “annual percentage rate” as used in Truth in Lending.


Filmstrips, 35mm., 38 frames, color. Grades 10-12.

Three filmstrips which define the term “consumer,” consider the role of production on consumption, and discuss the difficulties of becoming an intelligent consumer. A reading script is provided.


Filmstrip, 35mm., 44 frames, silent, color. Young adult, adult.

Explains the underlying reasons for the diminishing purchasing power of the dollar. Points out ways in which the U.S. can strengthen its economy. Pictorial discussion guide included.

The Why and How of Packaging. 1968. Studio One Animation, 1220 Glenwood Ave., Minneapolis, Minn. 55405. $3.50.

Filmstrip, 35mm., 68 frames, 9 min., color. Young adult, adult.

A narration guide and twenty-five student booklets are provided with the filmstrip.


Filmstrip, 35mm., 63 frames, b&w. Young adult, adult.

Explains the role of the shopper as the family purchasing agent, the customer, and the citizen.


2 Filmstrips, 35mm., 80 frames, color, each with a record. Young adult.

Deals with financial decision making before and after marriage, and introduces concepts of credit.


Filmstrip, 35mm., 63 frames, color. Young adult.

This demonstrates how intelligent shopping can help consumers get more for their money by establishing goals for spending and understanding the role of consumers. Study guide included.

Filmstrip, 35mm., 67 frames, 15-20 min., color. Young adult, adult.
Advice on stretching your clothing budget. Discusses quality and style.

Visuals


A subject listing of general teaching aids available at low cost from the Government Printing Office. Each item is described as to both content and dimensions. Catalog numbers are given for each entry.


Annotated catalog and price list of overhead projection transparencies including units related to consumer education. Also lists booklets available for purchase to assist teachers plan management lessons based on visuals listed in catalog. For all grade levels, adult and special education programs.


Cartoon posters designed by Howard University law students depicting consumer problems such as over-extended credit and fraud & deception. Available in Spanish.

Consumer Protection Sources. 1968. $85.00. cat. no. 15-4784-3, Visual Products Division, 3M Company, Box 3344, St. Paul, Minn. 55101.

Transparency. Juvenile
Citing examples of agencies, groups, laws and standards that protect the health of the consumer.

Cows Are To Be Milked, Not People, 1969. Free. Georgia Consumers Services Program, 15 Peachtree St., N.E., Room 834, Atlanta, Ga. 30303.

Posters designed to alert low-income consumers to pitfalls in the marketplace.


The purpose of this card is to present in convenient form the weights and measures tables most useful for household purposes, together with associated weights and measures information of general household interest.


Color chart, that illustrates the difference in size between the six U.S. weight classes, and provides photographs that compare the quality of the three U.S. grades as they are broken out of the shell, fried and poached. Measures 1" x 1.5" when opened. Same poster revised in 1968 is 45" x 30" and available from GPO for 30¢. Cat. no. A88.40/2:62.


"The international system of units and its relationship to U.S. customary units."

101 Meat Cuts, 1970. 36p. 25¢. Dept. VT, National Livestock and
Meat Board, 36 South Wabash Ave. Chicago, Ill. 60603.

Close up photographs of most common meat cuts together will full descriptions and basic cookery methods.


"Making posters, flashcards, and charts for extension teaching."

A Primer for Consumer Thinking. 1970. $15.00 Educational Services Division, Consumers Union of U.S., 256 Washington St., Mt. Vernon, N.Y. 10550.

Transparency. Young adult, adult.

Ten transparencies useful in introducing general consumer topics such as "Buying," "Information" and "Where to Live." Instructor's guide included.


Booklet.

Seven decades of American fashions traced by printed illustrations from Sears catalogues. Intended for use with opaque projection.


Cautions cigarette smoking may be hazardous to your health, tar and nicotine content of cigarettes.


Flip charts designed for teaching consumer credit. Available in Spanish.

Audio

Buyer Beware. 1970. WILL Radio, University of Illinois, Urbana, Ill. 61801. $65.00 for the series, but $26.00 if purchaser provides the blank tape to WILL for dubbing.

Audio tapes, series of 13 thirty-minute programs. Adult.

Tales on thirteen subject areas including "What is a consumer," "Clothes on my back," "A roof over my head," "If I die," "The new consumer." Among the many specialists who speak are Ralph Nader, Walker Sandbach, and Jessica Mitford.


Tapes, vary in length from 40-120 min. Adult.

A series of ten tape recordings. These are the tapes of the AHEA National Workshop on "Consumer Credit in Family Financial Management" or an order form with listing of speakers, titles, and lengths, write to the AHEA.


Audio tape, 20 min. Adult.

Senator Gaylord Nelson and Mr. Daniel Parker (representing the National Association of Manufacturers) present opposing views concerning federal consumer legislation.


45 rpm record.
Song highlighting difficulties one can get into by overextending the use of a credit card. Song in country music style.


Phonograph record, preschool.

"Songlets for Project Head Start by Irving Caesar." Approximately ten minutes of recorded songs covering such topics as cleanliness, working, health and nutrition. Designed for class use.

Laundry Story; Bakery Story. n.d. Berliner Music Shop, 154 Fourth Ave., New York, N.Y. 10003. $2.70.

Recordings, Disc, 78 rpm. Juvenile.

A parent visits a laundry, then a bakery with her child. Songs such as "Checking our list" and "Cake decorating song" are presented. For use with preschool children.


Recordings, tape or disc, set of 5; teacher's manual.

Money management dramatizations designed as discussion starters for use at the junior high level. They feature such topics as budgeting, savings accounts, time-purchases, use of credit, and borrowing.


Record, 12 in., 50 min. Adult.

This is a service of Consumers Union for radio stations.

TEACHING AIDS

All About Furniture, 1969. $15.00 for kit; $16.00 for kit with 33 1/3 LP record to accompany filmstrips. Southern Furniture Manufacturers Association, P.O. Box 951, High Point, N.C. 27261.

Course in: home furnishings. Kit includes two filmstrips, 100 frames each, with printed scripts, and optional LP scenario record, one on furniture construction and materials, and one on furniture styles; fabric and wood samples; student text which includes guidelines to selecting and buying furniture; and teacher's guide.


A series of paperback books offering elementary advice to young consumers. Topics include home furnishings, budgeting, foods, and clothing.


Books that the teacher and student may use successfully in a consumer education class or club activity. Basic teaching unit for courses in consumer education on the high school level.

Consumer Buying Guides, 4 p. each. 5¢ each. J. C. Penney Co., Inc. 1301 Ave. of the Americas, New York, N.Y. 10019.

Twenty guides planned for classroom use, covering such subjects as buying slips, young men's slacks, and small appliances. You may also request, free
of charge, J. C. Penney's Educational Materials, a four page catalog.

Consumers Cost Calculator. 50¢. Food Advisory Services, Sir John Carling Building, Carling Ave., Ottawa, Canada.

A 5¼ inch by 4¼ inch plastic calculator for determining price per unit.

Consumer Education Series, 1967. 56 p. 6 pamphlets $1.00 each; $5.25 for series. Xerox Education Division, 352 Park Ave. South, New York, N.Y. 10010.

Five programmed instruction booklets on the buying of appliances, clothing, furniture; on not being cheated, on refunds and exchanges, and a Group Leader's Guide. Tailored for school dropouts, VISTA programs, head start mothers, and other low income persons with limited education. Descriptive brochure free on request.

Consumer Facts. n.d. CUNA, Inc., 1617 Sherman Ave., Box 431, Madison, Wis. 53701.

A series of leaflets on Consumer Education giving worthwhile facts and information on consumer subjects.


Simulates problems and economics of installment buying. For 11 to 34 players; time required 1½ to 2½ hours. Kit includes all necessary materials, profile folders, money, score sheets, contracts, display board, instructor's manual.


A bibliography of consumer-type publications that provide helpful information on family finances, appliances, clothing and other related subjects which are available for sale by the Government Printing Office.


Teaching aids, including economic concepts and attitudes, suggested vocabulary, activities and a bibliography. These aids are correlated with the New York State Education Department's 12th grade syllabus, Consumer Education.


Contains recorded playlets, paper hand puppets, a filmstrip with a record, a bulletin board puzzle, and a teacher's guide. Provides a tool for teaching intellectual approach to decision making.

219 N. Broad St., Philadelphia, Pa. 19103 (Single copies free to members of the American Council on Consumer Interests.)

The first in a series of curriculum materials for senior high school consumer education classes.


A program in elementary economics for grades 6-9. "Developed and field tested over a period of three years by the Industrial Relations Center staff of the University of Chicago." Game may be used separately from the text and is suitable for adult education classes. Game title: Market.


A game designed for 7-13 players of high school age, 2-4 hours playing time. "Simulates the basic features common to a wide variety of economic systems."

**Economics Cases for Discussion.** 20 p. Single copy $1.00. Phi Chapter of Delta Pi Epsilon, 117 Burton Hall, University of Minnesota, Minneapolis, Minn. 55455.

Describes twenty situations which call for economic decisions. Possible decisions and various justifications are considered.


Designed for high school and college units on property and liability insurance.


A consolidated list of informational and educational materials currently available. A number of the materials listed deal with the relationship between the advertisers and the consumer.

**FDA's [Food and Drug Administration] Life Protection Series.** The pamphlets in this series are brief and simply written. They can serve as springboards to classroom discussion and as resource materials for school libraries. Sample items from this series are annotated elsewhere in this bibliography. A list of appropriate titles follows. All are available from: Supt. of Documents, GPO, Washington, D.C. 20402.

- **Additives In Our Food,** 1968. 8 p. 15¢ cat. no. FS13.111:43/2
- **Citizenship and the Consumer, by Jann,** 1967. 4 p. 5¢ cat. no. FS13.111:49
- **How Safe Are Our Drugs?** 1968. 11 p. 15¢ cat. no. FS13.111:44/2
- **How Safe Is Our Food?** 1968. 11 p. 20¢ cat. no. FS13.111:41/2
- **Making a Safe Home Environment,** 1968. 4 p. 5¢ cat. no. FS13.111:50/2
- **Protection of Human Life,** 1968, 4 p. 5¢ cat. no. FS13.111:48/2
- **Use and Misuse of Drugs,** 1968. 15 p. 15¢ cat. no. FS13.111:46/2
- **Young Scientists Look at Drugs,** 1968. 14 p. 15¢ cat. no. FS13.111:45/2
- **Young Scientists Look at Food,** 1968. 6 p. 10¢ cat. no. FS13.111:42/2

**FDA's [Food and Drug Administration] Science Project Series.** These projects, suitable for high school biology or chemistry classrooms, include experiments and
procedures, subjects for classroom discussion, and sources of additional information. They could be utilized to introduce the technical study of consumer items into the curriculum. All are available from: Supt. of Documents, GPO, Washington, D.C. 20402.

Analysis for Spoilage Indicators in Butter, 1968. 8 p. 10¢ cat. no. FS13.111:55/2
Identity of Artificial Color on Oranges, 1968. 8 p. 10¢ cat. no. FS13.111:54/2
Identity of Synthetic Colors in Foods, 1968. 8 p. 10¢ cat. no. FS13.111:57/2
Rapid Identity of Margarine and Butter, 1968. 8 p. 10¢ cat. no. FS13.111:56/2
Qualitative Analysis of APC Tablets, 1968. 8 p. 10¢ cat. no. HE20.4015:53


A counseling kit containing pamphlets, budget sheets, and a sliding guide to family expenditures.


A teaching kit designed to help young people understand the need for money management. Included are a number of leaflets and a group money management game.


