The rationale behind this annotated bibliography of over 1300 items is that every consumer education teacher needs numerous classroom resources to provide for the individual needs of his students, and these resources should be balanced in representing all content areas. The resource materials included, mostly booklets and pamphlets for classroom use, are arranged according to 18 basic content areas, with subdivisions for booklets and pamphlets, audiovisual materials, and learning packages for teachers and students. Topics include: the dilemma of the consumer, the consumer identified, the consumer in the American marketplace, the changing role of the consumer, buying services, sundry products, credit, clothing, food, automobiles, home furnishings and major appliances, housing money management, savings, investments, life insurance, taxes, and careers. The publication also includes three separate chapters entitled, Bibliographies, Catalogues, and Other Sources for Teaching Materials, Mailing Lists for Your Resource Center, and Journals and Magazines in Consumer Education. Criteria for selection of materials included: usefulness with secondary school students, cost and availability, and objectivity. The small number of annotations in some areas was due to limitations of time and resources. (Author/JLB)
DEVELOPING A RESOURCE CENTER IN CONSUMER EDUCATION:
AN ANNOTATED BIBLIOGRAPHY

by

E. THOMAS GARMAN
FLOYD L. CRANK
JULIENNE V. COMHRAN

of
NORTHERN ILLINOIS UNIVERSITY
DeKalb, Illinois

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PREFACE

It is a common complaint among teachers of consumer education classes that they do not have enough resources to choose from when planning the instructional process for their students. Yet, these same teachers are charged with the responsibility of providing instruction in fifteen or more basic areas of consumer economics content; and their students are extremely heterogeneous with intellective ability ranging from high to very low.

In an effort to meet this challenging teaching situation, many consumer education teachers have a classroom containing an adequate number of textbooks, ample student copies of two or three publications from private and governmental sources, a few filmstrips, and a file drawer containing numerous newspaper and magazine articles. Such supplemental resources are needed and welcome, but it is unfortunate that the majority of consumer education teachers have such limited educational resources available in their classrooms. Certainly, it must be difficult to provide for individualized instruction.

The more ambitious consumer education teacher seizes upon published bibliographies in his field and secures numerous booklets, pamphlets, and audio-visual materials for student use. However, because of the variety of disciplines represented in teaching consumer education, this method often results in adding more educational materials in the teacher's strongest areas of preparation rather than adding to his weaker areas. Business education teachers acquire materials that are more easily available on the
topics of investments, savings, and credit. Home economics teachers readily find materials in the areas of foods, clothing, housing, and consumer products. And, social studies teachers often find materials related to the American economy and federal taxes. The inherent danger in this type of resource acquisition is that excellent educational materials in some content areas may not be represented or available in the classroom for student use.

Therefore, the rationale for this publication is that every consumer education teacher needs to possess numerous classroom resources to provide for the individual needs of his students; and the resources should be balanced in representing all of the content areas.

Ideally, the teacher of a consumer education class should have several magazine racks along the walls of his room complete with copies of a variety of publications useful to his students for individual and group projects. A large area and/or closet might contain classroom quantities of selected publications that all students will study; in addition to, audio-visual materials. Use of a library card check-out or another inventory system, will enable the teacher to replenish occasional missing copies of materials; and at the same time, provide easy accessibility for student inquiry. Arrangement of educational materials should be according to each teacher's needs and how he decides to examine the basic content areas with his students.

The more than thirteen hundred resource materials in this publication are arranged according to eighteen basic content topics. Each area is subdivided into booklets and pamphlets, audio-visual materials, and learning packages for teachers and students. The general content of each area is briefly described at the beginning of each topic. These areas include: the dilemma of the consumer, the consumer identified, the consumer in the
American marketplace, the changing role of the consumer, buying services, sundry products, credit, clothing, food, automobiles, home furnishings and major appliances, housing, money management, savings, investments, life insurance, taxes, and careers. The small number of annotations in some areas was caused by the factors of limited time and higher costs. Specifically, more annotations would be helpful in the areas of: The Role of the Consumer (particularly environmental references), Sundry Products, Taxes (particularly local and state taxes), and Careers. These topics are included, however, with the hope that more references are available and will become more widely known as these are areas that need to be taught in consumer education classes.

Additionally, this publication includes separate chapters entitled: "Bibliographies, Catalogues, and Other Sources for Teaching Materials," "Mailing Lists for Your Resource Center," and "Journals and Magazines in Consumer Education."

The criteria for inclusion in this bibliography were primarily subjective according to the original rationales; however, each reference was examined for its usefulness with secondary school students. Obviously bias materials were not included, and some consideration was given to the cost of the materials as well as their availability. Books and films were excluded as they are commonly expensive and often can be secured by others within a given school system. The bulk of this publication includes booklets and pamphlets for classroom use, which are either free or very inexpensive, ranging up to approximately two dollars.

Other explanations, which may be helpful, include: where the price is not given, it is either free in single copies or you will have to write
and inquire; federal government publications can often be secured free from the original federal departmental sources or from your congressman; where the number of pages is not given for a publication it is usually a pamphlet which folds out; occasionally, references were not annotated to save space (in cases where the title seemed self-explanatory); and when you order materials, use school stationery and make notations both as to when you ordered the material and when it arrived (sometimes letters of request are misplaced and you will need to re-order).
ACKNOWLEDGEMENTS

The research funds for this project were made available through the cooperation of the Council of Deans at Northern Illinois University and the College of Business. Special appreciation for their efforts are due to Dr. Robert L. Thistlethwaite, Dean of the College of Business, and Dr. William J. Brown, Co-ordinator of Business Research. Without their assistance, this project could not have been completed.

Recognition should also go to the students who did some compiling of references in the Consumer Economics classes at Northern Illinois University during the Spring semester of 1970, under the direction of the teaching team of Drs. Sidney W. Eckert and E. Thomas Garman. Special thanks is extended to the excellent secretary, Miss Lora Boradorf, and to the professional typist, Mrs. Elaine Tennant, for their dedicated efforts on this project. Finally, the collection and annotation of references were enhanced greatly by the efforts of two consulting home economists, Mrs. Julie L. Garman and Mrs. Jane Schults.

The two co-authors in this effort were Dr. Floyd L. Crank, who was most helpful with the wide range of audio-visual materials, and Mrs. Julianne V. Cochran, who added considerable strength in the area of consumer journals and magazines. All errors and omissions are the responsibility of the authors.

One strength of this type of publication is its completeness. Since a second edition of this bibliography is planned, it is hoped that each reader will utilize the tear-out forms at the back of the book and forward
bibliographic information about publications with which they are familiar that were either omitted or have not yet been published. Such efforts on the part of all of the readers will insure more accuracy and completeness in the next edition, and it can be considered as part of the cost above the nominal charge for this publication.
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DeKalb, Illinois 60115

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CHAPTER 1
THE DILEMMA OF THE CONSUMER

Frauds, deceptions, legislation ...

Booklets and Pamphlets


BE INFORMED—TIPS FOR WISE BUYING, Unit 14 (1970), Katie Baer, New Readers Press, Division of Laubach Literacy, 1112 E. Fayette Street, Syracuse, New York 13210. 8 pp. Low reading ability foldout concerned with buying plans, where to buy, and review exercises.


THE FRANCHISE TRAP, Commonwealth of Pennsylvania, Department of Public Instruction, Harrisburg, Pennsylvania 17126. Foldout indicates ways to protect against fraud.

GUARD AGAINST PHONY ADS, Federal Trade Commission, Washington, D.C. Articles in this pamphlet: The FTC and the man in the street, When is a "bargain" a bargain, Too good to be true, Read the Guarantee, Nuttin' is for nuttin', An expensive set of "free" books, and six other short stories.


LANDLORD AND TENANT--RESPONSIBILITIES AND OBLIGATIONS, Department of Buildings, 9th floor, City Hall, 121 N. LaSalle, Chicago, Illinois 60602. 12 pp.

THE LIVING HISTORY OF CONSUMERS EDUCATION AND PROTECTIVE ASSOCIATION (1969), Consumers Education and Protective Association, 6048 Ogontz Avenue, Philadelphia, Pennsylvania 19141. 88 pp. $3.00 History of one of the most militantly active consumer organizations indicated in this publication.


THE MEANEST RACKET OF ALL!, Commonwealth of Pennsylvania, Department of Public Instruction, Harrisburg, Pennsylvania 17126. Pamphlet indicates information on health chiselers, home repair racketeers, bargain bandits, and money swindlers.

MECHANICAL QUACKERY, American Medical Association, Department of Investigation, 535 N. Dearborn Street, Chicago, Illinois 60610. 10¢ Booklet indicates the mechanical devices used to defraud the public.

THE MERCHANTS OF MENACE, American Medical Association, Department of Investigation, 535 N. Dearborn Street, Chicago, Illinois 60610. 10¢ Foldout concerning doorstep diagnosticians, food facts, and buyer beware.


OPERATION ON GUARD, Evelle J. Younger, District Attorney, County of Los Angeles, Los Angeles, California. 19 pp. Booklet public information concerning fraud.


YOUR A B C S OF CAREFUL BUYING, State of New York, Department of Law, 80 Centre Street, New York, New York. Booklet helpful guide for consumers.


Learning Packages for Teachers and Students


DEFENSE AGAINST QUACKERY, Department of Health Education, American Medical Association, 535 N. Dearborn Street, Chicago, Illinois 60610. Includes samples of teaching units prepared for elementary, junior high, and senior high populations.


Audio-Visual Materials

CONSUMER PROTECTION, Iowa State University of Science and Technology, Ames, Iowa 50010. 80 slides. $16.00.
SMART SPENDING (1971), Better Business Bureau of New York, Olcott Forward Incorporated, 234 N. Central Avenue, Hartsdale, New York 10530. $20.00. Included in kit, filmstrips and set of booklets: advertising and selling appeal, cars and car finance, home ownership costs, money management, food buying, budgeting, insurance, credit cards, borrowing, apartment lease, and bank loans.
CHAPTER 2

THE CONSUMER IDENTIFIED

Identifying characteristics of consumer or groups of consumers . . .

Booklets and Pamphlets


DEVELOPING HUMAN RESOURCES FOR ECONOMIC GROWTH: EDUCATION AND TRAINING, No. 5, Arthur Mauch, Center for Agricultural and Economic Development at Iowa State University, Farm Foundation, Federal Extension Service, National Committee on Agricultural Policy, North Carolina State of the University of North Carolina, Raleigh, North Carolina. 7 pp. Some of the areas of interest in this booklet include individual earnings, dropout problem, vocational education, and retraining of older people.

DEVELOPING HUMAN RESOURCES FOR ECONOMIC GROWTH: WHEN PEOPLE MOVE, No. 4, Eber Eldridge, Center for Agricultural and Economic Development at Iowa State University, Farm Foundation, Federal Extension Service, National Committee on Agricultural Policy, North Carolina State of the University of North Carolina, Raleigh, North Carolina. 7 pp. Charts on impact of income included in this pamphlet.


POVERTY AND ECONOMIC DEVELOPMENT IN NEW YORK CITY (1968), First National City Bank, 399 Park Avenue, New York. 44 pp. Facets of poverty in pictorial and written description in booklet.


Learning Packages for Teachers and Students

No entries classified in this section as of publication date.

Audio-Visual Materials

No entries classified in this section as of publication date.
CHAPTER 3
THE CONSUMER IN THE AMERICAN MARKETPLACE

American marketplace, Federal Reserve System, advertising...

Booklets and Pamphlets


AUTOMATION AND EMPLOYMENT (1964), Juanita M. Kreps, Holt, Rinehart and Winston, Incorporated, 383 Madison Avenue, New York, New York 10017. 78 pp. Publication contents include nation's resources, pace of technology, supply of goods and services, and indicates where the jobs are.


COLLECTIVE BARGAINING DEMOCRACY ON THE JOB (1965), American Federation of Labor and Congress of Industrial Organizations, 815 Sixteenth Street, N.W., Washington, D.C. 20006. 30 pp. Brochure contains some of the following topics such as government, barriers to justice, modern unions, and how collective bargaining works.

DEVELOPING HUMAN RESOURCES FOR ECONOMIC GROWTH: OUR MANPOWER—EMPLOYMENT SITUATION, No. 2, E. J. Niederfrank, Center for Agricultural and Economic Development at Iowa State University, Farm Foundation, Federal Extension Service, National Committee on Agricultural Policy, North Carolina State of the University of North Carolina, Raleigh, North Carolina, 7 pp. This pamphlet explores the population explosion, employment prospects, and future opportunities.

DEVELOPING HUMAN RESOURCES FOR ECONOMIC GROWTH: PEOPLE, JOBS, AND ECONOMIC GROWTH, No. 1, Fred A. Mangum, Jr., Center for Agricultural and Economic Development at Iowa State University, Farm Foundation, Federal Extension Service, National Committee on Agricultural Policy, North Carolina State of the University of North Carolina, Raleigh, North Carolina, 7 pp. Adjustment, development, prospect, and retrospect discussed in booklet.
DEVELOPING HUMAN RESOURCES FOR ECONOMIC GROWTH: POLICY ALTERNATIVES FOR INCREASING EMPLOYMENT OPPORTUNITIES, No. 6, L. T. Wallace, Center for Agricultural and Economic Development at Iowa State University, Farm Foundation, Federal Extension Service, National Committee on Agricultural Policy, North Carolina State University, Raleigh, North Carolina. 7 pp. Ways of overcoming unemployment explored in this booklet.


ENERGY AND ECONOMIC GROWTH, Haig Babian, American Petroleum Institute, 1271 Avenue of the Americas, New York, New York 10020. 14 pp. This classroom study manual is part of a unit, discusses factors and measurement of economic growth.

THE FEDERAL BUDGET AND ECONOMIC ACTIVITY, Glenn H. Miller, Jr., Research Department, Federal Reserve Bank of Kansas City, Federal Reserve Station, Kansas City, Missouri 64198. 77 pp. Booklet emphasis understanding of federal budget.


KEY TO THE GOLD VAULT, Federal Reserve Bank of New York, 33 Liberty Street, New York, New York 10045. Functions of the Federal Reserve Bank briefly indicated in this foldout.


MONEY AND YOU, Banking Education Committee, The American Bankers Association, 90 Park Avenue, New York, New York 10016. Thirteen public service messages in this pamphlet.

MONEY: MASTER OR SERVANT? (1966), Federal Reserve Bank of New York, 33 Liberty Street, New York, New York 10045. 44 pp. Included in this booklet such topics as money's jobs, creating money, Federal Reserve bank credit, Federal Reserve earnings, and outline of Federal Reserve organization.