An instructor's guide (No. 804) and separate illustrated booklet (No. 805) for an accident prevention course for older Americans with suggested lessons and references to audio-visual aids. AOA Publications No. 804, 46 p. and 805, 20 p. Free to instructors from the AOA (also available for 50¢ and 30¢ respectively from the Supt. of Documents, GPO, Washington, D.C. 20402).


Classroom home economics program of multi-media teaching aids comprised of three kits: “Home Furnishings Buymanship,” “Basic Decorating” and “Budgeting and Care.” Kits contain curriculum guides, audio-visuals, evaluations, and bibliographies.

Home Laundry Classroom Kit. n.d. $15.00. Association of Home Appliance Manufacturers, 20 N. Wacker Dr., Chicago, Ill. 60606.

A selection of teacher and consumer aids and booklets related to laundry, washers, dryers, and detergents.


This is a multi-media teaching kit which includes four slide sets and accompanying pamphlets on falls, fires, electrical hazards and poisons. Designed for young adults and adults. Graduation certificates can also be ordered.

Teaching kit includes cut-outs of three couples of different backgrounds. Explains goals and values that each must accomplish in purchasing of goods.


Teaching kit on savings designed primarily for junior and senior high school; contains research projects, two mini-dramas, a cartoon strip, two transparencies, and a bulletin board display.


Hints for consumers and teachers of consumer education.


Includes information for young people on how to handle money on dates and in other daily life situations, plan and buy clothes, choose a college and pay for it, make the most of one's looks with the help of the right food and aids for skin problems, spend leisure time and "everything you need to know about travel by car, plane, bus, ship and rail."


How a young woman should wisely spend and save her money.

Modern Consumer Education. 1970. $274.90 with player; $249.00 without player. 39 lessons, 27 programmed texts, 12 audio cassettes, 2 filmstrips, 180 student record books, answer key cards, wall chart, and instructor's manual with a 33 1/3 rpm record. Grolier Educational Corporation, 845 Third Ave., New York, N.Y. 10022.

Six units covering Food, Clothing, and Shelter; Cars, Furniture, and Appliances; Protecting Family Health and Security; You and the Law; Ways to Handle Money; and Ways to Shop. Conductive to self-instruction. Created originally for the Job Corps under a U.S. Government contract.


A descriptive catalog of educational materials for the classroom teacher or counselor.


Kit contains a 30 minute LP record discussing consumer loans, installment buying, and consumer gyps; a group of government consumer pamphlets, a bibliography and film list for consumer groups.


A portfolio of five pamphlets "for parents, teenagers, grade school children on why and how to avoid smoking." Sample pamphlets from this kit are annotated elsewhere in this bibliography. Each is available for separate purchase.

One of several aids distributed by the Commission. Teaches the role of vitamin C and other nutrients in good dietary habits.


Listings include pamphlets, leaflets, booklets, filmstrips, and motion pictures on money management and health and life insurance.


Simply written booklet on money management for high school and adult students.


A teaching kit with five consumer topics: Earning, Spending, Borrowing, Saving, and Budgeting. A teaching guide is provided.

Savings—the Salvation of Mankind, 1968. 10 p. 10¢. Invest-In-

America Council, 121 South Broad St., Philadelphia, Pa. 19102.

One of seven "Money in Motion" booklets distributed by the Council. Together they constitute a basic course in the principles and methods of capital formation.


Complimentary set available to educators. Covers such consumer topics as furniture, bathrooms, floor coverings, fashions. Each booklet has hints for purchasing and maintenance. Available in quantities at a minimal charge.


A programmed student workbook surveying eighteen areas of personal finance. Among the areas covered are budgeting, insurance, consumer purchasing power, and personal income tax.


"A quick method of price weight comparison." Provides information on coding and dating. Two hundred and thirty-one pages are price—weight comparison tables.


A multimedia instructional unit for secondary school classes, stressing per-
sonal values, self-identity, and concepts leading to decision-making skills based on real life experiences. Developed in cooperation with the Better Business Bureau of Metropolitan New York.


A short bibliography of materials of interest to finance and consumer specialists.


One of the leading authorities of the literature of consumer information edits a bibliography of more than one hundred valuable resource items. Mr. Lee is editor of the American Council on Consumer Interests' Newsletter.

**Teaching Aids from Procter and Gamble**, Free. Procter and Gamble Co., Public Relations Dept., P.O. Box 599, Cincinnati, Ohio 45201.

Five units on laundering, home care, personal grooming, and foods. Each unit consists of teacher materials, visuals, and leaflets for high school students.


For use in the upper high school grades and in colleges.


Contains background information, sample lesson plans in a teaching taxes unit for young adults and adults. Also available, free, are student texts, _Understanding Taxes_, Publication 21 covering general tax information and Publication 22 containing additional material devoted to farm tax problems.

**Teacher's Kit: a One Week Advanced Teaching Unit on Consumer Credit**, $1.00. National Consumer Finance Association, Educational Services Division, 1000 16th St., N.W., Washington, D.C. 20036.

A selection of classroom aids for teaching a one week course on consumer finance at the high school level. Includes a teacher’s manual and sample tests.


Kit designed to help the wage earner spend his money more wisely and to alert him to the high cost of credit. Includes teacher’s manual, lesson plans and worksheets, _Shopping for Money_ transparency masters and text, filmstrip and manual for _Getting Credit_ with tape-recorded narration, and 25 33 1/3 rpm, 7" discs (plastic) on _Getting Credit and Banking Services_.

**Today's Economics: Case Studies for Student Understanding**, 1965. 64 p. $5.10. American Education Publications, Education Center, Columbus, Ohio 43216.
An American Education Publications
Unit Book. Examples and
illustrations designed to serve as classroom aids in
describing basic economic decision-
making.

Understanding Economics. 10
booklets, discussion group kit,
Eco-tape set (parts sold separately).
Apply for price. Chamber of
Commerce of the United States
of America, 1615 H St., N.W.,
Washington, D.C. 20006.

Materials designed for use with a dis-
cussion group covering the broad areas
of economics, finance, production, gov-
ernment and the economy, and science
and the economy. Booklets provide a
basis for the discussion and list a short
bibliography in each field. Booklets are
approximately thirty-five pages in
length.

Free. American Bankers Associa-
tion, 1120 Connecticut Ave., N.W.,
Washington, D.C. 20036.

Bank services for individuals, families,
businesses and government.

Using Our Credit Intelligently,
54 p. Apply for price. National
Foundation for Consumer Credit,
Inc. 1819 H Street, N.W., Wash-
ington, D.C. 20006.

Booklet designed for high school and
young adults.

Volunteer Income Tax Assis-
tance Program (VITA), Internal
Revenue Service U.S. Depart-
ment of the Treasury. VITA ma-
terials available free at District
Offices of Internal Revenue Serv-
ice.

A self-instructional course for volun-
teers who can help low-income, the
elderly and other citizens prepare tax
returns. Annual revisions.

Your Credit Health. 1971. 5 p.
9¢. Department of Education and
Research, Credit Counseling Cen-
ters, Inc., 17000 West Eight Mile
Road, Suite 280, Southfield,
Michigan 48075.

One of a series of pamphlets on money
management. Others in the series
available at the same price are: Living
Better for Less, Teaching Children to
Manage Their Money, Eating Better
for Less, Your Gift Planning Guide,
and Savings Makes Dollars and Sense.

SPANISH TEACHING AIDS

Gastos y entradas
(Money Management)

¡Cuidado! Es su Dinero, s.a.
Commission, 26 Federal Plaza,
New York, N.Y. 10007.

"Debe comparar precios y mercancias
y asegurarse de que consigue más por
su dinero, especialmente cuando com-
pra a crédito."

“You should compare prices, merchan-
dise, and make sure you’re getting
more for your money, especially when
buying on credit.”

El Ahorro, por Carmen P. Bus-
quets, 1969. 5 p. Gratis. Servicio
de Extensión Agrícola, Univer-
sidad de Puerto Rico, Box AR,
Río Piedras, Puerto Rico.

Razones por las cuales se debe ahor-
rar, principios que deben tenerse en
cuenta y características de las dis-
tintas instituciones en que puede co-
locarse el dinero.

Reasons for saving. The different in-
itutions where you can save your
money.

Lista de Publicaciones para
Agricultores, Amas de Casa,
Juventudes de Puerto Rico,
Extension Agrícola, Universidad de Puerto Rico, Apartado AR, Río Piedras, Puerto Pico 00928.

Bibliografía de las publicaciones del Servicio de Extensión Agrícola a la Universidad de Puerto Rico.

Plan de Gastos y Entradas del Hogar, por Carmen P. Busquets, s.a. 16 p. Gratis. Servicio de Extensión Agrícola, Universidad de Puerto Rico, Box AR, Río Piedras, Puerto Rico.

Cómo trazar el presupuesto familiar por un año e instrucciones para la distribución de los gastos. Muy detallado y completo.

How to make a family budget for one year and instructions for the distribution of expenses. Very detailed and complete.


Cómo utilizar sabiamente el dinero con un plan de gastos y entradas para poder llevar una vida mejor.

How to utilize your money wisely with a plan for expenses and income to be able to lead a better life.


Utilidad de un presupuesto familiar de acuerdo con las entradas.

Annotated advantages and limitations of the Expense and Income Plan of the Home.

Credito (Credit)


Contiene las disposiciones del Acta de la Unión de Crédito Federal (acta del 26 de junio, 1934), a según fue reformada hasta el 1 de agosto, 1968, y otros estatutos pertinentes.

Act of the Federal Credit Union


Fórmula para determinar el costo real de un artículo comprado a crédito.

How to determine the cost of credit.


Breve información sobre las leyes que protegen al consumidor que compra a plazos.

Brief information on laws that protect the customer that buys on credit.


Cuándo se justifica comprar a crédito y explicación detallada de cómo hacer uso del mismo y de sus variaciones.

When should you buy on credit and a detailed explanation on how to use it.

Razones para usar el crédito y razones para no usarlo. Preguntas que debe un comprador hacerse antes de utilizar su crédito o pedir dinero prestado.


La importancia de las actividades de la unión de crédito y sus poderes así como las obligaciones y responsabilidades de sus funcionarios.


Información sobre las distintas clases de ventas a crédito, haciendo énfasis en los derechos y obligaciones del comprador y en la importancia de un cuidadoso estudio del contrato. Contiene un cuadro de reembolsos.


Explicación de lo que es el crédito y de las obligaciones de quienes lo utilizan.
Edición revisada a fin de que contenga las últimas modificaciones.

Federal credit union rules and regulations.

**Compras (Shopping)**


Necesidad de hacer un cuidadoso examen antes de realizar una compra a plazos y consejos para comprar artículos de calidad a su justo precio. Analyze purchasing decisions.


Diferentes usos del almidón y distintos tipos existentes en el mercado.

Different uses of starch and the different types in the market.


Características de las distintas clases de blanqueadores y recomendaciones para su uso.

Different kinds of whiteners and recommendations for their use.


Ocho reglas para comprar inteligentemente tanto en la puerta de la casa como en la calle.

Rules for protection from fraudulent sales practices, including dishonest door to door sales.


Cómo comprar artículos de calidad sin pagar más de lo que valen y de acuerdo a un presupuesto familiar.

How to buy articles of quality without paying more than what they are worth.


Este libro proporciona información muy útil acerca de qué clase de telas y patrones comprar, cómo comprobar su calidad y cómo adaptarlos a las necesidades de cada cual. También ofrece muchas ideas para comprar ropa barata, ya confeccionada, y darle una apariencia mejor.

Book on clothing. Includes information on buying patterns, comparison shopping for fabrics, and hints on purchasing ready-made clothes.


Información sobre el uso de cosméticos. Information on the use of cosmetics.