THE PRICE OF POVERTY IN THE MARKETPLACE (1969), Cooperative Extension Service, University of Massachusetts, Amherst, Massachusetts 01002. 27 pp. Market community to total environment of the low-income family discussed in this publication.


THE STORY OF MONEY (1969), The Chase Manhattan Bank, Rockefeller Center, 1254 Avenue of the Americas at 50th Street, New York, New York 10020. 16 pp. Booklet of history of money from barter to banking.


YOUR MONEY SUPPLY, Federal Reserve Bank of St. Louis, 411 Locust, St. Louis, Missouri. 22 pp. Function of money, commercial banks creation of new money, market factors, and instruments utilized by Federal Reserve to control bank reserves and money supply.

Learning Packages for Teachers and Students

ENERGY AND ECONOMIC GROWTH, American Petroleum Institute, 1271 Avenue of the Americas, New York, New York 10020. Unit includes study manual, six wall charts, and a teacher's guide.

Audio-Visual Materials

CHAPTER 4

THE CHANGING ROLE OF THE CONSUMER

Historical changes, federal role, current actions, pollution . . .

Booklets and Pamphlets


COMPLAIN? COMPLAIN!, Jan Armstrong, Cooperative Extension Service, Purdue University, Lafayette, Indiana. Consumer facts on what to do when a complaint occurs.

THE CONCERN FOR QUALITY, National Association of Manufacturers, 277 Park Avenue, New York, New York 10017. Hints indicated in pamphlet on dealing with complaints effectively.


THE CONSUMER MOVEMENT IN HISTORICAL PERSPECTIVE (1970), Robert O. Herrmann, Department of Agricultural Economics and Rural Sociology, Agricultural Experiment Station, The Pennsylvania State University, University Park, Pennsylvania. 31 pp. Informative booklet.

CONSUMER RIGHTS AND RESPONSIBILITIES, Michigan State University, Bulletin Office, P.O. Box 231, East Lansing, Michigan 48823. (E 696).

COWS ARE TO BE MILKED, NOT PEOPLE, Department of Health, Education, and Welfare, Georgia Consumer Services Program, 15 Peachtree Street, N.E., Room 834, Atlanta, Georgia. Foldout indicates the purposes of the Georgia Consumer Services Program and other information.


FEDERAL TRADE COMMISSION BUSINESS ADVISORY SERVICE, Federal Trade Commission, Washington, D.C. Advisory services offered by the FTC.


FINANCE FACTS YEARBOOK (Annually), S. Lees Booth, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 72 pp. Some of the topics included in this booklet are population in school and on the job in the 1970's, consumers and their income and spending, and consumer finance business.


INDEPENDENT CONSUMER COUNCIL ACT (1970), Senate Commerce Committee, Washington, D.C. 20510. 92 pp. October and November hearings before the Consumer Subcommittee on S 2959.

INFORMATION FOR CONSUMERS (1970), Everybody's Money, CUNA International, Incorporated, P.O. Box 431, Madison, Wisconsin 53701. 26 pp. Content includes appliances, automobiles, food, furniture, insurance movers, toys, and other information in booklet.


PROBLEMS FACING THE CONSUMER, Louise A. Young, Education Department, CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. 5 pp. Consumer fact pamphlet indicates various organizations which help the consumer.


YOU CAN SPEND YOUR MONEY, OR YOU CAN WASTE IT (1970), Georgia Consumer Services Program, 15 Peachtree Street, N.E., Room 834, Atlanta, Georgia 30303. A leaflet describing the services of the Georgia Consumer Services Program.

Learning Packages for Teachers and Students


Audio-Visual Materials

CHAPTER 5
SERVICES

Repairs, transportation, professional, medical, health . . .

Booklets and Pamphlets


ANNOUNCING...BUSINESS LOANS FOR VETERANS (1969), Small Business Administration, Washington, D.C. 20416. 16 pp. Loans and other pertinent information in this booklet.

BLUEPRINT FOR TOMORROW, Educational Division, Institute of Life Insurance, Health Insurance Institute, 488 Madison Avenue, New York, New York. 35 pp. Risk sharing, definition of health insurance, and purchase of life insurance in pamphlet.


CODE OF PROFESSIONAL PRACTICES FOR FUNERAL DIRECTORS, National Funeral Directors Association, 135 W. Wells Street, Milwaukee, Wisconsin 53203. 3 pp. Leaflet.

THE COMPLETE DIRECTORY OF MEDICAL AND HEALTH SERVICES (1970), Jessyca Russell Gaver, Universal Publishing and Distributing Corporation, 235 E. 45th Street, New York, New York 10017. 281 pp. 95¢ Some of the topics covered in this publication include foundations that provide low-cost hospital care and specialists for rare diseases.

DO YOU KNOW??? AUTOMOBILE INSURANCE AND INSURANCE FOR THE HOME, Insurance Information Institute, 110 William Street, New York, New York 10038. Pamphlet on automobile insurance and home insurance plus quizzes.

A FAMILY GUIDE TO PROPERTY AND LIABILITY INSURANCE, Educational Division of the Insurance Information Institute, 110 William Street, New York, New York 10038. 24 pp. Property and liability insurance costs discussed in pamphlet.


FUNERAL COSTS AND DEATH BENEFITS (1967), Sidney Margolius, Public Affairs Pamphlets, 381 Park Avenue South, New York, New York 10016. 20 pp. 25¢ Informative data to consumer concerning group plans, insurance plans, and benefits in brochure.


INSURANCE FACTS (Annual), The Insurance Information Institute, 110 William Street, New York, New York 10038. Booklet indicates accident facts, economic losses, claim costs, and crimes against property.

INSURANCE FOR THE HOME, Educational Division, Insurance Information Institute, 110 William Street, New York, New York 10038. Foldout information on coverages and costs.


MODERN HEALTH INSURANCE (1969), Health Insurance Institute, 277 Park Avenue, New York, New York 10017. 60 pp. Booklet indicates how American families helped through private health insurance.

NATIONAL ELECTRIC RATE BOOK (1970), Federal Power Commission, Washington, D.C. 20426. 31 pp. The rates indicated are for population of 2,500 or more in booklet.


PROTECTING YOUR RIGHTS, Department of Insurance, State of Illinois, State Capitol, Springfield, Illinois. Hints on filing and where to process a complaint indicated in booklet.


SOURCE BOOK OF HEALTH INSURANCE DATA (Annually), Health Insurance Institute, 277 Park Avenue, New York, New York 10017. 69 pp. Coverage, trends, and glossary of terms in booklet.

TYPICAL ELECTRIC BILLS (1969), Federal Power Commission, Washington, D.C. 20426. 136 pp. Report considers residential areas 2,500 population or more, commercial cities of 50,000 population or more, and industrial cities of 50,000 population or more.

WHAT ABOUT FUNERAL COSTS?, National Funeral Directors Association, 135 W. Wells Street, Milwaukee, Wisconsin 53202. General considerations in pamphlet such as expenses, interment or cremation, and monument or marker.


Learning Packages for Teachers and Students


SAMPLE INSURANCE POLICIES—PROPERTY LIABILITY COVERAGE, Director of Educational Relations, Insurance Information Institute, 110 William Street, New York, New York 10038. 27 pp. Supplementary material for beginning students of insurance principles of property and liability insurance.


Audio-Visual Materials

DOLLARS FOR HEALTH, United States Department of Agriculture, Office of Information, Motion Picture Service, Washington, D.C. 20250. 60 frames, color, 15 minutes.

HOMEOWNERS POLICY, Director of Educational Relations, Insurance Information Institute, 110 William Street, New York, New York 10038. Chart with various pictures indicating insurance information.
CHAPTER 6
SUNDRY PRODUCTS

Drugs, cameras, recording equipment, jewelry . . .

Booklets and Pamphlets

ALL ABOUT SILVER, Nancy Wright, J. A. Wright & Company, Keene, New Hampshire 03431. 11 pp. Booklet includes information on romantic history, table setting, and correct cleaning techniques.


THE PHARMACEUTICAL INDUSTRY AND THE CHANGING HEALTH CARE SCENE, John J. Powers, Jr., Pfizer Public Relations Department, 235 E. 42nd Street, New York, New York 10017. 8 pp. Indicates research, development, quality control, and distribution information in booklet.

PRESCRIPTION DRUG INDUSTRY FACT BOOK (1968), Pharmaceutical Manufacturers Association, 1155 Fifteenth Street, Washington, D.C. 20005. 76 pp. Booklet contains key industry facts concerning operations, research, development, and medical care.


TOOTHBRUSHING, American Dental Association, 211 E. Chicago Avenue, Chicago, Illinois 60611. How, when, and why of toothbrushing in foldout.

Learning Packages for Teachers and Students

TEACHING AIDS, Educational Services, Procter & Gamble Company, P.O. Box 599, Cincinnati, Ohio 45201. Teaching unit on home care presented in 10 teaching topics and 22 visuals included.

Audio-Visual Materials

No entries classified in this section as of publication date.
CHAPTER 7
CREDIT

Growth of credit, use, types, sources, legislation . . .

Booklets and Pamphlets

ALL ABOUT CREDIT, Changing Times Report Service, 1729 H Street, N.W., Washington, D.C. 20006. 18 pp. 75¢ Informative booklet indicates where and how to borrow money and keep that good credit rating.


BANK CREDIT-CARD AND CHECK-CREDIT PLANS (1968), Board of Governors, The Federal Reserve System, Washington, D.C. 20551. 102 pp. $1.00 Recent report in this credit area.

BANK OF AMERICA LETTERS OF CREDIT COLLECTIONS AND REMITTANCES (1968), Bank of America National Trust and Savings Association, 41 Broad Street, New York City, New York 10015. Brochure focuses upon protection of interests in foreign transactions through Bank of America.

BASIC PRINCIPLES IN FAMILY MONEY AND CREDIT MANAGEMENT (1968), National Consumer Finance Association, 1000 Sixteenth Street, N.W., Washington, D.C. 20036. 12 pp. Four chapters included on consumer credit for slow learners.


BE INFORMED LEAFLETS—UNIT 1. PART I. INTRODUCTION TO CREDIT (1967), New Readers Press, Laubach Literacy, 1112½ E. Fayette Street, Syracuse, New York 13210. 4 pp. Advantages of credit, kinds of store credit, and credit cards discussed; low reading level.

BE INFORMED LEAFLETS—UNIT 1. PART IV. ARE YOU A GOOD CREDIT RISK? (1967), New Readers Press, Laubach Literacy, 1112½ E. Fayette Street, Syracuse, New York 13210. 4 pp. Hints indicating how you can be a good credit risk in pamphlet; low reading level.

BE INFORMED LEAFLETS—UNIT 1. PART V. LEARNING TO LIVE WITH CREDIT (1967), New Readers Press, Laubach Literacy, 1112½ E. Fayette Street, Syracuse, New York 13210. 36 pp. How to get out of debt, and summary of personal credit discussed in this booklet; low reading level.


A BLESSING, NOT A BURDEN, Coretel, Public Relations Department, American Bankers Association, 90 Park Avenue, New York, New York 10016. Teenage charge accounts, how credit decided by banks and stores in this pamphlet.


CHURCHES AND CREDIT UNIONS (1962), Benson Y. Landis, The Cooperative League of the U.S.A., 59 E. Van Buren Street, Chicago, Illinois 60605. 16 pp. This booklet indicates the recent developments of credit unions inside local churches.

THE CONSUMER AND TRUTH IN LENDING (1969), National Foundation for Consumer Credit, 1819 H Street, N.W., Washington, D.C. 20006. 15 pp. Booklet indicates information concerning open end credit plans, cash loans, credit sales other than open end restriction on garnishment.

CONSUMER COUNSELLING, AFL-CIO Department of Community Services, 815 16th Street, N.W., Washington, D.C. 20006. This booklet discusses such topics as the consumer information course, conference, and clinic.


CONSUMER CREDIT PRE-STUDY INVENTORY TEST-ADVANCED, E-5 (1969), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 2¢ This 14 question test measures student awareness of money and credit.

CONSUMER INFORMATION SERIES, TRUTH IN LENDING, No. 4, National Better Business Bureau, Incorporated, 230 Park Avenue, New York, New York 10017. Foldout discusses various facets of credit and the law.


CREDIT TO THE COMMUNITY, California Loan and Finance Association, 302-B South Boulevard, Glendale 4, California. Pamphlet.


ESSAYS IN MONEY AND CREDIT (1964), Federal Reserve Bank of New York, 33 Liberty Street, New York, New York 10045. 76 pp. Booklet gives information concerning various aspects of the national money and credit markets.

THE EXPANDING MARKET FOR INSTALLMENT CREDIT--A LOOK TOWARD THE FUTURE, E-16 (1967), John R. Kerr, Florida State University, Education Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 18 pp. 25¢ Articles of varying age groups concerned with income and expenditures present and future.
FACTS YOU SHOULD KNOW ABOUT YOUR CREDIT, E-7 (1968), Educational Division, Better Business Bureau of Metropolitan Boston, Incorporated, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 16 pp. 15¢ Summary of facts presented in this booklet on basic credit background for the consumer.

FAMILY CREDIT COUNSELING--AN EMERGING COMMUNITY SERVICE, E-10 (1967), Family Service Association of America, Educational Services Division, National Consumer Finance Association, 1000 16th Street N.W., Washington, D.C. 20036. 32 pp. 50¢ This report indicates major findings and recommendations of a study of family credit counseling as provided through non-profit community programs.


GENUINE OR COUNTERFEIT?, Public Information Department, Federal Reserve Bank of New York, 33 Liberty Street, New York, New York 10045. Foldout indicates when bills are phony and genuine.


THE GOOD THINGS OF LIFE ON CREDIT (1963), International Consumer Credit Association, 375 Jackson Avenue, St. Louis, Missouri 63130. Magic of credit buying, what people buy, the value of personal credit, and your credit record is an open book are a few of the topics discussed in this foldout.


GUIDES AGAINST DEBT COLLECTION DECEPTION, Federal Trade Commission, Pennsylvania Avenue at Sixth Street, N.W., Washington, D.C. 20580. 4 pp. Guides offered in this pamphlet to prevent deception and maintain fair competition.

HELP FOR THE DEBT RIDDEN, Associated Credit Bureau of America, Incorporated, 6707 S.W. Foreway, Houston, Texas 77036. Pamphlet indicates how credit counselors advise.

HERE'S HOW TO GET MORE VALUE OUT OF EVERY DOLLAR YOU EARN, National Foundation for Consumer Credit, Incorporated, 1819 H Street, Washington, D.C. Concise foldout.