Cuando se consulta este libro se aprenden las más variadas formas de cuidar, limpiar y renovar los artículos del hogar de modo económico y eficaz, sin necesidad de recurrir a la compra de productos muy costosos.

Different ways of caring for the home.
Contiene advertencias y consejos sobre las acechanzas que aguardan a los compradores de automóviles desde que lo adquieren hasta que lo revenden, incluyendo como evitar caer en manos de un mal técnico a la hora de repararlo.

Contains advice for the buyers of automobiles.

Distintas clases de enseres de cocina que un ama de casa puede adquirir en el mercado. Descripción de los materiales de que están hechos, sus características y guía para cuidarlos.

Different kinds of cooking utensils for the homemakers. Description of the construction materials.

Historieta ilustrada sobre cómo averiguar el precio correcto que debe pagarse por un artículo. Escriba pidiendo el catálogo y la lista de precios.

An illustrated booklet on how to get the best price for an article.

Doce preguntas para comprobar la habilidad de una compradora.

Game with 12 questions to analyze the consumer.

Veinte puntos para economizar dinero al hacer las compras.

20 points to economize while shopping.


Different tipos de pinturas y brochas que deben adquirirse según la superficie sobre la que se vayan a utilizar. Limpieza y conservación de brochas y accesorios.

Different types of paints and brushes to buy and instructions on how to keep them.


Folleto con sugerencias en como comprar un automóvil y con énfasis en como comprar a crédito y también el precio del automóvil.

Information on buying an automobile.


Diez consejos para evitar ser engañado al efectuar una compra e información acerca de cómo la Oficina de Protección al Consumidor Contra Fraudes protege al ciudadano.

Ten rules to avoid being cheated when buying.

Historieta ilustrada que explica lo que debe hacerse cuando un vendedor toca a la puerta. Escriba pidiendo el catálogo y la lista de precios.

Hints on shopping with door to door salesmen.


Magnífico folleto para ayudar a hacer una buena compra, con recomendaciones para comprobar precios y calidad, para saber leer las garantías y las etiquetas y para aprovechar las ventas especiales.

Booklet to help when shopping, with recommendations to verify prices and quality. Information on how to read guarantees and labels and to profit by sale specials.

Seleccion, Uso y Cuidado del Aspirador de Polvo, por Andrea V. Reina, 1969. 6 p. Gratis. Servicio de Extensión Agrícola, Universidad de Puerto Rico, Box AR, Río Piedras, Puerto Rico.

Diversas clases de aspiradores de polvo, su funcionamiento y características que deben tenerse en cuenta al comprarlos.

A selection, use and care of vacuum cleaners.


En el capítulo titulado El arte de comprar bien, se ofrecen normas básicas para aprender a comprar alimentos y artículos para el hogar, así como consejos para distribuirlos y conservarlos de modo que rindan lo más posible.

Book on ways to buy food and articles for the home.

Uso y Cuidado de la Plancha Electrica, por Cesar Maldonado Sierra, 1969. 8 p. Gratis. Servicio de Extensión Agrícola, Universidad de Puerto Rico, Box AR, Río Piedras, Puerto Rico.

Información sobre las distintas clases de planchas eléctricas, su funcionamiento y datos sobre su uso y cuidado.

Information on the different kinds of electric irons, their functions and data on their use and care.

Alimentos (Food)

¡Ahorre! Compre en Temporada, s.a. Gratis. Department of Consumer Affairs, 80 Lafayette Street, New York, N.Y. 10013.

Como escoger frutas y vegetales de acuerdo a la temporada del año.

How to select fruits and vegetables in accordance with the time of year.


Libro bilingüe muy valioso para el ama de casa hispana residente en EE.UU. pues indica la forma de adaptar los productos norteamericanos a los platos hispanos. Muy útil a la hora de comprar los alimentos.

Bilingual book for the Spanish-American housewife who lives in the U.S. It shows the housewife how to use North-American products.

Consuma Diariamente los Cuatro Alimentos Basicos, s.a. Carteles (18'X36') y (12'X6'). Gratis. Del Monte Corporation, P.O. Box 3575, San Francisco, California 94119.

Los cuatro grupos de alimentos básicos que no deben faltar en la comida diaria presentados en forma muy atractiva y con gran colorido. En el reverso del cartel más pequeño hay una información muy exacta y concisa de los productos incluidos en cada grupo.

The Four Basic Food Groups.

Información sobre cómo comprar los productos alimenticios de forma que rindan más y cuesten menos. Information on how to buy food products for less.


Explicación del proceso y manipulación de un alimento hasta que llega a su mesa. Explanation of the process and distribution of food before it gets to our table.


Consejos para antes de comprar alimentos, para el momento de comprarlos y para conservarlos el mayor tiempo posible en buen estado. Hints for buying and caring for food.


Información acerca de los productos enlatados y de los requisitos que la ley obliga a cumplir a los empacadores para proteger la salud de los consumidores. Information on canned product labels.


Comidas sanas y nutritivas que el organismo necesita diariamente. Ilustrado. Adaptado a las posibilidades de una familia de escasos recursos. Leaflet on nutritious foods that the body needs daily.


Este libro, cubre las cosas importantes que los padres necesitan considerar según su hijo va pasando de la infancia a la niñez. This book covers the important things that parents need to know as their child passes from infancy to childhood.


Instrucciones para un saneamiento eficiente del departamento de carnes y ventajas que ello representa. Instructions for sanitary efficiency in the meat department.


Alimentos que deben comerse diariamente para mantenerse en buena salud. En la parte del frente tienen fotos en colores de los principales productos, y
en el reverso del cartel más pequeño hay una información muy detallada sobre las características y propiedades de cada grupo alimenticio.

Foods that should be eaten daily to maintain good health.


Este corto folleto, ilustrado, sobre el cuidado de un bebé durante su primer año de vida, está diseñado para leerse con facilidad y cubre los puntos más importantes del buen cuidado del bebé.

Pamphlet on baby's care during his first year.

Salud (Health)


Datos claros y precisos, en forma de cuestionario, acerca de cuándo, dónde, y cuánto cuesta hacerse un aborto en el Estado de Nueva York.

Data in question form on costs, how, and where to get an abortion in the State of New York.


Sumario sobre lo que hasta el momento se conoce en relación con el hábito de fumar y la salud. Últimas investigaciones científicas, índice de mortalidad y relaciones entre diversas enfermedades y el tabaco.

Summary on what is known about cigarette smoking and health.


Follet para introducir el problema del retraso mental. Está ideado para ahondar en la comprensión de los problemas que afectan a los retrasados mentales y para fortalecer nuestro empeño en encontrar soluciones para ellos.

Pamphlet to introduce the problem of mental retardation.


Este librito, relacionado con el cuidado de la madre encinta, es para leerse detenidamente y cubre los puntos más importantes de su cuidado.

This booklet is in relation to the care of the mother to be. It covers the most important points of prenatal care.


Este folleto, cubre la mayor parte de las cosas importantes que los padres necesitan considerar según su hijo va pasando de la infancia a la niñez.

Leaflet on child's care from 1 to 3 years.


Explicación de alimentos en envases de lata.

Leaflet on the explanation of canned food.

Este folleto explica cómo podrá recibir estampillas para alimentos.
This pamphlet explains how you can receive food stamps.

Derechos (Rights & Remedies)


"Lea también la letra pequeña."
"Read every word—even the small print"


Información detallada, sencilla y clara sobre el procedimiento que debe seguirse para entablar una demanda por una cantidad no mayor de $300 sin necesidad de abogado. El Apéndice A incluye mapas que señalan las rutas hacia las cortes y el Apéndice B contiene las direcciones de los oficiales de la Corte.

Information on using the Small Claims Court in New York City.


Fibras naturales, fibras sintéticas, fibras artificiales. Information on natural fibres, synthetic fibres, and artificial fibres.


Guía general en forma de preguntas y respuestas sobre los derechos de una mujer casada en relación con la propiedad, el matrimonio, el divorcio y las relaciones entre padres e hijos de acuerdo con las leyes en vigor.

General guide in question and answer form on the rights of a working wife in relation to property, marriage, and divorce.


"Es más fácil mantener la casa limpia cuando se hace un plan para cada tarea de limpieza."

Annotated directions for domestic tasks—an easy guide.


Doce consejos ilustrados sobre como comprar viveres de buena calidad a bajo precio.

Twelve hints for the thrifty shopper.


Qué debe hacerse para saber a qué se compromete un comprador cuando firma un contrato.

Things to know when you sign a contract.


"Cuando un extraño toca a su puerta, probablemente es un vendedor" recuerde "¡Nunca tema decir no!"

Hints on buying from door to door salesmen.
FREE AND INEXPENSIVE MATERIALS

Bibliographies


An annotated guide to the publications of the Association. Teachers will especially want to examine p. 8-13. Materials will interest all grade levels from elementary through college.


Surveys two hundred and thirty-six items treating of many aspects of marketing to lower income groups. Includes many periodical references.


Annotated lists of material available to instructors.


Selected list of Federal publications concerning consumer problems and interests.

Consumer Information Series. Single copies free. $4.00 per 100; $30.00 per 1,000. Council of Better Business Bureaus, 1101 17th St., N.W. Washington, D.C. 20036.

A series of fold-out six page booklets devoted to such general topics as Homework Schemes; Unordered Merchandise; Truth in Lending. Sample titles are annotated elsewhere in this bibliography.


An index of selected Federal publications on consumer products.

Educators Guide(s)
The guides listed below give sources of materials for classroom use. They are arranged by broad curricular areas with subject and title indexes and an index to sources, which gives addresses, terms and conditions, and probable availability of loan. Pagination and price vary; recent editions range from 170 to 798 pages and cost $5.75-$9. The guides are available from Educators Progress Service, Randolph, Wis. 53956.


Educators Index of Free Materials. (Mar.) 1937+ issued in card form.


An annotated list of materials grouped by such topics as agriculture, arts, business, energy and fuels, and transportation. Grade level is indicated. Index of audiovisual aids and general index are included.


An annotated bibliography for teaching consumer education and financial planning.


Helpful Tax Literature, 1970. 1 p. Free (Publication 610), Internal Revenue Service, Department of the Treasury, Washington, D.C. 20224 or local Internal Revenue Office.

List of free publications on specific tax problems.


An annotated list grouped by such topics as career guidance, benefits for veterans, scholarships, pets, paintings, and travel.


A list of free or inexpensive government publications on a wide variety of subjects. Includes detailed descriptions of the activities and functions of the units of government and how they can benefit the public.

Spanning fifteen years, this listing includes citations from the fields of anthropology, demography, economics, physical and mental health, psychology, sociology, and social psychology. An index to authors is included.


Frequently revised series of lists of U.S. Government publications by subject (e.g., PL11—home economics, PL86—Consumer Information PL 50—American history, PL79—aviation). Publications included are topical and currently available; some are inexpensive. The price lists, which include order blanks, are issued free by the Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402.

The biweekly leaflet, Selected United States Government Publications, listing current publications on varying topics, is also issued by the Superintendent of Documents.


Includes texts, study guides, pamphlets, films and filmstrips. Primarily for the serious student, the research worker, and professional worker in the field.


An annotated list of materials grouped by such topics as agriculture, art, business, health education, music, and social science. Includes grade level, film services, and index. Selected by curriculum specialists in the Division of Education at San Jose State College.


Virtually every issue lists some government publications of interest to consumers.


An annotated list of materials grouped by such topics as astronomy, aviation, chemistry, Indians, languages, photography, steel, and welding. Includes sections on audiovisual aids, fundraising projects, and curriculum aids.