HOW THE TRUTH IN LENDING LAW HELPS YOU, CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. Six benefits of credit union membership mentioned in this foldout.


HOW TO CHOOSE AND USE RETAIL CREDIT (1971), Sears, Roebuck & Company, Department 703, Public Relations, Chicago, Illinois 60607. 18 pp. A Hidden Values Series booklet indicating when and how to use credit.

HOW TO COMPLY WITH THE FAIR CREDIT REPORTING ACT (1971), Associated Credit Bureaus, Incorporated, 6767 S.W. Freeway, Houston, Texas 77036. 21 pp. Booklet indicates information concerning provisions relating to credit reporting agencies and consumer credit reporting.


HOW TO USE CONSUMER CREDIT WISELY, International Consumer Credit Association, 375 Jackson Avenue, St. Louis, Missouri 63130. 30 pp. Function, forms of consumer credit and definition of terms used in this booklet.


IT'S YOUR CREDIT MANAGE IT WISELY (1970), Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 43 pp. Pamphlet topics include understanding consumer credit, managing consumer credit dollars, and glossary of terms.


MAKING THE MOST OF YOUR MONEY, Educational Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 47 pp. Chapter devoted to easy payment plans and other informative material.


PROFESSIONAL ADVANCEMENT PROGRAM FOR CONSUMER CREDIT EXECUTIVES AND CREDIT PERSONNEL, Society of Certified Consumer Credit Executives, 7405 University Drive, St. Louis, Missouri 63130. 15 pp. Booklet.


RESEARCH ON CONSUMER CREDIT, R-4, S. Lees Booth, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 15 pp. 25¢ Publication gives current descriptions of research in consumer credit.

SHOPPING FOR MONEY (1967), The University of the State of New York, the State Education Department, Bureau of Continuing Education Curriculum Development, Albany, New York. 22 pp. Booklet.


THE SPENDER SYNDROME: CASE STUDIES OF 68 FAMILIES AND THEIR CONSUMER PROBLEMS (1965), Center for Consumer Affairs, University of Wisconsin, 432 N. Lake Street, Madison, Wisconsin 53706. 212 pp. $2.00 Study.


A TEACHER'S GUIDE TO CREDIT UNIONS, CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. 24 pp. Content included in this pamphlet include self-help thrift and credit, financial security through cooperative effort, cooperation brings results, democracy in action, and from depression to prosperity.

TEACHING YOUTH ABOUT MONEY, NEA Department of Home Economics, Publications Division of the National Education Association-Sales Section, 1201 16th Street, N.W., Washington, D.C. 20036. Foldout contains why teach about using money, and who teaches about spending money.

THIS IS THE NATIONAL FOUNDATION FOR CONSUMER CREDIT, National Foundation For Consumer Credit, Incorporated, 1819 H Street, Washington, D.C. Functions of the foundation mentioned in this booklet.


THE TRUTH ABOUT CREDIT (1970), Robert W. Johnson, The Truth About Credit Committee, P.O. Box 239, Carmel, Indiana 46032. 21 pp. $1.00 Booklet informative information for consumers, industry, and government.

TRUTH IN LENDING—WHAT IT MEANS FOR CONSUMER CREDIT, S-17 (1970), Public Information Department, Federal Reserve Bank of Philadelphia, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 10 pp. Law discussed in this booklet plus history and growth of credit.


20 VALUABLE DO'S AND DON'TS WHEN YOU APPLY FOR A LOAN (1971), Robert S. Rosefsky, Suite 3, 7306 1st Avenue, Scottsdale, Arizona 85251. 25¢ An informative booklet also indicates how interest rates and rebates are figured.


UNLESS YOU HAVE MONEY TO BURN, The American Bankers Association, 90 Park Avenue, New York, New York 10016. Tips on cashing or accepting checks.


USING "TOMORROW" MONEY, E-19 (1970), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 16 pp. Pamphlet covers such areas as nature and use of credit, and role of consumer finance companies in our society of credit.

USING YOUR MONEY WISELY (1967), The American Bankers Association, Chicago City Bank and Trust Company, 815 W. 63rd Street, Chicago, Illinois 60621. 35 pp. Various topics include how to get more out of your dollars, banks and their services: checking accounts, banks and their services: savings accounts, credit is good, borrowing and loans.

WHAT IN THE WORLD IS CUNA INTERNATIONAL, CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. Foldout concerned with programs of the CUNA.


WHAT THE CREDIT GRANTER NEEDS TO KNOW ABOUT THE FAIR CREDIT REPORTING ACT, Associated Credit Bureaus, Incorporated, 6767 Southwest Freeway, Houston, Texas 77036. Foldout.

WHAT TRUTH IN LENDING MEANS TO YOU, Board of Governors of the Federal Reserve System, Washington, D.C. 20551. Different facets of this law are discussed in this foldout.


WHEN YOU BUY ON "TIME"! (1968), The Chicago Bar Association, 29 S. LaSalle Street, Chicago, Illinois 60603. Booklet covers retail installment sales contract, promissory notes, wage assignments, and summons to confirm.


WHY, Credit Counseling Centers, Incorporated, Suite 280, Southfield Office Plaza, 17000 W. Eight Mile Road, Southfield, Michigan 48075. Foldout describes the functions of this counseling center in providing for education, rehabilitation, and debt management.

WISE USE OF BUY POWER (1971), Family Financial Education Program, 63 pp. Student case problem situations workbook including all consumer forms used in banking services.

YOU AND YOUR BANK—HOW COMMERCIAL BANKS HELP FARMERS (1971), Agricultural Committee, The American Bankers Association, 90 Park Avenue, New York, New York. 35 pp. Content includes checking and savings account information, illustrates items such as deposit slips, checking account ledgers, and has sample forms such as loan applications, and financial statements.

YOU AND YOUR CREDIT BUREAU, Associated Credit Bureaus: Incorporated, 6767 S.W. Freeway, Houston, Texas 77036. Foldout indicates the three party system of consumer credit.


YOUR CREDIT SALES OR PURCHASE CREDIT—CASH CREDIT (1968), Better Business Bureau of Metropolitan Boston, Incorporated, Boston, Massachusetts. 16 pp. 15¢ Facts consumers should know concerning credit such as sources and types of credit, six ways to save, credit life insurance, rule of 78, and default and repossession.
Learning Packages for Teachers and Students

CONSUMER CREDIT PRE-STUDY INVENTORY TEST-ADVANCED, E-5 (1969), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 24¢ This 14 question test measures student awareness of money and credit.

CONSUMER CREDIT QUIZ-ADVANCED, E-6, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 24¢ This ten question post-study quiz directed toward student attainment of essential knowledge of money and credit.


CREDIT EDUCATION AIDS, Associated Credit Bureaus of Illinois, Incorporated, 337 N. Fifth Street, East St. Louis, Illinois 62201. This kit contains the following: visual aids, sample credit bureau report, description of credit reporting language, credit bureau guidelines to protect consumers, truth in lending, and you and your credit bureau.

FAMILY BUDGET SLIDE GUIDE, E-8 (1968), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 10¢ This slide guide budget finder ranges from $250 to $1100 used with Family Budget worksheet.


FAMILY FINANCIAL EDUCATION PROGRAM 2 ACCEPTING CREDIT RESPONSIBILITY, TEACHER GUIDE (1970), Continental Illinois Bank and Trust Company of Chicago, 231 S. LaSalle Street, Chicago, Illinois 60690. This kit includes purpose of teacher guide and accompanying materials, use of materials, the approach, informational learnings, values, attitudes, and appreciations.

LOW INCOME TEACHING KIT ON CREDIT, FES PACKET H. (1968), Division of Home Economics-Federal Extension Service, U.S. Department of Agriculture, Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. 45¢ This kit includes the following: Using Credit Wisely—agent’s guide, Helping Families Use Credit Wisely—program aide’s guide, and the following pamphlets: What is Credit, Where to Get Credit, Should You Use Credit, How to Figure the Dollar Cost of Credit, Your Credit Contract, and Do’s and Don’ts of Credit.

A ONE-WEEK TEACHING UNIT ON CONSUMER CREDIT (1962), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. Some of the teaching materials included in this kit are teacher and student reference book, inventory-achievement test, wall charts, and a radio skit.


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION—INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using material, and learning outcomes for all units.


SMAW SPENDING (1971), Better Business Bureau of New York, Ockett Forward Incorporated, 234 N. Central Avenue, Hartsdale, New York 10530. $20. Included in kit, filmstrips and set of booklets: credit cards, budgeting, food buying, insurance, advertising and selling appeal, cars and car finance, home ownership costs, money management, borrowing, apartment lease, and bank loans.


YOUR TOWN, Public Relations and Marketing Commission, The American Bankers Association, 90 Park Avenue, New York, New York 10016. Various types of loans and accounts mentioned in this kit.

WISE USE OF BUY POWER (1971), Family Financial Education Program, 63 pp. Student case problem situations workbook including all consumer forms used in banking services.

WISE USE OF BUY POWER (1971), Leader Guide, Family Financial Education Program, 88 pp. Text and guidelines for teaching with the accompanying student workbook; includes suggested questions, points of emphasis and activities.

Audio-Visual Materials

BANK RECONCILIATION, Business Education Films, 5113-16 Avenue, Brooklyn, New York 11204. Filmstrip, 35 mm, black and white.

CONSUMER CREDIT CLASSROOM CHARTS, AV-1 (1970), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $1.00 Four educational wall charts.
CONSUMER CREDIT OUTSTANDING CHART, R-5, S. Lees Booth, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 2¢ Chart indicates amounts-types consumer credit outstanding at various types of lending institutions.

CONSUMER FINANCE RATE AND REGULATION CHART, R-6, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 5 pp. 10¢ Factual chart summary of all current cash loans, rates, and ceilings also data on maximum precomputation, credit insurance, and maturity.


THE CREDIT GENERATION, Associated Credit Bureaus, Incorporated, 6767 S.W. Freeway, Houston, Texas 77036. 20 pp. 35.00 80 slides and tape presentations on many uses of credit.

ELEMENTARY CLASS FILMSTRIPS, National Consumer Finance Association, Educational Services Division, 561 Hillgrove Avenue, LaGrange, Illinois 60525.

FAMILY FINANCES FILMSTRIP SERIES TEACHER'S GUIDE, AV-10 (1966), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 8 pp. 15¢.

HOW CREDIT UNIONS HELP IN YOUR COMMUNITY, Visual Education Consultants, Incorporated, 2066 Helena Street, Madison, Wisconsin 53701. Film strip, silent, 35 mm, black and white.

HOW TO USE CONSUMER CREDIT WISELY, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. Filmstrip, 35 mm.

MONEY AND CREDIT MANAGEMENT, AV-7, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $20.00 Two filmstrips, 2 disc recordings, 2 scripts with teacher's guide.

MONEY MANAGEMENT RECORDED DISCUSSION STARTERS, AV-9, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $5.00 Five money management recordings with teacher's guide.

NEW CREDIT SERIES IN COLOR (1969), VEC, Madison, Wisconsin 53701. Single filmstrip, economy and deluxe kits from $6.95 to $25.95.

REGULATION Z, Bank Relations and Public Information Department, Federal Reserve Bank of Chicago, Box 834, Chicago, Illinois 60690. $10.00 or free rental, filmstrip and record on truth in lending.

THE ROLE OF CONSUMERS FILMSTRIP SERIES, AV-8, Joint Council on Economic Education, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $18.00
Three filmstrips with teacher's guide.

TRUTH IN LENDING, Federal Reserve Board, Washington, D.C. 20551. $5.00
Color filmstrip with recor' concerning consumers and what they should know about truth in lending.

TRUTH IN LENDING, 3M Company, Visual Products Division, Box 3344, 3M Center, St. Paul, Minnesota 55101. $35.00 20 color transparencies. Kinds and costs of credit, how and when it should be used.

USING CREDIT WITH UNDERSTANDING, 3M Company, Visual Products Division, Box 3344, 3M Center, St. Paul, Minnesota 55101. $35.00 20 color transparencies. An overall understanding of how consumer credit has played a part in the growth of the economy.

USING SOMEONE ELSE'S MONEY, Journal Films, Incorporated, 909 W. Diversey Parkway, Chicago, Illinois 60614. $22.00 61 frames, color, sound slide films shopping for credit.

WHAT CONSUMERS SHOULD KNOW ABOUT TRUTH IN LENDING, AV-17, Board of Governors of the Federal Reserve System, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $10.00 Filmstrip, 92 frames, and 14 minute 33 1/3 rpm recording.


YOU TAKE THE CREDIT (1969), Westminster Film Ltd., Toronto, Canada. Filmstrip, 78 frames, 8½ minutes with 33 1/3 rpm record.
CHAPTER 8
CLOTHING

Fabrics, legislation, hairpieces, selection, labeling . . .

Booklets and Pamphlets

ABC'S OF FIT, E-419, Michigan State University, Bulletin Office, P.O. Box 231, East Lansing, Michigan 48823.


BE INFORMED ON SAFE BUYING, New Readers Press, Division of Laubach Literacy, 1112½ E. Fayette Street, Syracuse, New York 13210 Foldout. Purchase and care of clothes.

BE BETTER INFORMED ON WISE BUYING, New Readers Press, Division of Laubach Literacy, 1112½ E. Fayette Street, Syracuse, New York 13210 Foldout. Purchase and care of clothes.

BETTER BUYMANSHIP--CLOTHING, Better Buymanship Books, 904 Sylan Avenue, Englewood Cliffs, New Jersey 07632. 64 pp. 50¢ Clothing information for the consumer.


BUYING CHILDREN'S SHOES AND SOX, E-687, Michigan State University, Bulletin Office, P.O. Box 231, East Lansing, Michigan 48823.

BUYING CLOTHES WISELY, Home Economics Department, Pendleton Woolen Mills, 218 S.W. Jefferson Street, Portland, Oregon 97201.

BUYING CLOTHING FOR TOTS, E-399, Michigan State University, Bulletin Office, P.O. Box 231, East Lansing, Michigan 48823.


THE CLOTHES WE WEAR, NEA, Department of Home Economics, 1201 16th Street, N.W., Washington, D.C. 20036.


COLOR, TEXTURE, DESIGN IN SPACE, The Sperry and Hutchinson Company, 3003 E. Kemper Road, Cincinnati, Ohio 45221. 4 pp. Guidelines for an instructor for activities, evaluating students, and teaching aids.
COLOR, TEXTURE, DESIGN IN SPACE, The Sperry and Hutchinson Company, 3003 E.
Kemper Road, Cincinnati, Ohio 45241. 15 pp. Information to consumers concern-
ing color, design, and texture.