Sources of Free and Inexpensive Pictures for the Classroom, by Robert Bruce Miller, rev. ed., 1965. 31 p. 50¢. The author, Box 369, Riverside, Calif. 92502.

Includes references to illustrations in periodicals.

Sources of Free Pictures, by Merton B. Osborn and Robert Bruce Miller, 1963. 31 p. Apply for price. The authors, Box 369, Riverside, Calif. 92502.

Includes references to illustrations in periodicals.


A subject and title index to selected pamphlet material, some of which is free or inexpensive.

What Business Teachers Can Get Free! by Theodore J. Sielaff,

An annotated list of materials grouped by such topics as art, foreign languages, home economics, science, and social studies. Includes a section especially for the elementary school with sample lesson plans. Grade level is indicated.

Land grant universities

Listed below are the land grant universities with Extension offices in each State which provide free and inexpensive Consumer Education materials. Other state offices, such as the Department of Agriculture, Attorney General's Office, consumer protection agencies, Department of Commerce, and Office of Weights and Measures, may also supply free and inexpensive materials to State residents.

Alabama Agricultural and Mechanical College
Normal, Ala. 35762
Richard D. Morrison, President

Auburn University
Auburn, Ala. 36830
Harry M. Philpott, President

University of Alabama
Tuscaloosa, Ala. 35486
William H. McCollum, President

University of Arkansas
Fayetteville, Ark. 72701
David Mullins, President

University of California
Berkeley, Calif. 94720
Charles J. Hitch, President

Colorado State University
Fort Collins, Colo. 80521
Adrian R. Chamberlain, President

University of Connecticut
Storrs, Conn. 06268
Homer D. Babbidge, President

Delaware State College
Dover, Del. 19901
Luna Issac Mishoe, President

University of Delaware
Newark, Del. 19711
E. Arthur Trabant, President

Federal City College
Washington, D.C. 20001
Harland L. Randolph, President

Florida Agricultural and Mechanical University
Tallahassee, Fla. 32307
Benjamin L. Perry, President
University of Florida
Gainesville, Fla. 32601
Stephen C. O'Connell, President

Fort Valley State College
Fort Valley, Ga. 31030
Waldo W. E. Blanchet, President

University of Georgia
Athens, Ga. 30601
Fred C. Davidson, President

University of Hawaii
Honolulu, Hawaii 96822
Harlan Cleveland, President

University of Idaho
Moscow, Idaho 83843
Earnest W. Hartung, President

University of Illinois
Urbana, Ill. 61801
David D. Henry, President

Purdue University
Lafayette, Ind. 47907
Frederick L. Hovde, President

Iowa State University
Ames, Iowa 50010
W. Robert Parks, President

Kansas State University
Manhattan, Kan. 66502
James A. McCain, President

Kentucky State College
Frankfort, Ky. 40601
Carl M. Hill, President

University of Kentucky
Lexington, Ky. 40506
Otis A. Singlethary, President

Louisiana State University
Baton Rouge, La. 70803
John A. Hunter, President

Southern University
Baton Rouge, La. 70813
G. Leon Netterville, Jr., President

University of Maine
Portland, Maine 04102
Donald R. McNeil, Chancellor

University of Maryland
College Park, Md. 20742
Wilson H. Elkins, President

University of Maryland State College
Princess Anne, Md. 21853
John T. Williams, President

Massachusetts Institute of Technology
Cambridge, Mass. 02139
Howard W. Johnson, President

University of Massachusetts
Amherst, Mass. 01002
Robert C. Wood, President

Michigan State University
East Lansing, Mich. 48823
Clifton R. Whaton, Jr., President

University of Minnesota
Minneapolis, Minn. 55455
Malcom C. Moos, President

Alcorn Agricultural and Mechanical College
Lorman, Miss. 39066
Walter Washington, President

Mississippi State University
State College, Miss. 39762
William L. Giles, President

Lincoln University
Jefferson City, Mo. 65101
Walter C. Daniel, President
University of Missouri
Columbia, Mo. 65201
C. Brice Ratchford, Interim President (1970)

Montana State University
Bozeman, Mont. 59715
Carl W. McIntosh, President

University of Nebraska
Lincoln, Nebr. 68508
Durward B. Varner, Chancellor

University of Nevada
Reno, Nev. 89501
Neil D. Humphrey, Chancellor

University of New Hampshire
Durham, N.H. 03824
John W. McConnell, President

Rutgers University
New Brunswick, N.J. 08903
Mason W. Gross, President

New Mexico State University
Las Cruces, N. Mex. 88001
Gerald W. Thomas, President

Cornell University
Ithaca, N.Y. 14850
Dale R. Corson, President

North Carolina Agricultural and Technical College
Greensboro, N.C. 27411
Lewis C. Dowdy, President

North Carolina State University
Raleigh, N.C. 27607
John T. Caldwell, Chancellor

North Dakota State University
Fargo, N.D. 58102
Laurel D. Loftsgard, President

Ohio State University
Columbus, Ohio 43210
Novice G. Fawcett, President

Langston University
Langston, Okla. 73050
William E. Sims, President

Oklahoma State University
Stillwater, Okla. 74074
Robert B. Kamm, President

Oregon State University
Corvallis, Ore. 97331
Robert W. MacVicar, President

Pennsylvania State University
University Park, Pa. 16802
John W. Oswald, President

University of Puerto Rico
Rio Piedras, P.R. 00931
Jaime Benitez, President

University of Rhode Island
Kingston, R.I. 02881
Werner A. Baum, President

Clemson University
Clemson, S.C. 29631
Robert C. Edwards, President

South Carolina State College
Orangeburg, S.C. 29115
M. Maceo Nance, Jr., President

South Dakota State University
Brookings, S.D. 57006
Hilton M. Briggs, President

Tennessee State University
Nashville, Tenn. 37203
Andrew P. Torrence, President

University of Tennessee
Knoxville, Tenn. 37916
Edward J. Boling, President
Prairie View A & M College
Prairie View, Tex. 77445
Alvin I. Thomas, President

Texas A & M University
College Station, Tex. 77843
Alvin R. Luedecke, Acting President

Utah State University
Logan, Utah 84321
Glen L. Taggart, President

University of Vermont
Burlington, Vt. 05401
Edward C. Andres, President

Virginia Polytechnic Institute
Blacksburg, Va. 24061
T. Marshall Hahn, Jr., President

Virginia State College
Petersburg, Va. 23803
Wendel Russel, President

Washington State University
Pullman, Wash. 99163
Glen Terrell, President

West Virginia University
Morgantown, W. Va. 26506
James G. Harlow, President

University of Wisconsin
Madison, Wis. 53706
John C. Weaver, President

University of Wyoming
Laramie, Wyo. 82070
William D. Carlson, President

American Bankers Association
Banking Education Committee
1120 Connecticut Avenue, N.W.
Washington, D.C. 20036

American Council on Consumer Interests
Edward J. Metzen, Executive Secretary
238 Stanley Hall
University of Missouri
Columbia, Mo. 65201

American Cyanamid Company
Fibers Division
Berdan Ave.
Wayne, N.J. 07470

The American Dairy Association
20 N. Wacker Drive
Chicago, Ill. 60606

American Dental Association
211 East Chicago Ave.
Chicago, Ill. 60611

American Federation of Labor and Congress of Industrial Organizations
815 16th St., N.W.
Washington, D.C. 20206

The American Gas Association
1515 Wilson Boulevard
Arlington, Virginia 22209

American Home Economics Association
2010 Massachusetts Avenue
Washington, D.C. 20036

American Meat Institute
59 East Van Buren St.
Chicago, Ill. 60605

American Medical Association
535 N. Dearborn St.
Chicago, Ill. 60610
<table>
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<th>Company/Service</th>
<th>Address</th>
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<tr>
<td>American Standard</td>
<td>40 W. 40th St. New York, N.Y. 10018</td>
</tr>
<tr>
<td>Associated Press News Features</td>
<td>50 Rockefeller Plaza New York, N.Y. 10020</td>
</tr>
<tr>
<td>Association Films</td>
<td>600 Madison Ave. New York, N.Y. 10022</td>
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<tr>
<td>Association of Home Appliance Manufacturers</td>
<td>20 N. Wacker Drive Chicago, Ill. 60606</td>
</tr>
<tr>
<td>Baltimore Urban League</td>
<td>2404 Pennsylvania Ave. Baltimore, Md. 21217</td>
</tr>
<tr>
<td>Bay Area Neighborhood Development</td>
<td>4801 Central Avenue Richmond, Calif. 94804</td>
</tr>
<tr>
<td>Benjamin Moore and Company</td>
<td>511 Canal St. New York, N.Y. 10013</td>
</tr>
<tr>
<td>Better Business Bureau of Metropolitan New York</td>
<td>220 Church St. New York, N.Y. 10013</td>
</tr>
<tr>
<td>Channing L. Bete Co., Inc.</td>
<td>45 Federal St. Greenfield, Mass. 01301</td>
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<tr>
<td>Better Homes and Gardens Reader Service—Department A</td>
<td>1716 Locust St. Des Moines, Iowa 50303</td>
</tr>
<tr>
<td>Bigelow-Sanford, Inc.</td>
<td>140 Madison Ave. New York, N.Y. 10016</td>
</tr>
<tr>
<td>Black &amp; Decker Manufacturing Co.</td>
<td>701 E. Joppa Road Towson, Maryland 21204</td>
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<tr>
<td>The Borden Company</td>
<td>Consumer Services—Room 1701 350 Madison Ave. New York, N.Y. 10017</td>
</tr>
<tr>
<td>Bulova Watch Company, Inc.</td>
<td>630 Fifth Ave. New York, N.Y. 10020</td>
</tr>
<tr>
<td>Canada Dry Corporation</td>
<td>100 Park Ave. New York, N.Y. 10017</td>
</tr>
<tr>
<td>Cannon Homemaking Service</td>
<td>Cannon Mills, Inc. P.O. Drawer 7 Kannapolis, N.C. 28081</td>
</tr>
<tr>
<td>Chamber of Commerce of the United States</td>
<td>1615 H St., N.W. Washington, D.C. 20006</td>
</tr>
<tr>
<td>Conso Products Company</td>
<td>27 West 23rd St. New York, N.Y. 10010</td>
</tr>
<tr>
<td>Consolidated Edison</td>
<td>4 Irving Place New York, N.Y. 10003</td>
</tr>
<tr>
<td>Consumer Federation of America</td>
<td>1012 14th St., N.W. Washington, D.C. 20005</td>
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<td>Consumer Information Clearing House</td>
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</tbody>
</table>
University of Vermont
Terrill Hall
Burlington, Vt. 15401

Council of Better Business Bureaus, Inc.
1150 17th St., N.W.
Washington, D.C. 20036

Council for Family Financial Education
Twin Towers
Silver Spring, Md. 20910

CUNA International, Inc.
1617 Sherman Ave.
Madison, Wisconsin 53701

Del Monte Corporation
Del Monte Kitchens
215 Freemont St.
San Francisco, Calif. 94119

Dow Chemical Company
Specialty Products Division
Midland, Michigan 48640

Dow Jones & Company
Educational Service Bureau
P.O. Box 300
Princeton, New Jersey 08540

Dun & Bradstreet, Inc.
Business Education Division
9° Church St.
New York, N.Y. 10007

E. I. du Pont de Nemours and Company
DuPont Building
Wilmington, Delaware 19898

Eastman Chemical Products, Inc.
1138 Avenue of the Americas
New York, N.Y. 10036

Eastman Kodak Company
343 State St.
Rochester, N.Y. 14650

EKCO Housewares Department
NY
4834 W. Cicero Ave.
Chicago, Ill. 60639

Evaporated Milk Association
910 17th St. N.W.
Washington, D.C. 20006

Family Circle Magazine
488 Madison Ave.
New York, N.Y. 10022

Frigidaire Division
General Motors Corporation
3500 Taylor St.
Dayton, Ohio 45401

General Aniline and Film Corporation
Floor Products Division
1139 Lehigh Ave.
Fullerton, Pa. 18052

General Electric Company
570 Lexington Ave.
New York, N.Y. 10022

General Electric Company
Kitchen Laundry Guide Office
P.O. Box 8369
Chicago, Ill. 60607

General Foods
250 N. St.
White Plains, N.Y. 10602

Good Housekeeping Magazine
959 Eighth Ave.
New York, N.Y. 10019
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<th>Company</th>
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<td>Good Reading Rack</td>
<td>Good Reading Communications, Inc.</td>
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<tr>
<td>505 Eighth Avenue</td>
<td>New York, New York 10018</td>
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<tr>
<td>The B. F. Goodrich Company</td>
<td>500 S. Main Street</td>
</tr>
<tr>
<td>500 S. Main Street</td>
<td>Akron, Ohio 44318</td>
</tr>
<tr>
<td>Goodyear Tire &amp; Rubber Company</td>
<td>Public Relations Department</td>
</tr>
<tr>
<td>1144 E. Market St.</td>
<td>Akron, Ohio 44316</td>
</tr>
<tr>
<td>Grocery Manufacturers of America</td>
<td>1133 Avenue of Americas</td>
</tr>
<tr>
<td>New York, N.Y. 10036</td>
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<tr>
<td>Gulistan Carpet</td>
<td>1185 Avenue of Americas</td>
</tr>
<tr>
<td>9th Floor</td>
<td>5th Floor</td>
</tr>
<tr>
<td>New York, N.Y. 10036</td>
<td>New York, N.Y. 10026</td>
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<tr>
<td>Humble Oil and Refining Company</td>
<td>800 Bell Avenue</td>
</tr>
<tr>
<td>800 Bell Avenue</td>
<td>Houston, Texas 77002</td>
</tr>
<tr>
<td>Health Insurance Institute</td>
<td>277 Park Avenue</td>
</tr>
<tr>
<td>New York, N.Y. 10017</td>
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<tr>
<td>Home Furnishings Council</td>
<td>P.O. Box 262</td>
</tr>
<tr>
<td>Flossmoor, Ill. 60422</td>
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<tr>
<td>Institute of Life Insurance</td>
<td>277 Park Ave.</td>
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<tr>
<td>Education Division</td>
<td>New York, N.Y. 10017</td>
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<td>Institute of Life Insurance</td>
<td>Women's Division</td>
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<td>Education Division</td>
<td>277 Park Ave.</td>
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<td>New York, N.Y. 10017</td>
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<tr>
<td>Insurance Information Institute</td>
<td>110 William St.</td>
</tr>
<tr>
<td>New York, N.Y. 10038</td>
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<tr>
<td>International Ladies' Garment Workers' Union</td>
<td>1710 Broadway</td>
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<tr>
<td>New York, N.Y. 10019</td>
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<tr>
<td>Invest-in-America Council</td>
<td>121 South Broad St.</td>
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<tr>
<td>Philadelphia, Pa. 19107</td>
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<td>Johnson and Johnson</td>
<td>501 George St.</td>
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<td>New Brunswick, N.J. 08903</td>
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<td>Johnson Wax</td>
<td>Consumer Education Department</td>
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<tr>
<td>1525 Howe Street</td>
<td>Racine, Wisconsin 53403</td>
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<tr>
<td>Joint Council on Economic Education</td>
<td>1212 Avenue of the Americas</td>
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<td>New York, N.Y. 10036</td>
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<tr>
<td>Kellogg Company</td>
<td>Home Economics Services</td>
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<tr>
<td>235 Porter St.</td>
<td>Battle Creek, Mich. 49016</td>
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<tr>
<td>Kittinger Company</td>
<td>1898 Elmwood Avenue</td>
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<tr>
<td>Buffalo, N.Y. 14207</td>
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<tr>
<td>Kraftco Corp.</td>
<td>500 N. Peshtigo Court</td>
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<tr>
<td>Chicago, Ill. 60690</td>
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<tr>
<td>Ladies Home Journal</td>
<td>641 Lexington Ave.</td>
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<tr>
<td>New York, N.Y. 10022</td>
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<tr>
<td>Lees Carpet</td>
<td>Advertising Department</td>
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1000 Adams Ave.
Valley Forge Industrial Park
Norristown, Pa. 19401

Lever Brothers
Consumer Education Department
390 Park Avenue
New York, N.Y. 10022

Man-Made Fiber Producers Association, Inc.
350 Fifth Ave.
New York, N.Y. 10001

Manufacturers Hanover Trust Company
Public Relations Department
350 Park Avenue
New York, N.Y. 10022

Manufacturing Chemists’ Association
1825 Connecticut Ave., N.W.
Washington, D.C. 20009

Marine Midland Banks
Public Relations Department
241 Main St.
Buffalo, New York 14203

The Maytag Company
403 W. 4th St., N.
Newton, Iowa 50208

McCall Corporation
230 Park Ave.
New York, N.Y. 10017

Metropolitan Life Insurance Company
1 Madison Ave.
New York, N.Y. 10010

Modern Talking Picture Service
1212 Avenue of Americas
New York, N.Y. 10036

Money Management Institute
Household Finance Corporation
Prudential Plaza
Chicago, Ill. 60601

Monsanto Company
Textiles Division Department
RJW
800 N. Lindbergh Blvd.
St. Louis, Mo. 63166

Montgomery Ward and Co., Inc.
619 W. Chicago Avenue
Chicago, Ill. 60607

Morgan-Jones, Inc.
104 W. 40th St.
New York, N.Y. 10018

Motorola Company
9401 W. Grand Avenue
Franklin Park, Ill. 60131

Mutual of New York
1740 Broadway
New York, N.Y. 10019

National Association of Manufacturers
277 Park Avenue
New York, N.Y. 10017

National Automatic Laundry & Cleaning Council
7 South Dearborn St.
Chicago, Ill. 60603

National Automobile Dealers Association
2000 K Street, N.W.
Washington, D.C. 20006

National Canners Association
Consumer Service Division
1133 20th St., N.W.
Washington, D.C. 20036
National Consumer Finance Association
1000 Sixteenth Street, N.W.
Washington, D.C. 20036

National Consumer's League, Inc.
1029 Vermont Ave., N.W.
Washington, D.C. 20005

National Dairy Council
111 N. Canal St.
Chicago, Ill. 60606

National Foundation for Consumer Credit
1819 H Street, N.W.
Washington, D.C. 20006

National Gypsum Company
Distribution Department
325 Delaware Ave.
Buffalo, N.Y. 14202

National Home Furnishings Association
1150 Merchandise Mart
Chicago, Illinois 60654

National Institute of Dry Cleaning
909 Burlington Ave.
Silver Spring, Md. 20910

National Institute of Rug Cleaning, Inc.
1815 N. Fort Myer Drive
Arlington, Va. 22209

National Paint, Varnish & Lacquer Association, Inc.
1500 Rhode Island Ave., N.W.
Washington, D.C. 20005

National Safety Council
425 N. Michigan Avenue
Chicago, Illinois 60611

The Nestlé Company
100 Bloomingdale Road
White Plains, N.Y. 10605

New York State Banking Department
100 Church St.
New York, N.Y. 10007

New York State Bar Association
1 Elk St.
Albany, N.Y. 12207

New York Stock Exchange
11 Wall St.
New York, N.Y. 10005

Olivetti Underwood Corporation
1 Park Ave.
New York, N.Y. 10016

Pellon Corporation
1120 Avenue of the Americas
New York, N.Y. 10036

J. C. Penney Company, Inc.
Educational Relations Department
1301 Avenue of the Americas
New York, N.Y. 10019

Pet Incorporated
Home Economics Department
400 S. 4th
St. Louis, Mo. 63166

Power Tool Institute, Inc.
604 Davis Street
P.O. Box 1406
Evanston, Illinois 60204

Procter and Gamble
301 E. 6th St.
Cincinnati, Ohio 45202
Public Affairs Committee, Inc.
381 Park Ave., S.
New York, N.Y. 10016

Quaker Oats Company
Merchandise Mart Plaza
Chicago, Ill. 60654

Revlon, Inc.
767 Fifth Ave.
New York, N.Y. 10022

Sears, Roebuck and Company
Department 703—Public Relations
Consumer Information Services
925 S. Homan Ave.
Chicago, Ill. 60607

Simplicity Pattern Company
200 Madison Ave.
New York, N.Y. 10016

The Soap & Detergent Association
485 Madison Avenue
New York, N.Y. 10022

Southern Furniture Manufacturers Association
P.O. Box 951
High Point, North Carolina 27261

The Sperry and Hutchinson Company
Consumer Relations Department
330 Madison Ave.
New York, N.Y. 10017

Sterling Movies U.S.A.
Booking Office
43 West 61st St.
New York, N.Y. 10023

Sunbeam Corporation
5400 Roosevelt Road
Chicago, Illinois 60650

Sunkist Growers
P.O. Box 2706
Terminal Annex
Los Angeles, Calif. 90054

Sylvania Electric Products, Inc.
780 Third Avenue
New York, N.Y. 10017

Syracuse China Corporation
Dinnerware Advertising
1858 W. Fayette St.
Syracuse, N.Y. 13204

The Taylor Wine Company, Inc.
425 Park Ave.
New York, N.Y. 10022

Tire Industry Safety Council
National Press Building
Washington, D.C. 20004

Union Dime Savings Bank
1965 Avenue of the Americas at 40th
New York, N.Y. 10018

United Medical Service, Inc.
Labor and Community Relations
2 Park Ave.
New York, N.Y. 10016

Vinyl Fabrics Institute
60 E. 42nd St.
New York, N.Y. 1017

Wallcovering Information Bureau
969 3rd Ave.
New York, N.Y. 10022

Winthrop Laboratories
Division of Sterling Drug, Inc.
90 Park Ave.
New York, N.Y. 10016

Woman's Day
1 Astor Plaza
New York, N.Y. 10036
PROFESSIONAL
READING

AOCI Newsletter. 9 per year. Controlled circulation to members. American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Mo. 65201.

Current news of consumer interests. Indispensable for its listing of current consumer resource materials. A basic collection building resource for all libraries concerned with consumer affairs.


Brief but inclusive history of ACCI (American Council on Consumer Interests) by its first and third president.


A plea for recency and flexibility in materials and methods used in consumer courses.

Changing Times. Monthly. $6.00. The Kiplinger Washington Edit-

A plea for the addition of consumer education to the school curriculum.


A plea for the development of vital programs of consumer education in the public schools.


Reviews the objectives of consumer education and emphasizes that for many consumers “buying becomes more a means of self-expression than a process of acquisition.”

Consumer Education Forum. 3 per year. Controlled circulation to members. American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Mo. 65201.

A newsletter published to encourage an interchange of ideas among consumer specialists.


The Special Assistant to the President for Consumer Affairs discusses the present state of consumer education programs in our schools. She notes the reasons such programs have developed and comments on their future growth.


“Background Papers,” “Practice Illustrated,” “Supporting Programs,” and “Teacher and Tools” are the area headings devoted to Consumer Education. Included is a 13-page section, “Reference Shelf,” which is an annotated listing of Consumer Education materials.


A capsulated survey of the history of the consumer education movement.


A discussion of the lasting values of consumer education as compared to the immediate values of consumer information.


A subject classified listing of legislation introduced in the Congress on consumer oriented subjects. Provides bill numbers, sponsors, a numerical index to bills, and lists of legislation of consumer interests passed by either house and by both houses. An indispensable resource for large public and academic libraries.