CONSIDER YOUR WARDROBE, Department SS, McCall Corporation, Dayton, Ohio
45401. 5¢ Consumer information.

CONSUMER BUYING GUIDES, Education and Consumer Relations, J. C. Penney
Company, Incorporated, 1301 Avenue of the Americas, New York, New York
10019. 5¢.

CONSUMER EDUCATION: A NEW DIRECTION, Proctor & Gamble Company, P.O. Box 599,
Cincinnati, Ohio 45201. Foldout. Facts consumers should know when purchasing.

CONSUMER PRACTICES IN THE BUYING AND USE OF LAUNDRY SUPPLIES AND EQUIPMENT,
Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago,

A DICTIONARY OF TEXTILE TERMS, Dan River Mill, Inc., 111 W. 40th Street,
New York, New York 10018.

DURABLE PRESS, College of Agriculture, University of Connecticut, Storrs,
Connecticut 06268. Folder explains what durable press is and how to care
for it.

DURABLE PRESS, CUNA International, Incorporated, Box 431, Madison, Wisconsin

DURABLE PRESS, H. L. Ahlgren, University of Wisconsin, Madison, Wisconsin.
Foldout on caring for durable press materials.

DURABLE PRESS—A STUDY IN CONSUMER BUYING, Association of Home Appliance
Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. 5¢. Covers
impact of durable press fabrics on public.

ENJOY THE GOOD LIFE, American Sheep Producer's Council, Incorporated, 520
Railway Exchange Building, 909 17th Street, Denver, Colorado 80202. Pamphlet
facts and advantages of wool.

FABRIC TO FABRIC BONDING, H. L. Ahlgren, Cooperative Extension Programs of
University Extension, the University of Wisconsin, Madison, Wisconsin.
Foldout information about bonded fabrics.

FIBERS AND FABRICS, Vogue Pattern Service, P.O. Box 1752, Altoona, Pennsyl-
vania. 35¢ Describes 91 natural fibers and ten manmade fibers.

FIfty YEARS OF LAUNDRY WRITINGS, Association of Home Appliance Manufacturers,

FLAMMABLE FABRics ACT AND PRODucT SAFETY COmmiSSiON (1967), Interstate and
Foreign Commerce, House of Representatives, House Office Building, Washing-
ton, D.C. 313 pp. Hearings before the Subcommittee on Commerce and Fi-
nance of the Committee on Interstate and Foreign Commerce, House of Repre-
sentatives.


GOOD HOUSEKEEPING GUIDE TO THE SELECTION OF STRETCH FABRICS AND EXPANDABLE FASHIONS, Good Housekeeping Bulletin Service, 57th Street and Eighth Avenue, New York, New York 10019. 10¢.


GUIDE TO MAN-MADE FIBERS, Man-Made Fiber Producers Association, Incorporated, 350 Fifth Avenue, New York, New York. 16 pp. Pamphlet indicating care, charts, and basic principles of man-made production.


HIDDEN VALUES HOW TO BUY, COORDINATE, AND WEAR TEEN-AGERS: MISSES' AND WOMEN'S FASHIONS, Consumer Education Division D/703, Sears, Roebuck and Company, Chicago, Illinois. Booklet on how to buy various clothing.


HOW MARIA BOUGHT A NEW DRESS (Spanish Version), Hartford County Extension Service, 6 Grand Street, Hartford, Connecticut 06106. Folder outlines dress purchasing procedures.

HOW TO PLAN A WARDROBE, Good Housekeeping Bulletin Service, 57th Street and Eighth Avenue, New York, New York 10019. 10¢ Wardrobe information for the consumer.

HOW TO SELECT YOUNG UNDERFASHIONS, Consumer Information Services, Department 703, Public Relations, Sears, Roebuck and Company, Chicago, Illinois 60611. 16 pp. Pamphlet.


MAKE SENSE WITH YOUR CLOTHING DOLLAR, Money Management Institute, HFC, Prudential Plaza, Chicago, Illinois. 15¢ Buying information for the consumer.


NATIONAL FAIR CLAIMS GUIDE FOR CONSUMER TEXTILE PRODUCTS (1969), National Institute of Drycleaning, 909 Burlington Avenue, Silver Spring, Maryland 20910. 20 pp. 25¢ Estimates of guide from dry cleaners on life expectancy of articles.


QUESTIONS AND ANSWERS RELATING TO FUR PRODUCTS LABELING ACT AND REGULATIONS, Bureau of Textiles and Furs, 6th and Pennsylvania Avenue, N.W., Washington, D.C. 9 pp. Information to public concerning industries responsibilities under this act.


RECOMMENDED TERMS FOR PERMANENT LABELS ON CONSUMER TEXTILES, Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. 10¢ A guide indicating information in cooperation with the President’s Special Assistant on Consumer Affairs also suggested terminology.


SELECTING AND CARE OF SWEATERS AND KNIT APPAREL, College of Agriculture, University of Illinois, Urbana-Champaign, Illinois. 15 pp.

SERVICEABILITY, E-695, Michigan State University, Bulletin Office, P.O. Box 231, East Lansing, Michigan 48823.


SHOPPING FOR REPAIRABLES, E-669A, Michigan State University, Bulletin Office, P.O. Box 231, East Lansing, Michigan 48823.


TEXTILE LEGISLATION AND IMPLICATIONS FOR ITS USE, Gale L. Vandenberg, University of Wisconsin 53706. 18 pp. Definitions textiles and their uses.


AN UP-TO-DATE GUIDE TO PERMANENT PRESS (1968), Celanese Fibers Marketing Company, 522 Fifth Avenue, New York, New York 10036. Booklet contains questions and answers about permanent press.

A VOLUNTARY INDUSTRY GUIDE FOR IMPROVED AND PERMANENT CARE LABELING OF CONSUMER TEXTILE PRODUCTS (1967), The Technical Committee, National Retail Merchants Association, 100 W. 31st Street, New York, New York 10001. 29 pp. Pamphlet contains uniform terminology that consumers can utilize.

WALKING IN COMFORT, Hartford County Extension Service, 6 Grand Street, Hartford, Connecticut 06106. Information sheet how to buy correct fitting shoes.


WHAT TO KNOW ABOUT SELECTING CHILDREN'S CLOTHES BEFORE BUYING, Hartford County Extension Service, 6 Grand Street, Hartford, Connecticut 06106. Fact sheet how to buy children's clothing.

WHAT TO LOOK FOR WHEN BUYING HOSIERY—HIDDEN VALUES SERIES, Sears, Roebuck and Company, Consumer Education Department, Chicago, Illinois 60607. Essential factors for service of hosiery, appearance, fit, and care.

WHAT TO LOOK FOR WHEN BUYING INFANTS' AND CHILDREN'S CLOTHING—HIDDEN VALUES SERIES, Sears, Roebuck and Company. Purchasing and caring procedures for infants' and children's clothes.

WHAT'S BEHIND THAT LABEL, Extension Division, University of Wisconsin, Madison, Wisconsin.

WHERE AND WHEN DO YOU SHOP FOR CLOTHING, Extension Division, University of Wisconsin, Madison, Wisconsin. Program for buying clothing.
WOOL MARK OF QUALITY, Wool Carpets of America, 360 Lexington Avenue, New York, New York 10017. Pamphlet questions and answers about wool.


Learning Packages for Teachers and Students


FASHIONS & FABRICS—SPRING/SUMMER 1970, No. 83659, 97-19, Educational & Consumer Relations, J.C. Penney Company, Incorporated, 1301 Avenue of the Americas, New York, New York 10019. $1.00 Unit includes bulletin board questions and other materials emphasizing the concept that clothing helps us communicate to others.


HIDDEN VALUES, Consumer Information Services, Sears, Roebuck and Company, Department 703 Public Relations, 7401 Skokie Boulevard, Skokie, Illinois 60076. Packet of sample sets of supplementary material for teaching consumer education in home economics classes.

HOW TO SELECT FABRICS FOR GARMENTS, Educational and Consumer Relations, J. C. Penney Company, Incorporated, 1301 Avenue of the Americas, New York, New York 10019. $3.00 Includes packet of labels, 20 printed buying guides, filmstrip, commentary, wall chart.


LAUNDERING--TEACHER'S KIT, Procter and Gamble, Free Teaching Aids 1970-71, P.O. Box 14009, Cincinnati, Ohio 45214. This kit includes teacher's manual, black and white master drawings inserted in teacher's folder.


PROGRAMED LEARNING INSTRUCTION IN CONSUMER EDUCATION--INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.

PURCHASING FOOD, CLOTHING, FURNITURE, AND APPLIANCES UNIT II, Center for Economic Education, State University of New York at Albany, 135 Western Avenue, Albany, New York 12203. 17 pp. Booklet covering concepts, understandings, and activities.


WHERE AND WHEN DO YOU SHOP FOR CLOTHING, Extension Division, University of Wisconsin, Madison, Wisconsin. A package program on buying clothing.

Audio-Visual Materials


HELP HONE ECONOMICS LEARNING PACKAGES, Consumer Information Services, Sears, Roebuck and Company, Dept. 703—Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. 10 pp. Clothing package-unit is planned to help individuals understand how their values and attitudes influence their selection of clothing.

HOW TO BUY A SWEATER, No. 42032, 97-31, Educational and Consumer Relations, J. C. Penney Company, Incorporated, 1301 Avenue of the Americas, New York, New York 10019. $3.00.

HOW TO BUY SHOES, No. 42029, 97-28, Educational and Consumer Relations, J. C. Penney Company, Incorporated, 1301 Avenue of the Americas, New York, New York 10019. $3.00.

INTERRELATIONSHIPS OF CLOTHING WITH BEHAVIOR, ROLES, AND VALUES, Educational Press, Box 3100, St. Paul, Minnesota 55101. 3M Transparencies.

MANAGING YOUR CLOTHING DOLLAR, Household Finance Corporation, Money Management Institute, Prudential Plaza, Chicago, Illinois 60601. 63 frames, 15-20 min., color.


WARDROBE PLANNING GUIDE—POSTER, Dept. SS, McCall Corporation, Dayton, Ohio 45401. 10¢.

YOUR WARDROBE AND YOU, Household Finance Corporation, Money Management Institute, Prudential Plaza, Chicago, Illinois 60601. $1.75. Filmstrip 63 frames, 15-20 min., color.
CHAPTER 9

FOODS

Additives, costs, types, uses, nutrition, standards, legislation...

Booklets and Pamphlets

ADDITIVES IN OUR FOOD, Food and Drug Administration, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. 8 pp. 15¢ This presents a basic and brief introduction to the problems of food additives.

ARE YOU A WISE SHOPPER, Oscar Mayer and Company, Madison, Wisconsin.


BE INFORMED ON WISE BUYING, Laubach Literacy, 1112 1/2 E. Fayette Street, Syracuse, New York 13210. 12 pp. Foldout indicating how to cut food costs.

BUYER BE WARY (1967), Sidney Margolius, Public Affairs Pamphlet No. 382, Public Affairs Pamphlets, 381 Park Avenue, South, New York, New York 10016. 28 pp. 25¢ Points out major shopping difficulties and gives standards for buying food, clothing, and other goods.


CANNED FOOD TABLES, Home Economics-Consumer Services, National Canners Association, 1133 20th Street, N.W., Washington, D.C. 20036. 8 pp. Pamphlet complete charts concerned with nutritive values of average size servings of canned foods.


CONSUMER BUYING GUIDE--PORK CHOPS, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.


COOKING EQUIPMENT FOR EMERGENCY, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.


CUT FOOD COSTS WHEN YOU SHOP (1968), Ruth Hodgson and Roger Murphy, Cooperative Extension, Cornell University, Ithaca, New York. 5¢ Helpful hints on how to compare costs, how to find the savings.


EASY MEALS THAT PLEASE AND WHAT TO FEED YOUR FAMILY, National Dairy Council, 111 N. Canal Street, Chicago, Illinois 60606. Leaflet written at fourth to fifth grade reading level; available in Spanish.

EATING BETTER FOR LESS, Credit Counseling Centers, Incorporated, Suite 280, Southfield Office Plaza, 17000 W. Eight Mile Road, Southfield, Michigan 48075. Foldout calendar of best food buys.

EMERGENCY PREPAREDNESS INFORMATION, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.


THE FAMILY FOOD AND WATER SUPPLY, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.


FOCUS ON CANNED FOODS, Home Economics-Consumer Services, National Canners Association, 1133 20th Street, N.W., Washington, D.C. 20036. 11 pp. Pamphlet indicates basic foods, pattern menus for one week, and chart nutritive values of average size servings of canned foods.
FOOD ADDITIVES, Manufacturing Chemists Association, 1825 Connecticut Avenue, N.W., Washington, D.C. 20009. Informative pamphlet what are food additives and where do they come from.


FOOD FOR FITNESS, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics folder.


FOOD FOR THE YOUNG COUPLE, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. 16 pp. 10¢. This describes the weekly food plan, gives a week's menus and tells how the couple cuts food costs.

FOOD MARKETING IN LOW INCOME AREAS, Cooperative Extension Service, 2120 Pyffe Road, Columbus, Ohio 43210. 78 pp. 50¢. Facts concerning marketing in low income areas.

FOOD SHOPPERS GUIDE, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.

FOOD SHOPPING HABITS STUDY OF SUPERMARKET SHOPPERS: THEIR BUYING HABITS AND ATTITUDES (1968), Burgoyne Index, Incorporated, 300 Vine Street, Cincinnati, Ohio 45202. 52 pp. $1.00.

FOOD SHOPPING TIPS, C. Thieme, Family Circle Magazine, 488 Madison Avenue, New York, New York 10022. 32 pp. Practical guidelines on shopping for foods, but omitted is information on grades.


FREEZER FOOD PLANS, Better Business Bureau, Suite 205, Garrick Building, 20 W. 6th Street, St. Paul 2, Minnesota. Handouts about meat grades, class, and poultry tips.


GUIDELINES FOR HANDLING PREPACKAGED MEAT IN RETAIL STORES, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 10¢ Miscellaneous on food science.


HAM SHOPPERS GUIDE, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.


HOW TO BE A BETTER SHOPPER, Consumer Relations, The Sperry and Hutchinson Company, 3003 E. Kemper Road, Cincinnati, Ohio 45241. 11 pp. Shopping in supermarkets and etiquette.


HOW TO BUY BUTTER, U.S. Department of Agriculture, Washington, D.C. 20250. Foldout giving different grade information to consumer.

HOW TO BUY CHEESE, U.S. Department of Agriculture, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. 6 pp. This presents direction on how to buy cheddar cheese especially for the beginning shopper.


HOW TO BUY EGGS, U.S. Department of Agriculture, Washington, D.C. 20250. 5¢ Foldout giving tips in selecting, storing, and cooking eggs.

HOW TO BUY FRESH FRUITS, U.S. Department of Agriculture, Washington, D.C. 20250. 15¢ Foldout concerning quality grades.


HOW TO BUY INSTANT NONFAT DRY MILK, U.S. Department of Agriculture, Washington, D.C. 20250. 5¢ Foldout how to store instant nonfat dry milk, advantages, and what label shows.


HOW TO SAVE ON MEAT PURCHASES, Charlotte Dunn and Quin Kolb, University Extension, The University of Wisconsin, Madison, Wisconsin. 5 pp. Facts about grades, storage, and cooking of meat.

HOW TO SELECT AND COOK HAM, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 4 pp. Information on the styles and kinds of ham, the related products, and how to cook and store them.


HOW TO USE USDA GRADES IN BUYING FOOD, DAIRY PRODUCTS, POULTRY, FRUITS AND VEGETABLES, EGGS, MEAT., U.S. Department of Agriculture, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. 12 pp. 10¢ Pamphlet that will provide information on different USDA grade marks on the labels of food and what they mean as to the quality of the product.


IT'S ON THE LABEL, National Canners Association, 1133-20th Street, N.W., Washington, D.C. 20036. This leaflet describes the importance of labels and the effect they have on consumers.


KNOW YOUR CANNED FOODS, National Canners Association, 1133-20th Street, N.W., Washington, D.C. 20036. 7 pp. This booklet describes the various uses of canned goods, recipes, and helpful suggestions for economical buying.


MAKING THE MOST OF YOUR MONEY (1971), Institute of Life Insurance, Educational Division, 277 Park Avenue, New York, New York 10017. 46 pp. Stories about people with consumer problems; workbook pages included.


MONEY MATTERS, Department of Consumer Sales Weights and Measures, 320 N. Clark Street, Chicago, Illinois 60610. Valuable booklet on comparing weights and prices.

MONEY SAVING MAIN DISHES, Superintendent of Documents, Government Printing Office, Washington, D.C. 20402. 46 pp. 20¢ This contains recipes and suggestions for about 150 main dishes which are easy to make and economical.
NEWS FROM CAMPBELL, Home Economics Department, Campbell Soup Company, 375 Memorial Avenue, Camden, New Jersey 08101. Fact sheet on comparison of preparation time and costs for convenience and home prepared foods.


OUR FAMILY PLAN FOR EMERGENCY FOOD, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th., Columbia, Missouri 65201. Extension circular home economics folder.


POCKET GUIDE TO BEEF, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 44 pp. 15¢ Booklet contains helpful tips for buying, carving, and cooking meats.

POCKET GUIDE TO PORK, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 37 pp. 15¢ Contains helpful tips on buying, carving, and cooking pork.


REPORT ON FURTHER CLASSES OF FOOD ADDITIVES, Sales, Section British Information Service, 845 Third Avenue, New York 10022. 28 pp. 60¢ Specifications for some 124 permitted additives are charted.

RETAIL BEEF CUTS, Consumer Services, 10 N. LaSalle Street, Room 250, Chicago, Illinois 60602. Factsheet indicating different beef cuts.


SHOPPING SENSE: IDEAS FOR STRETCHING FOOD DOLLARS, President's Committee on Consumer Interests. 5 pp. Foldout tips for shopping.


STORING MEAT IN HOME REFRIGERATORS, Home Economics Consumer Service Committee, The American Meat Institute, 50 E. Van Buren Street, Chicago, Illinois 60605. 6 pp. Foldout information concerning proper storage of fresh, frozen, cooked, cured, ready to serve, canned, and left-over meats.

THE STORY OF BEEF (1969), American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 10¢ Folder history and marketing of beef, beef cookery, retail and wholesale cuts.


THE STORY OF PORK, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 10¢ Folder behind the scenes, table and details on pork and pork products.


12 SECRETS OF A SMART SHOPPER, Bay Area Neighborhood Development, 3009 16th Street, Room 25, San Francisco, California 94103. 5¢ Consumer information cartoon leaflet, a series of comic style leaflets developed by BAND, an OEO-supported demonstration project.

USING NONFAT DRY MILK IN HOME PREPARED FOODS, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. Extension circular home economics.


WE ARE WHAT WE EAT (1966), Spitze, Hazel, Taylor, & Rotz, Steck-Vaughn Company, P.O. Box 2028, Austin, Texas 78767. 76¢ Third to fourth grade reading level informative material accompanies by reading exercises about eating habits.


WHAT CONSUMERS SHOULD KNOW ABOUT FOOD STANDARDS (1963), Food and Drug Administration, Publication No. 8, Washington, D.C. 20402. 15¢.

WHAT FDA DOES FOR THE FOOD SHOPPER (1968), Maurine B. Neuberger, Food and Drug Administration, Washington, D.C. 20204. 11 pp. An address by the FDA consultant on consumer relations at the Conference on Food in Los Angeles, California.


Learning Packages for Teachers and Students

ACTION ON SERENA STREET, TEACHER'S GUIDE, Colorado Department of Education, Colfax Avenue, Denver, Colorado. 52 pp. $2.50 Fact and fiction about nutrition in simple terms discussion of family eating habits and well-balanced diet.

BE A BETTER SHOPPER: BUYING IN SUPERMARKETS, Heinz B. Biesdorf, Mary Ellen Burris, Mailing Room, Building T, Research Park, Cornell University, Ithaca, New York 14850. $1.50 Separate, self-contained teaching and/or study unit for individuals or groups.

BEEF KIT, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 50¢ Contains eight four color plates showing various cuts of beef plus quiz sheets and cookery information.
Fifteen booklets which contain special literature on the FDA Act on food standards, additive residues, food fallacies and enforcement problem.

FOOD SELECTION AND SERVICE, Visual Products Division, 3M Company, Box 3344, 3M Center, St. Paul, Minnesota 55101. Twenty-three visual aids of food groups, food needs and stages of preparedness.

HELP HOME ECONOMICS LEARNING PACKAGES, ON BEING A CHOOSY CONSUMER, American Home Economics Association, 2010 Massachusetts Avenue, N.W., Washington, D.C. 20036. 19 pp. $2.00. Unit for learning food marketing and pricing practices as a basis for wise management.

HOW TO BE A BETTER SHOPPER, Consumer Relations, The Sperry and Hutchinson Company, 3003 Kemper Road, Cincinnati, Ohio 45241. Teaching Kit.


PORK KIT, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 50¢ Contains eight four color plates showing various cuts of pork plus quiz sheets and cookery information.


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION—INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.

PROTEIN KIT, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 25¢ Contains a large color wall chart showing protein foods and needs for children from ages 3 to 20, fact sheet, master grader and quiz sheets.


TEACHER'S MANUAL—WE ARE WHAT WE EAT, Hazel T. Spitze, Patricia H. Rotz, Steck-Vaughn Company, Austin, Texas. 15 pp. Workbook text provides experiences to develop reading skills, nutrition, food buying, and meal planning knowledge.

THRIFTY KIT, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. 25¢ Contains six color plates and twenty five folders with information on how to get more fresh cut meals from various cuts of meat.

THRIFTY USE OF LARGER CUTS, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605. A lesson on meat.

WHAT'S BEHIND THAT LABEL, University Extension, University of Wisconsin, Madison, Wisconsin. A package program which gives advice on understanding legislation.

Audio-Visual Materials

ADS ADD UP, Mrs. Elsie Fetterman, Home Management Specialist, Cooperative Extension Service, University of Connecticut, Storrs, Connecticut 06268. Slides with tape pointing out what consumers should know about advertising. 50 slides, color.

ANN'S ADDITIVE STORY (ITS MEANING TO YOUR FOOD AND HEALTH), Photograph Division, Office of Information, U.S. Department of Agriculture, Washington, D.C. 20250. $8.00 Thirty six frame, color slide program.

BE A BETTER SHOPPER (1967), Cornell University, Mailing Room, Building 7, Research Park, Ithaca, New York 14850. $20.00 100 slides, color. It includes slides, leader's guide, a set of Better Shopper Record Sheets, a Cost-Weight Table, and a "Be A Better Shopper Bulletin."

CANNED FOOD BUYING GUIDE, National Canners Association, 1133 20th Street, N.W., Washington, D.C. 20036. This poster shows the various can sizes and the ounces they contained.


DECEPTIVE PACKAGING, Consumers' Research, Washington, New Jersey 07882. $5.00 rental. 24 slides, color, 12 minutes.

FEEDING OUR NATION, Wayne State University, Detroit, Michigan 48233. $3.50 35 frames, silent, black and white. Industry involved in harvesting, processing and marketing of food.
FOOD ADDITIVES, Consumers Research, Incorporated, Washington, New Jersey 07882. $5.00 28 slides, color.

THE HOW AND WHY OF PACKAGING (1969), Betty Crocker Department, No. 360, General Mills, Incorporated, 500 Second Avenue, S., Minneapolis, Minnesota 55440. $3.50 For kit containing filmstrip, narration guide and 25 students—a presentation of packaging and labeling for junior and senior high students. 68 frames, color, 15 minutes.

HOW YOU CAN CUT THE COST OF FOOD, Home Economics-Consumer Services, National Canners Association, 1133 20th Street, N.W., Washington, D.C. 20036. $10.00 17 slides, color. This slide presentation shows how to cut the cost of food by becoming an executive shopper.

LAW AND LABELS, Visual Instruction Service, 121 Pearson Hall, Iowa State University, Ames, Iowa 50010. $6.25.


LEARNING FROM LABELS, Evaporated Milk Association, 910 17th Street, N.W., Washington, D.C. 20006. 40 frames.

MEAT SELECTION AND PREPARATION, Visual Products Division, 3M Company, Box 3344, 3M Center, St. Paul, Minnesota 55101. Twenty-three visual aids giving selection and care of meats, and methods of cookery.

MONEY MANAGEMENT FILMSTRIP LIBRARY, Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. $7.00 Five color filmstrips, study guide. Topics: Spending your food dollars, Your world and money, Your money and you, You the shopper, and Managing your clothing dollars.

THE PRICE PUZZLE, Consumer Marketing Information Agents of Michigan State University Cooperative Extension Service. $12.50 Packets contain 80 35 mm kodachrome slides with script, teaching guide.

SCIENCE TELLS WHY...FOOD ADDITIVES, Consumer Information, Manufacturing Chemists Association, 1825 Connecticut Avenue, N.W., Washington, D.C. 20009. $4.00 Filmstrip and recording showing why food additives are used, where they come from and how safety is established from industry and government.


SPENDING YOUR FOOD DOLLARS, Household Finance Corporation, Money Management Institute, Prudential Plaza, Chicago, Illinois 60601. 73 frames, color, 18-25 minutes. $1.75.
SPENDING YOUR FOOD DOLLARS, Institute of Life Insurance, 561 Hillgrove Avenue, LaGrange, Illinois 60625. 73 frames, color, 18-25 minutes.

TEACHING AIDE--FOODS (CAKE SELECTION), Miss Jean Learn, Educational Services, Procter and Gamble Company, P.O. Box 599, Cincinnati, Ohio 45201. Kit includes seven teaching topics and 18 visuals.

TEACHING AIDS, FOODS (FATS AND OILS), Miss Jean Learn, Educational Services, Procter and Gamble Company, P.O. Box 599, Cincinnati, Ohio 45201. Kit includes five teaching topics and 18 visuals.

TO MARKET...TO MARKET, Consumer Relations, The Sperry and Hutchinson Company, 3003 E. Kemper Road, Cincinnati, Ohio 45241. Slide presentation for consumers on art and science of shopping.

YOUR MONEY AND YOU; YOU, THE SHOPPER; MANAGING YOUR CLOTHING DOLLARS; SPENDING YOUR FOOD DOLLARS; YOUR WORLD AND MONEY, Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. $7.00 Six color filmstrips with accompanying study guide.
CHAPTER 10

AUTOMOBILES

Use, ownership, costs, financing, tires, insurance . . .

Booklets and Pamphlets


AN AUTO ACCIDENT—WHAT TO DO IN CASE OF A MISHAP, Illinois State Bar Association, Illinois Bar Center, Springfield, Illinois 62701. Pamphlet giving information what course to follow when an accident occurs.

AUTOMOBILE FACTS AND FIGURES (Annually), Automobile Manufacturers Association, Incorporated, 320 New Center Building, Detroit, Michigan 48202. 70 pp. Statistics on cars and trucks plus other information in booklet.

AUTOMOBILE FACTS AND FIGURES, Automobile Manufacturers Association, Incorporated, 320 New Center Building, Detroit, Michigan 48204. Statistical data on car use, production, taxation, and other areas.


AUTOMOBILES OF AMERICA, Automobile Manufacturers Association, Incorporated, 320 New Center Building, Detroit, Michigan 48204. Brochure lists historic statistics, and names of all cars produced.

CAN YOU PASS THE NATIONAL TIRE-KICKER TEST, Owens-Corning Fiberglas Corporation, Toledo, Ohio. 17 pp. Various quizzes on topics such as safety belted tires, tire wear, tire rotation in booklet.

CHECK CAR, DRIVE SAFE, CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. Information in the booklet about brakes, steering gear, and tires.
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CONSUMER ATTITUDES TOWARD AUTO INSURANCE, Market Facts, Incorporated, 100 S. Wacker Drive, Chicago, Illinois 60606. 132 pp. Report to various insurance companies concerned with consumer attitudes toward possible changes in automobile insurance compensation systems.


COST OF CAR OPERATION STUDY, National Headquarters, 1047 Commonwealth Avenue, Boston, Massachusetts 02215. ALA's cost of car operation study in this pamphlet.

COST OF OPERATING AN AUTOMOBILE (Annual), U.S. Department of Transportation, Federal Highway Administration, Washington, D.C. 20591. Automobile operating costs analyzed.

DO YOU KNOW?? AUTOMOBILE INSURANCE AND INSURANCE FOR THE HOME, Insurance Information Institute, 110 William Street, New York, New York 10038. Pamphlet on automobile insurance and home insurance plus quizzes.

EVERY TEN MINUTES, Educational Division of the Insurance Information Institute, 110 William Street, New York, New York 10038. Leaflet indicates financial responsibility laws and brief test of automobile insurance.

FACTS FOR STUDY, Educational Services, Automobile Manufacturers Association, 320 New Center Building, Detroit, Michigan 48202. 31 pp. Booklet on auto mechanics, driver education, and mathematics.