Transmitted by the President to the Congress. Each message comments on presidential consumer concerns. All consumer messages appear in the Congressional Record.

Newsletter describing regulations, legal actions and continuing programs of Federal agencies in the field of consumer affairs.


A plea for an increase in the number of education programs offered in public and private schools. Includes a section on consumer instruction for "poor, culturally different consumers."


Discusses the role of business education as "a natural vehicle for consumer education." A well written, brief and lucid exposition.


Describes the size and direction of the present youth market and appeals for modern methods and materials in the education of today's teenage consumers.


"Is it possible to tie consumer education and economic education together?" The author intends that the answer is an emphatic "yes."

Everybody's Money. Quarterly. Subscription to credit unions in quantities of fifty or more at 25¢ per member. CUNA, Inc., Everybody's Money, 1617 Sherman Ave. Madison, Wis. 53701.

A magazine for credit union members. Sample issue covers everything from employment agencies to how to buy a spool of thread. A magazine designed for credit union members. Each issue covers a variety of pertinent topics.


Seven selected conference papers considering such varied family related topics as social decision making, home management research, and an ecological approach to the study of family managerial behavior.


Regular report on indexes of consumer financial behavior, personal income, personal savings, indicators of business activity, consumer price indexes, and other areas of interest to those in the industry. Published since 1958. Designed for teachers. Available in bulk for class use, cost: 25¢ per year.


A review of the growth of interest in consumer education in the mid-sixties. Briefly evaluates some programs and activities of the period.
Forecast for Home Economics.  
9 per year. $6 per school year.  

Teacher's edition of Co-ed. Includes a copy of the student edition of Co-ed. Contains a variety of articles of interest to consumer specialists on such topics as food and nutrition, clothing and textiles, and family relations. A special section of professional reading for teacher precedes the students' edition.

**Formal Consumer Education.**  

Series of presentations on consumer education articles from ten nations.


Contents includes: "educating the low-income consumer," "some viewpoints from an action program," "consumer education and low income families."

Contends that the general business course should try to reflect the ways in which consumer decisions control the economy.


"What the government has available to help educate students for their role as consumers of goods and services."


Describes the role of the home economist in consumer education.


A theoretical explanation of the use of learning packages as a means of individualizing instruction in the area of consumer education.

**Home Economics Research Abstracts.** Annual. Various prices.  

A continuing series which compiles abstracts of masters' theses and doctoral dissertations completed in colleges and universities offering graduate programs in home economics. For a list of available abstract annuals contact the Association.


"The industry that ranks second in retail sales in the United States" is now participating in consumer education. Includes a nationwide list of firms wanting to cooperate with home economics teachers.

**Journal of Consumer Affairs.**  
Semi-annual. $6.00. American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Mo. 65201.

A journal designed for use by professionals in consumer education and consumer affairs. Provides scholarly research, book reviews, and information on current consumer topics. Indexed in several standard periodical indexes.

**Journal of Home Economics.**  
Monthly. $12.00. American

A broad survey of all aspects of home economics and consumer topics. Often contains articles on family relations, child development, food and nutrition, textiles and clothing, housing and household equipment, and family economics. Basic reading for professionals.


The associate director of the Consumer Education Study, 1942–1948, considers consumer education as an instrument for liberalizing traditional education.


Surveys the problem of the poor as consumers, the consumer education work being carried on, and makes recommendations for community and nationwide programs. Of special help to community, government and business leaders, as well as educators.

The New Approach to Consumer Education, 1968. 58 p. 25¢. Publications Distribution Unit, New York State Education Dept., Albany, N.Y. 12224. (Free to educational institutions in New York State.)

The proceedings of the first regional conference on consumer education held at Lincoln High School, Yonkers, N.Y., on March 15, 1968. Series of speeches geared to spark more consumer education in the schools of New York State.


Suggests various consumer principles and projects appropriate to classroom study.

Of Consuming Interest. 2 per month. $24.00. Federal-State Reports, P.O. Box 654, Court House Station, Arlington, Va. 22216.

Reviews federal and state legislation related to consumer issues; covers a wide variety of other consumer related news items.


"Discusses in detail some of the avenues open to consumers that aid in the decision-making process and conclude... with recommendation for consumers."


A periodical of particular interest to consumer educators.


Discusses the phenomenon of an immense adolescent market, and describes consumer education measures necessary to its wise direction.


Lists those consumer problems and issues which ninety-one members of the PTA's National Board of Managers considered most important in 1968. A provocative variety are mentioned.

A brief description of the consumer education program offered by Lincoln High School in Yonkers, New York. The author is the principal of Lincoln.


A review of the ways in which a teacher can vivify consumer education for teenagers.


A statement of the non-materialistic and non-commercial values of consumer education courses.

Tips and Topics. Quarterly. $3.00. College of Home Economics, P.O. Box 4170, Texas Tech University, Lubbock, Texas 79409.

A newsletter surveying the various fields of home economics. Special rates available to students majoring in home economics education.


Discusses ways in which children can be prepared for their role as consumers in modern society.


The author is the Director of the Project on Student Values in Grand Rapids, Michigan. This is a condensed version of his address to the Conference on Innovations in Consumer Education in the Home Economics Curriculum, 1969.


A tightly written overview of the consumer oriented subject matter appropriate to business classes.

What's New in Home Economics. 8 per year. $8.00 per year. Controlled circulation, available only to professional home economists. Magazine Publishing Division, Reuben H. Donnelley Corp., 466 Lexington Ave., New York, N.Y. 10017.

Magazine designed for the professional home economist and consumer specialist. Each issue has a coupon-resource section for teaching aids.


The author concludes that consumer education is primarily the responsibility of the home economics teacher. She urges them to assert their leadership.


Details the need for consumer education programs at the high school level.
Children's Books

Children are already consumers although they may seldom consult consumers' guides and there are no children consumers' guides per se. However, it is important to prepare them for their role as consumers. With this in mind, information books on business and industries, jobs and careers, government and law, health and safety, machinery and ecology have been included. The special interests, hobbies and games of children are represented by books on pets, bicycles, crafts, model-making, sports, sewing, parties, and musical instruments. Good books which tell children how to do things such as train a dog, make a bird house, play a harmonica, learn a sport or redecorate a bedroom offer the clearest possible manner, information on the selection, evaluation, use and maintenance of items children consume.


A selected and annotated bibliography of book lists and review media arranged by subject and including special information for parents. This is an expanded edition, published in 1969, of an on-going list.


The 12th edition of a useful annual list of 4,000 approved books currently available, arranged by grade and subject with title and author indexes. Prepared and annotated in the offices of School Library Journal.


A comprehensive annotated bibliography listing more than 700 books with additional titles noted in many of the annotations. Compiler is Coordinator of Children's Services for The New York Public Library. All books on the list may be consulted in the Countee Cullen Regional Branch of the New York Public Library as they comprise the James Weldon Johnson Memorial Collection for children. Full author and title index.

The Dobler World Directory of Youth Periodicals, compiled and edited by Lavinia Dobler and Muriel Fuller, 1970. 108 p. $4.25 (available only in paperback). Citation Press (Scholastic Book Services), New York.

The 3rd enlarged edition of the guide to periodicals for children and young people. Lavinia Dobler is the librarian of the Scholastic library which has a large and current collection of children's magazines from the U.S.A. and abroad.

An annotated list arranged by film title with an introduction on the accessibility of films for children, the criteria for selection and how to plan, publicize, project, stage and present film programs for children. A bibliography and subject index is appended.


A selected annotated list of value to parents and teachers.


An annotated list of books for parents and teachers to read aloud to children. The compilers are members of a Special Committee of the National Congress of Parents and Teachers and the Children’s Services Division American Library Association.


A list of over 200 children’s books in Spanish based on the collection in the New York Public Library. Books are arranged for the most part by age with annotations in both Spanish and English. The list was made possible by funds from the Library Services and Construction Act for the South Bronx Project which was set up to serve the Spanish speaking in the South Bronx area. An author title index is included.

**CHILDREN AS CONSUMERS**

**Money and Money Management**

Barter, Bills, and Banks, by Barry Tarshis, 1970. 80 p. $3.95. Messner (Simon and Schuster), New York.

The author traces the development and uses of money and how banking started. He discusses inflation, “tight money”, credit cards, “wage-price spiral”, giving a great deal of information for such an easy-to-read book. Grades 4–7.


The complicated workings of the New York Stock Exchange are explained for children in conversational style through the device of following an individual inventor through the various steps by which he ultimately attains a listing of his company on the exchange. A final chapter addressing the child on how to invest in stocks is practical and informative with a glossary of terms and explanatory tables. Grades 4–6.

Economics of the Consumer, by Marc Rosenblum, 1970. 87 p. $3.95. Lerner Publications Co., Minneapolis, Minn.

An elementary school textbook which discusses the consumer’s role in the market, consumer behavior, government laws and agencies, consumer protection, consumer credit and how to be an intelligent consumer. This is one of the publisher’s series on economics called “the real world series”. Grades 4–7.

How Money and Credit Help Us, by Elmer R. Kane, 1966. 97 p. $3.20 Benefic Press, 10300 W. Roosevelt Road, Westchester, Ill. 60153.
A classroom textbook for early elementary grades. Questions and answers follow each chapter, illustrated with photographs and charts. A color filmstrip, $6.00—44 frames, is available to supplement the test.


A simple explanation of money and its uses which is better looking than the average primary grade supplementary text book. Grades 3-5.


A social studies reader planned to supplement first, second and third grade class visits to a bank. Grades 2-4.


An explanation of money and how it works, including credit and banking throughout the world but especially in the U.S.A. Useful still, despite the date of publication. Grades 4-6.

Money and Banking, by Kenneth H. Smith, 1970. 86 p. $3.95. Lerner Publications Co., Minneapolis, Minn.

A brief summary of the development of money from barter to the United States monetary policy of today. Explains the thinking behind large scale banking operations, how money is created, and how it can be managed successfully. Grades 4-7.


The second edition of a useful and interesting history of money, including information about the Treasury Department, credit and foreign exchange. Indexed. Grades 5-8.


A simple explanation of our economic system showing how personal economics fit into the national economy. Grades 3-6.


Family and household economics in an easy to read text for elementary school children. A companion title is Earning Money by the same author. Grades 5-7.

The Stock Market, by Marc Rosenblum, 1970. 94 p. $3.95. Lerner Publications Co., 231 First Avenue N., Minneapolis, Minn. 55401.

A brief introduction to the history of securities trading in the United States. The trading process is described and the need for securities regulations in the public interest is explained. A glossary of terms such as “blue chip”, “bull market”, and “bear market” is included. Grades 4-7.


A simple and practical first book of etiquette and grooming for younger boys and girls. The authors who are themselves parents, direct a school for social graces in Washington, D.C. Grades 3-6.


Useful information on earning, saving, borrowing and spending money and on how to stretch one's allowance is presented as the answers to questions proposed by a board of girls and boys in their early teens. The formation of mature, responsible and honor-
able attitudes toward money and property are also discussed. Grades 7 and

Health, Drugs, and Safety

Danny Goes To the Hospital, by James Lincoln Collier, 1970. unp. $3.00. W. W. Norton (Grosset), New York.

Realistic photographs and a matter-of-fact text reassuringly explain a small boy's surgical operation to correct his defective eyesight. Grades K-3.


The drug problem is discussed within the social setting from which it has grown. Various therapeutic programs are explored with the warning of the need for further evaluation of the programs. Of interest to adults, young adults, and older boys and girls. The author is a clinical psychologist who has had wide experience in public health service to addicts. Grades 7 and up.