A FAMILY GUIDE TO PROPERTY AND LIABILITY INSURANCE, The Educational Division of the Insurance Information Institute, 110 William Street, New York, New York 10038. A booklet explaining what everyone should know about insurance for home and car.

FAULT OR NO-FAULT, G. Harry Lindahl, Nolte Center for Continuing Education, University of Minnesota, Minneapolis, Minnesota 55455. 108 pp. $1.00 Booklet on auto insurance reforms, definitions, and other information.


GET THE MOST FOR YOUR MONEY WHEN YOU BUY A CAR (USED OR NEW) (1967), Val Mellman, Cornerstone Library, Simon and Schuster, Incorporated, 630 Fifth Avenue, New York, New York 10020. 144 pp. $1.00 Comprehensive booklet includes good advice on new and used car prices.


HOW TO AVOID FINANCIAL TANGLES (1965), Kenneth C. Masteller, American Institute for Economic Research, Great Barrington, Massachusetts. 126 pp. $1.00 Solution to many financial problems in this economic education bulletin.
HOW TO BUY A USED CAR, Consumer Reports, 256 Washington Street, Mount Vernon, New York 10550. 24 pp. 25¢ Booklet describes 20 tests when making a used car purchase.

INTELLIGENT THINGS YOU CAN ASK YOUR MECHANIC TO DO FOR YOUR CAR (1970), Borg-Warner Corporation, Automotive Parts Division, 11045 Gage Avenue, Franklin, Illinois 60131. 15 pp. Basic questions concerning cars answered in this publication.

INTRODUCTORY BOOK-SAMPLE PROPERTY & LIABILITY INSURANCE POLICIES, The Educational Division of the Insurance Information Institute, 110 William Street, New York, New York 10038. Six basic policies and forms for beginning insurance students college level.

MAKING THE MOST OF YOUR MONEY, Educational Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 47 pp. Chapter devoted to a lesson in buying used cars and other pertinent data.


QUESTION--WHAT DOES IT TAKE TO MAKE YOUR CAR, Automobile Manufacturers Association, Incorporated, 320 New Center Building, Detroit, Michigan 48204. 49 pp. Brochure mentions planning, proving, and producing skills necessary in manufacture of a motor vehicle.


SAVE WHEN YOU BUY A USED CAR, Consumer Service Center, BAND, 3009 16th Street, Room 25, San Francisco, California 94103. Tips when purchasing a used car.


THE WORLD MAKES AN AUTOMOBILE, Automobile Manufacturers Association, Incorporated, 320 New Center Building, Detroit, Michigan 48204. Booklet indicates map listing materials and locating chief sources.


Learning Packages for Teachers and Students

MODERN CONSUMER EDUCATION; FOOD, CLOTHING, AND SHELTER; CARS, FURNITURE, AND APPLIANCES; PROTECTING FAMILY HEALTH AND SECURITY; YOU AND THE LAW; WAYS TO HANDLE MONEY; WAYS TO SHOP, Spencer Division, Grolier Educational Corporation, 825 Third Avenue, New York, New York 10022. $274.50 Included in this multi-media, self-instructional program are 39 lessons, 27 programmed texts, 13 audio cassettes, 2 filmstrips, 180 student record books, instructor's manual, cassette tape player.

MONEY MANAGEMENT: YOUR AUTOMOBILE DOLLAR (1968), Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 40 pp. $3.00 full series, 25¢ each.

PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION--INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.


SMART SPENDING (1971), Better Business Bureau of New York, Olcott Forward Incorporated, 234 N. Central Avenue, Hartdale, New York 10530. $20.00 Included in kit, filmstrips and set of booklets: cars and car finance, home ownership costs, money management, advertising and selling appeal, food buying, budgeting, insurance, credit cards, borrowing, apartment lease, and bank loans.
Audio-Visual Materials

AUTOMOBILE INSURANCE (1965), Director of Educational Relations, Insurance Information Institute, 110 William Street, New York, New York 10038. Filmstrip, 55 frames, 33 1/3 rpm record, color, 17 minutes.

AUTOMOBILE INSURANCE (1968), Insurance Information Institute, 117 W. 46 Street, New York, New York. Filmstrip, color, 33 1/3 rpm record.

BULLETIN BOARD CHART ON AUTOMOBILE INSURANCE, The Educational Division of the Insurance Information Institute, 110 William Street, New York, New York 10038. A 27" x 40" two-color chart of six basic coverages and the property and persons to which it applies.

CHAPTER 11
HOME FURNISHINGS AND MAJOR APPLIANCES

Air-conditioners, furnishings, appliances, furniture, legislation ...

Booklets and Pamphlets

A TO ZERO OF REFRIGERATION, Frigidaire Division, Department of Public Relations, 360 Taylor Street, General Motors Corporation, Dayton, Ohio 45401. Booklet of 95 pages describes principles of refrigeration and operation of modern refrigerator-freezers.

AHAM COOLING LOAD ESTIMATE FORM, 9, Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. Form that enables consumers to calculate size room air conditioner he will need.

ALBUM OF AMERICAN FURNITURE CLASSICS, Martin Schwartz, Johnson's Wax, Consumer Education Department, Racine, Wisconsin. Pamphlet.

ARRANGE YOUR KITCHEN, C729, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 12¢ Circular.


BASIC DRIER BOOK, Whirlpool Corporation, Department of Public Relations, Benton Harbor, Michigan 49022. 15¢ Basic book on dryer techniques.


BE INFORMED ON WISE BUYING--BUYING FURNITURE, Laubach Literacy, 1112 E. Fayette Street, Syracuse, New York 13210. 32 pp. Leaflet on wise buying.


BUYING GUIDE: KITCHEN CUTLERY, C780, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Circular.

BUYING GUIDE, KITCHEN UTENSILS, A MINIMUM SET, F125, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 5¢ Folder.


CARPET AND RUG SELECTION, Texas Agricultural Extension Service, College Station, Texas. Pamphlet.


CHOOSING AND USING YOUR AUTOMATIC CLOTHES DRYER, HXT24, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Publication.


CHOOSING AND USING YOUR AUTOMATIC DISHWASHER, HXT29, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Publication.

CHOOSING AND USING YOUR AUTOMATIC WASHER, HXT27, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th Street, Columbia, Missouri 65201. 8¢ Publication.

CHOOSING AND USING YOUR CLEANING APPLIANCES, HXT56, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Publication.

CHOOSING AND USING YOUR FOOD FREEZER, HXT 26, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Publication.
CHOOSING AND USING YOUR HOUSEHOLD RANGE, HXT28, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th Street, Columbia, Missouri 65201. 8¢ Publication.

CHOOSING AND USING YOUR REFRIGERATOR, HXT25, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Publication.

THE CONCERN FOR QUALITY, National Association of Manufacturers, 277 Park Avenue, New York, New York 10017. Advice after making purchase and returning a purchase in foldout.


CONSUMER FACTS, Cooperative Extension Service, Purdue University, Lafayette, Indiana. Handout different types of sewing machines available.

COOKING AND SERVING, General Electric Housewares Division, Home Economics Department, 1285 Boston Avenue, Bridgeport, Connecticut 06602. Cooking with electric housewares, notebook lessons given.

DIRECTORY OF CERTIFIED REFRIGERATORS AND FREEZERS, Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. 25¢ listing of refrigerators and freezers certified under industry program.

DIRECTORY OF CERTIFIED ROOM AIR CONDITIONERS, 10 Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. 25¢ BTU capacity, amperes, and watts listed certified by AHAM.

DISHWASHER LORE, Consumers Institute, General Electric Company, Louisville. Story of dishwasher plus other considerations: water, detergent, and dinnerware.

THE DISHWASHING BOOK, Calgon Corporation, Department TG, Box 1346, Pittsburgh, Pennsylvania 15230. Guide to dishwashing, solutions to common dishwashing problems.

DOWN THE DRAIN, General Electric Major Appliance and Hotpoint Division, Consumers Institute, Appliance Park, Louisville, Kentucky 40225. Tips on handling food wastes in automatic disposer.

FACTS, FEATURES, FREEDOMS—THREE F’S FOR TEACHING THE AUTOMATIC DISHWASHER, General Electric Major Appliance and Hotpoint Divisions, Consumers Institute, Appliance Park, Louisville, Kentucky 40225. Suggested use for dishwasher in classroom.

FACTS YOU SHOULD KNOW ABOUT ELECTRONIC COOKING, General Electric Major Appliance and Hotpoint Divisions, Consumers Institute, Appliance Park, Louisville, Kentucky 40225. Questions and answers pamphlet on operation of electronic General Electric range and electronic cooking.
FASHIONS IN DINING, Consumer Information Services, Department 703, Public
Brochure discusses various kinds of dinnerware, flatware, and hollow ware.

THE FINE CHINA AND CRYSTAL STORY, Lenox Incorporated, Trenton, New Jersey.
History and how to choose fine china.

FLOORS IN THE HOME, Consumer Education Department, Johnson Wax, Racine,
Wisconsin 53403. Safety Data Sheet on falls published by National Safety
Council.

FOOD WASTE DISPOSERS, O856, Technical Education Services, Mailing Room,
University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201.
5¢ Circular.

GENERAL SHOPPING TIPS TO APPLIANCE SELECTION, General Electric Company,
Home Economics Housewares Division, Bridgeport, Connecticut 06602. Features
to look for when purchasing an appliance in foldout.

GUIDE TO NEW CARPETING, Good Housekeeping Bulletin Service, 57th Street at
8th Avenue, New York, New York. Pamphlet.

HANDBOOK OF HOUSEHOLD EQUIPMENT TERMINOLOGY (1970), American Home Economics
Association, 1600 20th Street, N.W., Washington, D.C. 20009. Generic terms
used with major household appliances, reference for those who work with
and teach equipment.

HOME FREEZERS: THEIR SELECTION AND USE, G 48, Publications Division,
20250. Booklet home freezer information.

HOME IMPROVEMENTS (1971), Robert S. Rosefsky, Suite 3, 7306 1st Avenue,
Scottsdale, Arizona 85251. 25¢ Tips on avoiding rackets and getting the
most for your money.

HOUSEHOLD EQUIPMENT TODAY, Association of Home Appliance Manufacturers,
20 N. Wacker Drive, Chicago, Illinois 60606. Guide to principles of
equipment selection.

HOW TO BUY HOME FURNISHINGS GUIDE, Thomasville, Furniture Industries,
Incorporated, Thomasville, North Carolina. 85 pp. Some of the topics
included in this booklet are upholstered, wood furniture, carpeting,
oriental rugs, and various types of dinnerware.

HOW TO BUY UPHOLSTERED FURNITURE, E. I. Dupont De Nemours and Company,
Incorporated, Textile Fibers Department, Wilmington, Delaware. Pamphlet.

HOW TO CARE FOR YOUR ALUMINUM, The West Bend Company, Public Relations
Department, 400 Division Street, West Bend, Wisconsin 53095. Pamphlet in-
structions for washing and cleaning aluminum cookware.
HOW TO CHOOSE A ROOM AIR CONDITIONER, 8, Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. 10¢ Booklet prepared by Better Business Bureau explains how to choose the room air conditioner best suited for your needs.

HOW TO CLEAN AND CARE FOR FURNITURE, Consumer Education Department, Johnson Wax, Racine, Wisconsin 53403. Bulletin of handy hints.

HOW TO CLEAN RUGS AND CARPETS THE EASY WAY WITH GLORY, Consumer Education Department, Johnson Wax, Racine, Wisconsin 53403. Bulletin of handy hints.

HOW TO HAVE A PRETTIER ROOM, Johnson Wax, Racine, Wisconsin 53403. 16 pp. Fixing a room to match your personality and other information in this brochure.

HOW TO SELECT FLOOR COVERING, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. 14 pp. Tips on construction and quality of floor coverings in booklet.

HOW TO SELECT FURNITURE, Consumer Information Services, Department 703, Public Relations, Sears, Roebuck and Company, Chicago, Illinois 60611. 19 pp. Upholstered and space age furniture discussed in this foldout.

HOW TO SELECT MAJOR HOME APPLIANCES, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. 24 pp. Booklet indicates tips in selecting refrigerators, freezers, and other major home appliances.

HOW TO SELECT PAINT AND WALLCOVERING FOR YOUR HOME, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. 14 pp. Foldout gives hints on selecting color of paint and wallcovering.

HOW TO SELECT WINDOW TREATMENTS, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. 14 pp. Windows treated as decorative asset in booklet.

HOW TO TAKE CARE OF FURNITURE, Johnson Wax, Racine, Wisconsin 53403. 7 pp. Foldout contains handy hints to solve familiar problems.

HOW TO TREAT CARPET PROBLEMS, SPOTS AND STAINS, Consumer Education Department, Johnson Wax, Racine, Wisconsin 53403. Bulletin of handy hints.

KNOW YOUR NYLON CARPET, Chemstrand, 350 Fifth Avenue, New York, New York. Pamphlet.

KNOW YOUR SENSITEMP, General Electric Major Appliance and Hotpoint Divisions, Consumers Institute, Appliance Park, Louisville, Kentucky 40224. Illustrated pamphlet on automatic surface unit which keeps pans at exact temperature.


LET'S TALK ABOUT UPHOLSTERY FABRICS, Kroehler Manufacturing Company, Naperville, Illinois. 8 pp. Foldout indicates tips for choosing, different types of pattern for fabrics for furniture styles.

LIGHTING FOR BETTER LIVING HOME LIGHTING SUMMARY BOOK, Better Light Better Sight Bureau, 750 Third Avenue, New York 17, New York. 11 pp. Booklet gives definitions of lighting terms, information in pictorial form, and other pertinent data.


PREVENTING CHILD ENTRAPMENT IN HOUSEHOLD REFRIGERATORS, 14, Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. 5# "Child-proofing" an empty refrigerator in ten guides.

QUESTION AND ANSWERS ABOUT TEFNON-COATED COOKWARE, The West Bend Company, Public Relations Department, 400 Division Street, West Bend, Wisconsin 53095. Pamphlet with hints about care and use of Teflon-coated cookware.

QUESTION AND ANSWER BOOK--GENERAL ELECTRIC'S SELF CLEANING OVEN, General Electric Major Appliance and Hotpoint Divisions, Consumers Institute, Appliance Park, Louisville, Kentucky 40225. Pamphlet on operation of self-cleaning oven.

ROOM AIR CONDITIONER (1968), Association of Home Appliance Manufacturers, National Better Business Bureau, 230 Park Avenue, New York, New York 10017. 15 pp. Informative publication advises how to get the model suited to your needs.