Drugs, Facts on Their Use and Abuse, by Norman W. Houser in consultation with Julius B. Richmond, 1969. 48 p. $3.75. Lothrop, Lee & Shepard, New York.

An objective discussion of the use of both chemical and natural drugs with the primary focus on their deleterious effect. Easy-to-read with illustrations. Grades 5-8.


A brief text and photographs of emergency room procedures in a busy, integrated hospital reflect the experiences of a young volunteer worker. Good information on hospital services and vocational opportunities. Grades 3-6.


The operation of a large urban hospital emergency room is described and illustrated in relation to its services to a young boy who has had a serious accident at a construction site. Good photographs. A First Book. Grades 3-7.


Career information, rescue work and the new equipment used in firefighting is related to descriptions of famous fires in the 19th and 20th centuries. Much of the research done for the book was done in New York City. Grades 4-8.


A brief but straight-forward presentation that can be understood by young children aged about 8 to 10 years about what happens inside the body and mind when drugs are taken for personal experimenting and for kicks rather than for illness under medical direction. Grades 3-6.


A collection of nine articles on alcohol, marijuana, LSD, heroin, and other drugs, their effects and reasons for and against their use. Written by experts in medicine, psychiatry, social psychology or public health. Includes glossary, index, and "where to find help in New York". For older boys and girls. Grades 6 and up.

The author classifies and describes all kinds of "dangerous drugs" except alcohol in a clearly written book which addresses those who are unfamiliar with the drug culture among adults and children and those young adults who do not require this kind of material to be written in their own language. A glossary of drug terms is appended but the book's tone and point of view reflects that of law enforcement and treatment personnel with whom the author did his major research. Some addicts were interviewed and a number of case histories are included. Also available in paperback from the same publisher. $1.75. Grades 5 and up.

Safety, by Polly Bolian and Shirley Hinds, 1970. 64 p. $3.25. Franklin Watts, New York.

"A First Book". Simple pointers on all forms of outdoor safety—hiking, swimming, boating, camping, etc., with a brief reference chapter. Grades 4-7.


Straight talk about the nature and dangers of drug use, utilizing the experiences and actual conversations of young people who have experimented with drugs. The authors believe that the use, abuse or non-use of drugs rests with the individual. Color photographs add interest. Suitable for children of elementary and junior high school age. Grades 5-8.


This practical book to help parents understand and cope with the drug problems of their children was prepared by the staff of the Child Study Association of America. Adult.


A detailed scientific account of modern dentistry for children which is useful as career information as well as hygiene. Grades 6 and up.


A visit to the doctor will take on happier dimensions after a reading of this book which is one of the publisher's series on the scientific approach to a variety of areas in nature and society. Grades 6 and up.


Informative book for pre-teens and teens on developing good habits conducive to physical and mental health. Some problem subjects discussed are venereal diseases, drinking, smoking and the use of drugs. Grades 7 and up.

Ecology

The Air We Live In, by James Marshall, 1968. 95 p. $3.64. Coward-McCann, New York.

Diagrams of proposed systems for the control of air pollution accompany a readable text on air pollution and what a citizen can do to overcome it. Addresses of agencies involved in the promotion of clean air appended. Grades 5-8.


The Only Earth We Have, by Laurence Pringle, 1969. 86 p. $4.50. Macmillan, New York.

A plea that man recognize limitations in his freedom to abuse the planet and an alert to the many aspects of the problems of pollution together with suggestions for individual action. Grades 5-8.

Combines many aspects of environmental deterioration in a readable style—depletion of soil and wildlife, urban blight, air, water and noise pollution with specific examples such as the pet trade, effect of furrier industry on the probably elimination of species, the Trans Alaska Pipeline System, and pros and cons on the activities of the Army Corps of Engineers. Grades 5-8.


A useful and instructive book on air, water and noise pollution and ways of overcoming it. Grades 5-8.

Food


Regional recipes preceded by notes about the history and the origin of the dishes to be prepared. A book which reflects the ethnic diversity of American cooking. Grades 5 and up.


The authors have incorporated material from their adult book, Food: America's biggest business to describe food producing and food producing industries for children. Included also is material on wholesaling, retailing, packaging, advertising, and research. Grades 4-8.

Food From Farm To Home, by Walter Buehr, 1970. 94 p. $3.75. Morrow, New York.

The farm and farm life yesterday, today and tomorrow. How crops and products are raised, grown, gathered and processed. Grades 4 to 6.


Helpful hints for young cooks written by a woman who conducts cooking classes for boys and girls and a man who is the author of several cooking books for adults. The directions are clear and the material well-organized. Includes meal planning and parties with rules for safety. Also regional recipes. Grades 5-8.


How millions are being fed through ocean farming of fish, lobsters, shrimp, oysters, mussels, clams and turtles, and the possibilities and experiments for future enlargement of such farming. Well researched with industries and government agencies. Glossary, bibliography and index. Grades 5-8.


Explores new methods of agriculture such as weather control experiments, transforming a desert into an oasis, filling the protein gap in underdeveloped nations. Population explosion and food production are also discussed. Grades 5-7.

The United States Department of Agriculture, a Story of Foods, Farms and Forests, by John Up- ton Terrell, 1966. 130 p. $3.50. Meredith, Des Moines, Iowa 50303.

The history, organization, laws, research and projects of this department. Useful information on pests, diseases, the surplus problems, 4-H Clubs, co-ops, careers and forestry. Others in the series deal with the U.S. Departments of State, Commerce, and Health, Education and Welfare. Grades 5-7.

What We Eat, the Origins and Travels of Foods Round the World, by Lois J. Johnson, 1969.
A history of foods and beverages throughout the world. Includes a brief section on the food of the astronauts and a projection into the food of the future. Grades 4-8.

Etiquette and Good Grooming


An attractive guide to giving parties by the editor of the children's magazine, Calling All Girls. Ideas are given for games, costumes, party food and inexpensive decorations. Grades 5 to 8.


A glamorous approach to grooming by a popular black singer. Predates the Afro hairstyle. Grades 6 and up.


A revised edition of a unique guide written by a well-known counselor who is herself a black woman and whose experience has been largely working with young black pre-teens and teenagers. Also available in paper from the same publisher at $1.50. Grades 6 and up.


How good manners and good grooming can improve family, school and social relations for boys as well as girls. Includes information on styles of dress, modes of travel and how to evaluate services and prices. Grades 5 and up.


A guide to manners, dress, make up and general behavior at home, at school, at parties, and in all kinds of social occasions. Driving, traveling, eating in restaurants and how to find and keep a job are thoroughly discussed, as well as boy-girl relationships. Although addressed to young adults, older children find this book useful. Grades 6 and up.

CHILDEREN AS MEMBERS OF SOCIETY

Business and Industry


Although primarily concerned with the history of electrical power in the United States, there is a chapter discussing the 1965 blackout and how the industry reacted and a chapter on projected plans for the future of electric power. Although largely from the standpoint of the industry, this is informative. Grades 5-8.

Helicopters and Other VTOL's, by Hall Hellman, 1970. 140 p. $3.95. Doubleday, New York.

A thorough historical and scientific account of VTOLs or Vertical Take Off and Landing Craft in rescue work, in peace and in war and as a safe and economical form of transportation for individuals. For older children. Glossary, bibliography and index. Grades 5 and up.

The situations the computer will create in the next twenty-five years—an exciting but alarming prospect. Some of the projections read like science—for instance, grocery shopping by push-button. An interesting if rather complex book for older children and young adults. Grades 5 and up.


A discussion of the growth of the automobile industry with attention to its effect on American economy, ecology, and safety. Grades 5-8.

Motorcycles, by Edward Radlauer, 1967. 32 p. $3.75. Bowmar, 622 Rodier Drive, Glendale, Calif. 91201.

Photographs in color and a line or two of text in large print tell about the popular sport of motorcycling. Other titles in a uniform series of non-condescending books for older boys with reading problems are Slot Car Racing, Karting, and The Mighty Midgets. Grades 3-8.


An informal but detailed presentation of motorcycling when boys can enjoy even before they are old enough to have an operator's license. Grades 5 and up.


Many instructive drawings clarify a brief text demonstrating the principles behind the operation of motors. For early elementary school children. Grades 3-5.


A history of papermaking with an account of the industry today. Covers the modern conservation of forests and the uses of paper in such areas as fashion and building construction. Grades 5-7.


An introduction to the mathematics of measure and balance which includes simple experiments. A "Youth Math Book". Grades 3-5.


Sixty cars with their distinguishing features are described for the reader to identify. Contemporary United States, foreign, sports and antique automobiles are included. An enjoyable book for older boys to test their knowledge of car models. Grades 5-8.


Many photographs and a caption-like text give an overview of the assembly line process in an auto plant. Also considers the designing and testing of new models and the workers' problems involving "speed-up". Grades 3-5.


A simple explanation of how sound travels, the telephone itself, and the equipment involved in transmitting calls. Includes a combined index and glossary. Grades 3-5.
Careers

A discussion of all aspects of work in data processing—repair, programming, developing new uses in such fields as social science and law. Includes a short history of computers, a description of how some machines work and some career information. Grades 7 and up.

A practical and realistic approach, useful to students and their parents. Emphasis is on classical, operatic and solo careers but composition and publishing are touched on. Includes information on salaries, organizations and management. Grades 7 and up.

Towline, the Story of American Tugboats, by Robert Carse, 1969. 89 p. $3.95. W. W. Norton (Grosset), New York.
An experienced seaman describes tugboat operations and the skills required of the crew. Black and white photographs. Grades 5 and up.

What Does a Coast Guardsman Do?, by Grant Compton, 1968. 64 p. $3.50. Dodd, Mead, New York.
This book describes the work of the United States Coast Guard, gives a history of the Service and tells how to qualify for a rating as a Coast Guardsman. Illustrated with many photographs. Grades 4-6.

A textbook on all related job opportunities in the industry. Useful to vocational guidance teachers and 6th, 7th and 8th grade students. Illustrated with photographs. Also available in paperback from the same publisher at $2.45. Grades 6 and up.

Experts in the film industry from executive producers to union heads, discuss career possibilities and the means of achieving goals. Writing, acting, directing, editing and make-up are some of the areas explored in the making of commercial, educational and "underground" films. Grades 6 and up.

Law and Government

A fictional account based on factual information which shows step by step how individuals or groups can alter the system by changing the law to improve the environment in which they live. Grades 5-8.

The Law and Economics, by Isadore Silver, 1970. 86 p. $3.95. Lerner Publications Co., 241 First Avenue N., Minneapolis, Minn. 55401.
A clear explanation of civil law embracing situations in which one person is harmed by another, e.g., injury due to negligence, the failure to fulfill contract responsibilities, or warranties on the quality of goods sold or produced. Grades 4-7.

On the Beat, Policemen at Work, by Barry Robinson and Martin Dain, 1968. np. $2.95 Harcourt, New York.
An easy-to-read text presents the daily duties of New York City policemen illustrated with black and white photographs which help younger children understand the role of policemen in any large city in the U.S.A. Grades 4-6.

The full text of the Constitution has been appended to a revised and expanded edition of this informative book which gives a clear explanation of the organization and functions of the major departments and agencies of the United States government. Grades 6-8.


A readable and lucid account by a former Deputy Commissioner of the New York Police Department. Includes general organization of the force and special units and qualifications needed for the job. Grades 6 and up.

The Protectors, the Story of the Food and Drug Administration, by Harry Edward Neal, 1968. 190 p. $3.64. Messner, New York.

A detailed and informative account of the Food and Drug Administration's efforts to eliminate fraud, deception and the adulteration of food and medicine. Grades 5-8.