SELECTING MIXERS AND BLENDERS, C953, College of Agriculture, University of Illinois at Urbana-Champaign, Champaign, Illinois. 4 pp. Circular supplementary material.


SHOPPER'S GUIDE TO HOME CARE PRODUCTS FOR EASY LIVING, Johnson Wax, Racine, Wisconsin 53403. 11 pp. Foldout indicates guide for choosing furniture waxes and other household hints for easy living.


STAINLESS STEEL...CARE AND CLEANING, The West Bend Company, Public Relations Department, 400 Division Street, West Bend, Wisconsin 53095. Pamphlet explains care and use of stainless steel cookware.

THE STYLING AND CRAFTSMANSHIP STORY OF FINE FURNITURE, Thomasville, Furniture Industries, Incorporated, Thomasville, North Carolina. Foldout indicates different styles of furniture and how it is made.

TECHNICAL ASPECTS OF AUTOMATIC DISHWASHING, Economics Laboratory, Incorporated, Home Service Section of Research & Development Division, St. Paul, Minnesota 55101. Explanation of water, dishwasher problems.

THREE EASY RECIPES FOR FINISHING FURNITURE, Consumer Education Department, Johnson Wax, Racine, Wisconsin 53403. Foldout information on stain, shellac, and wax, method, and maintenance tips.


UNDERSTANDING SEPTIC TANK SYSTEMS--AND THEIR USE WITH GARBAGE DISPOSERS, In-Sink-Erator Manufacturing Company, Home Economics Department, Ohio & 21st Street, Racine, Wisconsin 53406. Current FHA information.

VERSATILE ELECTRIC HOUSEWARES, General Electric Housewares Division, Home Economics Department, 1285 Boston Avenue, Bridgeport, Connecticut 06602. Booklet.


WHAT YOU CAN TELL YOUR HUSBAND ABOUT WEST BEND HUMIDIFIERS, The West Bend Company, Public Relations Department, 400 Division Street, West Bend, Wisconsin 53095. Explains operation of humidifiers in booklet.


WHEN YOU BUY A LOUNGE CHAIR, Publications Department, College of Agriculture, University of Connecticut, Storrs, Connecticut 06268. Booklet about purchasing lounge chairs.


WHY'S AND HOW'S OF FOOD WASTE DISPOSING, General Electric Major Appliance and Hotpoint Divisions, Consumers Institute, Appliance Park, Louisville, Kentucky 40225. Booklet explaining the operation of disposers, septic tanks and municipal sewage systems.


YOUR EQUIPMENT DOLLAR, Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 25¢ Indicates suggestions for buying large and small appliances and cookware.

YOUR FURNITURE SELECTION SERIES I: BEFORE YOU BUY, C751, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 5¢ Circular.

YOUR FURNITURE SELECTION SERIES II: UPHOLSTERED FURNITURE, C752, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8¢ Circular.
YOUR FURNITURE SELECTION SERIES III: WOOD FURNITURE, C753, Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 S. 5th, Columbia, Missouri 65201. 8p Circular.

YOUR HOME FURNISHINGS DOLLAR, Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 25p Indicates good design and gives specific guides in purchasing home furnishings.

YOUR SPACE AGE KITCHEN, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. 15 pp. Brochure indicates construction and style information in space age kitchen design.

Learning Packages for Teachers and Students


CHECK-POINTS ON QUALITY WHEN SHOPPING FOR FURNITURE, BUYMANSHIP, Home Furnishings Council, P.O. Box 262, Flossmoor, Illinois 60422. $15.00 Kit includes 30 student copies of "Consumer Buying Facts on Home Furnishings."

DECORATING MADE EASY, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. $5.00 Design in terms of style, color, and arrangement discussed; kit includes six filmstrips, booklet units contain filmstrip with reading script and 50 Hidden Values booklets for coordinated student study.


HOME LAUNDRY CLASSROOM KIT, 28, Association of Home Appliance Manufacturers, 20 N. Wacker Drive, Chicago, Illinois 60606. $15.00 This kit includes 20-20th National Home Laundry Conference Books, 20 Home Laundering Terms booklets, one Specification Book of Home Laundry Appliances, one Fifty Years of Laundry Writings, 20 Automatic Clothes Dryer "Tip" Sheet booklets, 20 Plan a Workroom for Laundry and Other Activities, 20 Time-Saving, Money-Saving Advice from your Repairman, 20 Your Automatic Washer leaflets, 20 Let's Be Realistic and Fair about Appliance Servicing, and 20 Durable Press A Study in Consumer Buying.


HOW TO SELECT WINDOW TREATMENTS, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. $5.00 Windows treated as decorative asset; kit includes six filmstrips, booklet units contain filmstrip with reading script and 50 Hidden Values booklets for coordinated student study.
INSTRUCTOR'S GUIDE TO THE USE AND OPERATION OF GARBAGE DISPOSERS, In-Sink-Erator Manufacturing Company, Home Economics Department, Ohio & 21st Street, Racine, Wisconsin 53406. Educational kit containing all the following In-Sink Material: "Suggested Outline for Teaching the Use and Operation of Garbage Disposers," "Everything Down the Kitchen Sink," "Understanding Septic Tank Systems-and Their Use with Garbage Disposers," "Six Simple Steps to Understanding Electrolysis," as well as folders describing In-Sink-Erator's disposers.

LEARNING ABOUT PORTABLE ELECTRIC APPLIANCES: FOOD BLENDER, ELECTRIC COFFEE MAKER, SPRAY, STEAM AND DRY IRONS, Westinghouse Electric Corporation, Department of Public Relations, 246 E. Fourth Street, Mansfield, Ohio 44902. Includes lesson plan on electric fry pans, broilers, general information.

LET'S DECORATE THE BATHROOM, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. $2.00 Coordination of fixtures, wall, and floor coverings; kit includes six filmstrips, booklet units contain filmstrip with reading script and 50 Hidden Values booklets for coordinated student study.

MODERN CONSUMER EDUCATION: FOOD, CLOTHING, AND SHELTER; CARS, FURNITURE, AND APPLIANCES; PROTECTING FAMILY HEALTH AND SECURITY; YOU AND THE LAW; WAYS TO HANDLE MONEY; WAYS TO SHOP, Spencer Division, Grolier Educational Corporation, 845 Third Avenue, New York, New York 10022. $274.50 Included in this multi-media, self-instructional program are 39 lessons, 27 programmed texts, 13 audio cassettes, 2 filmstrips, 180 student record books, instructor's manual, cassette tape player.

MONEY MANAGEMENT: YOUR FOOD DOLLAR (1968), Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 40 pp. $3.00 full series, 25¢ each. Discussion on spending your food dollar. Series includes Your Budget, Children's Spending, For Young Moderns, Your Clothing Dollar, Your Housing Dollar, Your Home Furnishings Dollar, Your Equipment Dollar, Your Shopping Dollar, Your Automobile Dollar, Your Health and Recreation Dollar, Your Savings and Investment Dollar.


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION--INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.

SMART SPENDING (1971), Better Business Bureau of New York, Olcott Forward Incorporated, 234 N. Central Avenue, Hartsdale, New York 10530. $20.00 Included in kit, filmstrips and set of booklets are apartment leases, credit cards, budgeting, food buying, insurance, advertising and selling appeal, cars and car finance, home ownership costs, money management, borrowing, and bank loans.

SUGGESTED OUTLINE FOR TEACHING THE USE AND OPERATION OF GARBAGE DISPOSERS, In-Sink-Erator Manufacturing Company, Home Economics Department, Ohio & 21st Street, Racine, Wisconsin 53406.


YOUR SPACE AGE KITCHEN, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. $5.00 Kitchen planning related to principles of good management; kit includes six filmstrips, booklet units contain filmstrip with reading script and 50 Hidden Values booklets for coordinated student study.

Audio-Visual Materials

COLOR IN HOME FURNISHINGS, Consumer Information Services, Sears, Roebuck and Company, Department 703, Public Relations, 303 E. Ohio Street, Chicago, Illinois 60611. $12.00 This transparency unit kit includes 10 color transparencies and a "Color in Home Furnishings Study Guide."

EVERYTHING DOWN THE KITCHEN SINK, In-Sink-Erator Manufacturing Company, Home Economics Department, Ohio & 21st Street, Racine, Wisconsin 53406. Chart showing the operation of a garbage disposer.


PORTABLE APPLIANCE WALL CHARTS PERSONAL CARE, COOKING, AND SERVING, General Electric Housewares Division, Home Economics Department, 1285 Boston Avenue, Bridgeport, Connecticut 06602. Charts.
CHAPTER 12
HOUSING

Needs, types, ownership, costs, insurance, legislation . . .

Booklets and Pamphlets

ANNUAL REPORT--EXISTING HOME SALES SERIES, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036. $2.50.


BUILD AMERICA BETTER, ADVISORY TEAM VISITS, Build America Better Committee, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036. What an advisory team does, and what they can do indicated in this booklet.


CLOSING COSTS AND YOUR PURCHASE OF A HOME, American Land Title Association, Box 566, Washington, D.C. 20014. Cartoon pamphlet on purchasing a home.


DO YOU KNOW?? AUTOMOBILE INSURANCE AND INSURANCE FOR THE HOME, Insurance Information Institute, 110 William Street, New York, New York 10038. Pamphlet on automobile insurance, home insurance, and quizzes.


DON'T LIVE WITH MR. BLIGHT!, National Association of Real Estate Boards, 155 E. Superior Street, Chicago, Illinois. Foldout checklist for improving your property.


A FAMILY GUIDE TO PROPERTY AND LIABILITY INSURANCE, 110 William Street, New York, New York 10038. 24 pp. Topics in booklet considered: property insurance for your home, liability insurance for family, cost of insurance for home, and automobile insurance costs.


HOME BUYER'S CHECK LIST, U.S. Savings and Loan League, 221 N. LaSalle, Chicago, Illinois. Foldout check list and facts about home loans.

HOME INSURANCE LEAFLET, Director of Educational Division, Insurance Information Institute, 110 William Street, New York, New York 10038. 6 pp. This leaflet includes various information on home insurance.


THE HOME SELLER'S GUIDE BOOK, National Association of Real Estate Boards, 155 E. Superior Street, Chicago, Illinois. Pamphlet includes tips on selecting a realtor, realistic sales prices, and sprucing up the property.


HOUSING: A MAJOR FAMILY EXPENSE, Education Department CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. 5 pp. Pamphlet fact sheet concerning either buying or renting a home.


HOW FHA HELPS ON HOME TRADE-INS, U.S. Department of Housing and Urban Development, Federal Housing Administration, Washington, D.C. Informative pamphlet on FHA activities that aid the consumer.

HOW FHA HELPS THE HOME BUYER, American Land Title Association, Box 566, Washington, D.C. 20014. Foldout indicates consumer information how FHA helps home buyer.


HOW TO FINANCE YOUR HOME, Lester David, New York Life Insurance Company, Box 10, Madison Square Station, New York, New York 10010. 23 pp. Pertinent data in pamphlet on financing a home.

HOW TO HOLD DOWN HOME MAINTENANCE COSTS, Arthur M. Watkins, New York Life Insurance Company, Box 10, Madison Square Station, New York, New York 10010. 23 pp. Pamphlet information considers a few of the following topics: heating systems, cutting fuel bills, and other tips.

HOW TO MAKE THE BEST SALE OF YOUR HOUSE, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036.


AN IMPORTANT SESQUICENTENNIAL MESSAGE AND REPORT TO COOK COUNTY PROPERTY OWNERS, Sidney R. Olsen, Room 120, County Building, Chicago, Illinois 60602. Foldout indicating Torrens System information.

THE IMPORTANCE OF THE ABSTRACT IN YOUR COMMUNITY, American Land Title Association, Box 566, Washington, D.C. 20044. Easy to read cartoon pamphlet indicates abstract importance.

INFORMATION ABOUT NEIGHBORHOOD CONSERVATION, Detroit Housing Commission, Neighborhood Conservation, 2211 Orleans, Detroit 7, Michigan. Booklet indicates many phases of conservation.

INTRODUCTORY BOOK—SAMPLE PROPERTY & LIABILITY INSURANCE POLICIES, Director of Educational Division, Insurance Information Institute, 110 William Street, New York, New York 10038. Six basic policies and forms for beginning insurance students college level.


LOW COST HOUSING DEMONSTRATION PROJECT, California Department of Housing and Community Development, 1121 "O" Street, Sacramento, California. 60 pp. Study indicates methods of building for inexpensive housing, different family dwellings, costs of building features, and other factual data.


PHILADELPHIA HOUSING INFORMATION SERVICE, U.S. Department of Housing and Urban Development, Washington, D.C. 20410. 41 pp. 50¢ Booklet discusses this experimental project findings and conclusions.


SAFEGUARDS OF FREEDOM THRIFT AND HOME OWNERSHIP (1961), United Savings and Loan League, 221 N. LaSalle Street, Chicago, Illinois 60601. 62 pp. Book written to help students understand problems and advantages of developing sound thrift habits and achieving home ownership.
SELECTED PROGRAMS OF HUD, U.S. Department of Housing and Urban Development, Washington, D.C. 20410. Twenty-two programs are listed in this foldout.

SENIOR CITIZENS, Department of Housing and Urban Development, Room 1500, 360 N. Michigan Avenue, Chicago, Illinois 60601. Foldout discusses various HUD programs.

7 WAYS TO REDUCE FUEL CONSUMPTION IN HOUSEHOLD HEATING...THROUGH ENERGY CONSERVATION, President's Committee on Consumer Interests, Washington, D.C. 20506. Booklet discusses such topics as storm windows, insulation, heating plants, draperies, attic air leakage, and utilities.

7 WAYS WE CAN SELL YOUR HOUSE, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036.

THE SUBURBAN NOOSE, Interfaith Housing Corporation, 120 Boylston Street, Boston, Massachusetts 02116. A non-profit housing development for modest-income family in Metropolitan Boston.


TEN WAYS YOU CAN HELP YOUR REALTOR SELL YOUR HOUSE MORE PROFITABLY, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036.


WHAT TO LOOK FOR WHEN BUYING AN EXISTING HOUSE, National Association of Real Estate Boards, 1300 Connecticut Avenue, N.W., Washington, D.C. 20036.


Learning Packages for Teachers and Students

A DEPARTMENT STORE IN THE CLASSROOM, Consumer Information Services, Department 703-Public Relations, Sears, Roebuck and Company, 7401 Skokie Boulevard, Skokie, Illinois 60076. 39 pp. $1.00 This unit includes objectives, concepts, teaching techniques, community resources, and guidelines for use of newspapers and magazines.