The development of locks, vaults, burglar alarms and other methods of protection against thieves. Includes accounts of some famous robberies and how such crimes can be prevented. Grades 5-8.


An informative book which encourages respect for individuals, the law and society while explaining the rights to which each child and young person is entitled. Agencies such as American Civil Liberties Union are discussed. Appendixed are tables of drivers' license age requirements by state, alcoholic beverage control laws concerning minimum age requirements, and marriage license requirements. Some chapters are headed: Student Rights, Censorship, Employment, Contracts, Crime and Justice, Drugs, Drinking, Marriage and Sex, Home and Parents, The Draft and Military Service. Indexed. Grades 7 and up.


CHILDREN'S SPECIAL INTERESTS

Art, Music, and Theatre


More than one hundred tricks clearly described and illustrated and requiring only a modest expenditure for equipment. Grades 5-8.


A lively history of the genre through personalities and styles as they have developed. While not including a for-

Directions for making a horn at home from simple materials accompany a brief history and description of instruments in the horn family. Drums, Rattles and Reels and Flutes, Whistles and Reeds are attractive companion books in the same series. Grades 3-6.


This book gives brief advice on making puppets, stages and sets, and includes many short plays complete with stage directions plus suggestions for the adaptation of folk tales and a musical based on Gulliver's Travels, the score of which may be requested from the publisher for the use of non-profit groups. The information can be adapted to the use of elementary school teachers in consumer education courses. Grades 5 and up.

How to Have a Show, by Jeanne Bendick and Barbara Berk, 1957. 63 p. $3.75. Franklin Watts, New York.

Everything a child needs to know about amateur theatricals—from planning a show to getting the audience.


A practical paperback which begins with a brief history of mouth organs, goes through all the stages of learning to play, lists abbreviations, words and phrases most often used in music, and concludes with several songs and directions for playing them. Grades 4-8.


A practical little book which calls on the musical possibilities of everyday objects and odds and ends to make a variety of percussion, wind, and string instruments. There is a separate section on clay instruments and general suggestions for simple orchestrating and conducting. Grades 4-8.


Several forms of animated art simply described and easy to master, including panorama, moving string, magic wheel, flip books, and comb animation. Good for school projects, for parties and for hobbies. Grades 4-8.

Marionettes, Easy to Make! Fun to Use! by Edith Flack Ackley, 1929, 1957. 115 p. $5.95. Lippincott, Philadelphia.

A handbook covering all aspects of marionette making and production. This gives detailed instructions on materials needed, how to make marionette animals and people, stages and stage settings, how to produce a play, and five plays for marionettes. Illustrated with diagrams and line drawings. Includes a pocket of paper patterns for the marionette bodies. Grades 5 and up.


Small children are introduced to rhythm and song and the making of simple instruments. Grades K-4.

"For the African, music is not a luxury but a part of the process of living itself". A unique book including many illustrations and a list of books and records. Grades 5 and up.


How instruments of African countries south of the Sahara are made and used. A recording is included and a list of books and recordings. Illustrated with photographs. Grades 5 and up.

**Paint, Brush and Palette**, by Harvey Weiss, 1966. 64 p. $4.50. Young Scott.


Plays for upper elementary children, many adapted from well known stories. Grades 5-8.


An introduction to high-fidelity and stereophonic sound systems, how they work and how to evaluate them. Grades 5-8.


How to make 8 millimeter and 16 millimeter movies. A unique book which encourages creativity while giving practical advice on equipment and its use. Also available in paper at $3.95. Grades 5 and up.

**Crafts**


Suggestions for the many ways of attracting birds are included in this Cub Scout Project Book which includes fully illustrated instructions for making feeders and shelters. Grades 2-5.


A practical book with many illustrations and easy-to-follow directions for making a variety of useful articles. Tools and materials are easily obtainable. Grades 2-5.


Easy entertainments and simple crafts for young children including magic tricks as well as things to make. Materials needed are inexpensive. Grades K-3.


One of a series of craft books by the same author, this has step-by-step instructions and patterns for making such articles as belts, pocketbooks, notebooks, brief cases, book covers and picture frames. Beginning chapters describe the kinds of leather together with tools and methods for using them. Grades 4-7.

**Holiday Cards for You to Make**, by Susan Purdy, 1967. np. $4.95. Lippincott, Philadelphia.

Clear directions for making all kinds of greeting cards, place cards, and invitations with many illustrations and employing inexpensive materials. Grades 4-7.

Information and facts about woods, woodworking and hand tools introduce instructions for making such articles as a letter opener, a tray, a stool, a jewel box, or a bench. Grades 5 and up.


“One hundred gifts for less than one dollar.” Clear diagrams and simple directions are given for easy-to-make gifts such as a family calendar, a belt with a change purse, sea-shell shadow box, cookies, etc. Grades 5-8.


A practical book originally published in Switzerland under the title Puppen. It has very clear, step-by-step instructions and carefully designed illustrations. The various materials suggested for each project are easily and cheaply obtained. Grades 4-7.


Concise instructions and clear diagrams show children how to make simple toys stuffed with sponges and plastic foam. Grades K-4.


Materials for making these crafts seldom cost more than 10c and the directions are simple. An invaluable book for group leaders and teachers working with children. Grades 5 and up.


How to build a small “pram” type sailboat, perhaps the safest for children to handle, illustrated in the numerous photographs of the boy who built the boat taken by his father while the construction was going on. Drawings of parts of the boat, with a list of materials accompanying the text. Grades 5 and up.

Models and Model Making


Instructions are simple and complete for making many types of models beginning with the easiest and going to the more complex. Illustrated with many clear diagrams and pictures of every tool one might use. Grades 4-8.


“Illustrated instructions for making 18 working models from balsa wood—planes, boats, cars and kites—each complete with full-scale plans...” Tools and materials are given for each model to be built. Grades 4-8.


Instructs children in building, operating, and racing all kinds of model cars. A section on the various tools and materials needed is included. Grades 4 and up.

How to build and operate models for many kinds of boats. Illustrations and diagrams demonstrate how to put pieces together, what tools to use and how to use them. Information on motors for power boats. For older children. Grades 4 and up.


A craft book on the making of model airplanes is used to explain the basic principles of aerodynamics. Numerous diagrams illustrate the text. For boys and their fathers. Grades 4 and up.


Easy text and many diagrams show how to build model railroad tracks, accessories and scenery. The layout of the track, maintenance of equipment, painting and construction are covered. Grades 4 and up.

Model Railway Engines, by J. E. Minns, 1969. 120 p. $5.95. Putnam's, New York.

A history of model engines with specifications and comparisons between the models and their full-size prototypes. Grades 6 and up.


Furniture, bridges and vehicles from our colonial and pioneer past described for experienced young carpenters or for fathers working with their children. Grades 5 and up.

Pets


Up-to-date information on the selection, training and care of cats as pets. It is not as complete as Doris Bryant's New Cat Book which addresses all ages but it is a very good handbook for children. Grades 3-7.

Dogs, Best Breeds for Your People, by Wilfred S. Bronson, 1969. 96 p. $3.95. (Harcourt), New York.

How to select and train a satisfactory pet is related in an informative book copiously and amusingly illustrated by the author. Includes a list of books and pamphlets on pet dogs. Grades 3-7.

Doris Bryant's New Cat Book, by Doris Bryant, 1969. 181 p. $4.50. Ives Washburn (McKay), New York.

This handbook for cat owners updates earlier manuals by the author who is a recognized authority on the many facets of the care of pet cats. It is a serious book reflecting recent progress in nutrition, equipment, veterinary science and feline psychology. For cat lovers of all ages—children, young adult and adult. Grades 7 and up.


A clearly written and illustrated guide to the purchase, care and breeding of the gerbil, a desert rodent that makes an engaging and satisfactory pet. Grades 2-4.


Amusing but informative book by a confirmed dog-lover for anyone who has or is going to get a dog. Older children and adults. Illustrated with James Thurber drawings. Grades 6 and up.
Sewing


Simple and inexpensive costumes for plays and parties using basic dress and pajama patterns. Grades 5-7.


This practical and attractive book is the most useful and up-to-date handbook of knitting, crocheting, weaving and other needlecraft skills that can be found. For all ages. Grades 4 and up.


Advice on purchasing needed equipment and materials is included in this useful, readable and attractive guide to the basics of sewing for the young beginner. Clear directions are accompanied by many drawings and diagrams. Author is a professional dressmaker as well as an author and illustrator of children's books. Grades 4-7.


An entertaining and practical book of useful and original projects for girls. Grades 5 and up.


A comprehensive guide for would-be sewers of all ages. New techniques to fit new fabrics and sewing machines with colorful and instructive illustrations and diagrams. Grades 6 and up.


A fascinating and easy to understand book of interest to all ages. Grades 5 and up.

Sports and Hobbies


A veteran camper's practical guide. Emphasis is on economy and comfort. One chapter is devoted to finding the best buy for the best need. Grades 5 and up.


Simple explanations, well-organized chapters and a good index make this a useful introduction to playing and understanding the game. Grades 3-7.


A book on how to play basketball and how to understand it as a spectator. It is a companion book to Baseball for Young Champions and Football for Young Champions. Grades 3-7.


A well-known fisherman gives detailed advice on how to select equipment and fishing accessories, how to care for and maintain it and the best ways to be a successful fisherman.

Better Football for Boys, by David D. Cooke, 1958. 64 p. $3.25. Dodd, Mead, New York.

Many photographs and diagrams illustrate a guide to tackling, blocking
and playing every position on the team. One of a good series of sports books for boys. Grades 5 and up.


Clear and concise information on selection, care and repair of bicycles, what to wear, games and races, camping and other practical information. Illustrated with many photographs and diagrams. This new edition of an older title includes new features such as hand brakes, multiple gears and generator type lights. Grades 6 and up.


A new and revised edition of a beginner's guide to collecting coins from many countries of the world with photographic illustrations. Grades 5 and up.


This definitive guide is of interest to all cyclists, children, young adults and adults. The chapters on safety should be must reading for those who buy bicycles for children as well as all who ride them. Includes history, touring, and camping information, material on repairs and advice on purchasing the right bicycle for the individual person. Grades 6 and up.

**Flower Gardening**, by Elizabeth Abell, 1969. 84 p. $2.95. Franklin Watts, New York.


A concise book for the beginner with photographs and descriptions of the coinage of many countries in North and South America, Europe, Africa and Asia. Index and glossary. Grades 6 and up.


A practical pocket handbook with more than 650 illustrations in full color. A bibliography is appended. Grades 5 and up.


This manual of seamanship has the backing of The New York State Young Boatman's Safety Course for which a certificate is given. Illustrations clearly depict the information carried in the text. Water skiing, skindiving and sailboating are also discussed. Grades 4 and up.

**Kites**, by Marion Downer, 1959. 64 p. $3.50. Lothrop.

A practical book on making and flying kites and how to choose the necessary materials. Information on kite-flying contests is included and proper safety rules. Grades 3–8.


A handbook addressed to young but experienced riders. Illustrated with many drawings and photographs of children riding and grooming horses and caring for tack. Grades 3–7.

A simple explanation of the use of children's tops throughout history and in different parts of the world with instructions for making many of them and for playing fourteen top games and stunts. Lively and informative illustrations. Grades 3-7.


Covers safety rules for boating, water-skiing, skin-diving, swimming, and diving with brief comments on surfing and a chapter on life saving. A complete guide. Grades 7 and up.
SUBJECT INDEX

Books and articles have been indexed by their major topics only. No attempt has been made to index all subjects covered by books of broad scope. The reader may therefore find it helpful to consult general works as well as those indexed under a specific topic.

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