LANDLORD AND TENANT, Houghton Mifflin, Boston, Massachusetts. $1.00 Designed to be unit textbook covers all aspects of renting housing.

MODERN CONSUMER EDUCATION: FOOD, CLOTHING, AND SHELTER; CARS, FURNITURE, AND APPLIANCES; PROTECTING FAMILY HEALTH AND SECURITY; YOU AND LAW; WAYS TO HANDLE MONEY; WAYS TO SHOP, Spencer Division, Grolier Educational Corporation, 845 Third Avenue, New York, New York 10022. $219.50 Included in this multi-media, self-instructional program are 39 lessons, 27 programmed texts, 13 audio cassettes, 2 filmstrips, 180 student record books, and instructor's manual.


SPECULATION, Crea Tek Games, Box 25297, Los Angeles, California 90025. Dynamic real estate game.

SMART SPENDING (1971), Better Business Bureau of New York, Olcott Forward Incorporated, 234 N. Central Avenue, Hartsdale, New York 10530. $20.00 Included in kit, filmstrips and set of booklets: home ownership costs, money management, cars and car finance, advertising and selling appeal, food buying, budgeting, insurance, credit cards, borrowing, apartment leases, and bank loans.

Audio-Visual Materials

BULLETIN BOARD CHART ON HOME INSURANCE, Director of Educational Division, Insurance Information Institute, 110 William Street, New York, New York 10038. 27" x 40" two-color chart picturing property covered and the perils insured.

BUYING A HOUSE, Journal Films, Incorporated, 909 W. Diversey Parkway, Chicago, Illinois 60614. $22.00 76 frames, color, sound slidefilm. Planning and legal considerations when purchasing a home.

PATTERNS FOR PROTECTION, Insurance Information Institute, 117 W. 46 Street, New York, New York. $5.00 Filmstrip, color, 33 1/3 rpm record.
CHAPTER 13
MONEY MANAGEMENT

Problems, goals, budgeting, aids...

Booklets and Pamphlets


BETTER HOMES AND GARDENS UNDERSTANDING AND USING ECONOMICS (1966), Meredith Corporation, Magazine Division, Des Moines, Iowa 50303. 41 pp. Theory and practice money management booklet.

A DATE WITH YOUR FUTURE (1970), Educational Division, Institute of Life Insurance, Health Insurance Institute, 277 Park Avenue, New York, New York 10017. 34 pp. This pamphlet includes such topics as shaping your future, skills for your future, the job in your future, the wedding in your future, and the family in your future.


HOW TO AVOID FINANCIAL TANGLES (1965), Kenneth G. Masteller, American Institute for Economic Research, Great Barrington, Massachusetts. 126 pp. $1.00 Solution to many financial problems in this economic education bulletin.
HOW TO CONTROL YOUR MONEY (1967), J. W. Turner and Associates, 10719 S. Western Avenue, Chicago, Illinois 60643. 32 pp. $1.00 One page of text and instructions followed by 31 detailed record keeping sheets for one year's use.


MAKING THE MOST OF YOUR MONEY, Educational Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 47 pp. Various topics include buying used cars, easy payment plans, more economy in the supermarket.


WHY, Credit Counseling Centers, Incorporated, Suite 280, Southfield Office Plaza, 17000 W. Eight Mile Road, Southfield, Michigan 48075. Foldout describes the functions of this counseling center in providing for education, rehabilitation, and department management.

YOU AND YOUR MONEY, Goble, Steck-Vaughn Company, P.O. Box 2028, Austin, Texas 78767. 72¢ Consumer buying and money management information for adults and older youth—third to fourth grade level.

YOUR CREDIT HEALTH, Credit Counseling Centers, Incorporated, Suite 280, Southfield Office Plaza, 17000 W. Eight Mile Road, Southfield, Michigan 48075. Foldout gives advice on how to prevent and cure financial illness.
Learning Packages for Teachers and Students

THE BUDGET AS A MEANS TO AN END HOME ECONOMICS EDUCATORS PACKAGES, Stock No. 261-08406, Home Economics Education Association, National Education Association, 1201 16th Street, N.W., Washington, D.C. 20036. 14 pp. $1.25 Teacher-student section, instructional approach, pre-test and post test, and four lessons contained in this kit.

CLASSROOM KIT--ONE-WEEK ADVANCED TEACHING UNIT ON CONSUMER CREDIT, K-7, Educational Services Division, National Consumer Finance Association, 16th Street, N.W., Washington, D.C. 20036. $9.75 Included in this kit are charts, radio script, inventory test, quiz, budget slide guide, and worksheets.

FAMILY FINANCIAL EDUCATION PROGRAM FOR ADULTS, Continental Illinois National Bank and Trust Company of Chicago, 231 S. LaSalle Street, Chicago, Illinois 60670. $2.50 This package kit includes both the Wise Use of Buy Power leader guide and workbook for student.

FAMILY MONEY MANAGEMENT COUNSELING KIT, K-2, Carl F. Havner, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $1.00 Content includes budget slide guide, worksheet, goals spread sheet, spending spread sheet, and pamphlets.


MONEY AND SHOPPING (1970), B. G. Olsen, Department of Adult and Community College Education, North Carolina State University Adult Learning Resources Project, Raleigh, North Carolina. 49 pp. Booklet 421 No. 2--program learning instruction in obtaining the most for your money.


MONEY MANAGEMENT RECORDED DISCUSSION STARTERS TEACHER'S GUIDE (1970), AV-13, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 16 pp. 75¢ Projects and bibliography is included.

PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION--INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.


RESOURCE AND REFERENCE TEACHER'S KIT, K-3, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. $2.50 Kit includes charts, newsletter, yearbook, various other consumer credit and money management information.


SMART SPENDING (1971), Better Business Bureau of New York, Olcott Forward Incorporated, 234 N. Central Avenue, Hartsdale, New York 10530. $20.00 Filmstrips and set of booklets: money management, home ownership costs, cars and car finance, advertising and selling appeal, food buying, budgeting, insurance, credit cards, borrowing, apartment leases, and bank loans.

TEACHER'S KIT--TWO-WEEK BASIC TEACHING UNIT ON CONSUMER CREDIT, K-4, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. Unit consists of a comprehensive teacher's manual and student materials packet.

YOUR GUIDE FOR TEACHING MONEY MANAGEMENT (1968), Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 30 pp. 25¢ Booklet indicates seven concepts: values and goals, money income, money management, consumer buymanship, consumer credit, savings, insurance and investments, and consumer rights and responsibilities.

Audio-Visual Materials

FAMILY BUDGET SLIDE GUIDE KIT, K-1, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 11¢ Includes guide and worksheet.

MONEY MANAGEMENT FILMSTRIP LIBRARY, Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. $7.00 Five color filmstrips, study guide. Topics: spending your food dollars, your world and money, your money and you, you the shopper, and managing your clothing dollars.

PERSONAL FINANCIAL PLANNING FILM TEACHER'S GUIDE, AV-14 (1969), Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 4 pp. 15¢
YOUR MONEY MATTERS (1969), Westminster Film Ltd., Toronto, Canada. Filmstrip, 78 frames, 8½ minutes with 33 1/3 rpm record.
CHAPTER 14
SAVINGS

Associations, pensions, bonds, banking services . . .

Booklets and Pamphlets


CREDIT UNIONS, CUNA International, Incorporated, Box 431, Madison, Wisconsin 53701. History and advantages of credit unions in pamphlet.

CURRENT INCOME SERIES H SAVINGS BONDS (1968), Treasury Department, Washington, D.C. Information concerning buying, interest, and maturity in pamphlet on Series H Savings Bonds.


INFORMATION ABOUT FREEDOM SHARES -- U.S. SAVINGS NOTES (1968), U.S. Savings Bonds Division, Department of the Treasury, Washington, D.C. Transferability, interest, and redemption information given in pamphlet.
INFORMATION ABOUT SERIES E AND H SAVINGS BONDS (1970), Department of the Treasury, Washington, D.C. Pamphlet indicates where to buy, interest, and maturity on both types of savings bonds.


IT'S FUN TO SAVE--FOR WHAT YOU WANT, Channing L. Bete Company, Incorporated, Greenfield, Massachusetts. 15 pp. Scriptographic booklet.


SAVINGS MAKES DOLLARS AND SENSE, Credit Counseling Centers, Incorporated, Suite 280 Southfield Office Plaza, 17000 W. Eight Mile Road, Southfield, Michigan 48075. Importance and tricks to save given in booklet.


WISE USE OF BUY POWER (1971), Family Financial Education Program, 63 pp. Student case problem situations workbook including all consumer forms used in banking services.

WISE USE OF BUY POWER (1971), Leader Guide, Family Financial Education Program, 88 pp. Text and guidelines for teaching with the accompanying student workbook; includes suggested questions, points of emphasis and activities.

YOU AND YOUR MONEY, Federal Reserve Bank of Richmond, Richmond, Virginia 23213. Scriptographic pamphlet on earning, spending, and saving money.

YOUR ILLINOIS BANKS (1969), E. C. Ailt, Illinois Bankers Association, 188 W. Randolph Street, Chicago, Illinois 60601. 36 pp. Pamphlet includes such topics as the big bank mystery, what's a bank, savings and checking accounts, and money management.

YOUR INSURED DEPOSIT, Federal Deposit Insurance Corporation, 550 17th Street, N.W., Washington, D.C. 20429. 8 pp. Booklet answers such questions as FDIC operation, accounts single holder, joint accounts and testamentary accounts.

Learning Packages for Teachers and Students


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION—INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.

YOUR GUIDE FOR TEACHING MONEY MANAGEMENT, Money Management Institute, Household Finance Corporation, Prudential Plaza, Chicago, Illinois 60601. 30 pp. 25¢ Indicates tips for successful teaching of money management.

Audio-Visual Materials

HOW SAVINGS HELP YOUR COMMUNITY, Visual Education Consultants, P.O. Box 52, Madison, Wisconsin 53701. $4.00 35 mm, black and white, silent. Filmstrip indicates how smallest amount of savings helps economic community.
CHAPTER 15
INVESTMENTS

Types, yearbooks, commodities, exchanges, how to invest, social security . . .

Booklets and Pamphlets

AMERICAN INVESTOR YEARBOOK, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 48 pp. Exchange operations featured plus other informative data.

AMERICAN STOCK EXCHANGE INDEX SYSTEM, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 6 pp. Three related indexes provided by Amex for market evaluation.

AMEX DATABOOK (Annual), Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 64 pp. $1.00 Tables, charts, and graphs, including Exchange history.

THE ANATOMY OF A BOND CAMPAIGN, Investment Bankers Association of America, 125 13th Street, Washington, D.C. 20004. 29 pp. Pamphlet indicates mechanics of conducting public relations, publicity, and educational campaign in conducting a bond campaign.

ANNUAL REPORT, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. Financial structure of previous year plus other information.

ANSWERING QUESTIONS ABOUT TRUST FUNDS, Manufacturers Hanover Trust, 350 Park Avenue, New York, New York 10022. 10 pp. Pamphlet includes such topics as what is a trust, advantages of a trust, and what is a testamentary trust.

THE BALANCE OF PAYMENTS (1968), Public Information Department, New York, New York 10045. The deficit is discussed in this booklet.

BEFORE YOU SPECULATE, Chicago Mercantile Exchange, 130 N. Franklin Street, Chicago, Illinois 60606. 7 pp. Tips on speculating in booklet.


THE CHICAGO BOARD OF TRADE—A COMMODITY EXCHANGE, The Chicago Board of Trade, Public Information and Education Department, 111 W. Jackson Boulevard, Chicago, Illinois 60604. Information about Chicago's Board of Trade given in this foldout.

DECADES OF AMERICAN STOCK EXCHANGE DIVIDENDS, American Stock Exchange, 86 Trinity Place, New York, New York 10006. Booklet contains information about stocks according to industrial classification and other pertinent data.


FUTURES TRADING IN LIVE BEEF CATTLE, Chicago Mercantile Exchange, 110 N. Franklin Street, Chicago, Illinois 60606. Rules and regulations for futures trading given in this pamphlet.

FUTURES TRADING IN LIVE HOGS, Chicago Mercantile Exchange, 110 N. Franklin Street, Chicago, Illinois 60606. 11 pp. Charts and graphs in this informative pamphlet.

HEDGING HIGHLIGHTS, Public Information and Education Department, Chicago Board of Trade, 111 W. Jackson Boulevard, Chicago, Illinois 60604. 18 pp. Charts and graphs plus other information in this booklet.


HOW TO BUY STOCKS, Louis Engel, Cash Sales Department, Bantam Books, 666 Fifth Avenue, New York, New York 10019. 95¢.
HOW TO GET MORE OUT OF FINANCIAL NEWS (1967), Dow Jones & Company, Incorporated, Educational Service Bureau, P.O. Box 300, Princeton, New Jersey 08540. 16 pp. Helpful hints concerning financial news in booklet.


HOW TO INVEST IN STOCKS AND BONDS (1967), Merrill Lynch, Pierce, Fenner & Smith, Incorporated, 70 Pine Street, New York, New York 10005. 31 pp. Booklet indicates where, how, and when to purchase stocks and bonds.


HOW TO READ AN ANNUAL REPORT, Stuart Chase, Standard Oil Company (New Jersey), Room 1626, 30 Rockefeller Plaza, New York, New York 10020. 16 pp. Booklet indicates information concerning double entry bookkeeping, income statements, and depreciation.

HOW TO READ FINANCIAL STATEMENTS, Investment Dealers' Association of Canada, 112 King Street West, Toronto 1, Ontario. 32 pp. $1.00 Interpreting financial statements in terms of ratios, trends, balance sheets, profit and loss statements, mixed, and value ratios.

IDAHO POTATO FUTURES, Chicago Mercantile Exchange, 110 N. Franklin Street, Chicago, Illinois 60606. 10 pp. Inspection certificates, reconsignment, strikes, and margin requirements discussed in booklet.


INFORMATION ABOUT SERIES E SAVINGS BONDS (1968), Department of Treasury, Washington, D.C. Buying, interest, maturity information, and redemption value chart in foldout.


INVESTMENT BANKING, Better Business Bureau, Educational Division, Boston, Massachusetts. 16 pp. Facts about how the investor and job seeker are served by investment banks in pamphlet.
INVESTMENT CLUB HANDBOOK, Thomson & McKinnon, 2 Broadway, New York, New York. 7 pp. Membership and types of meetings indicated in this booklet.


THE INVESTOR IN AMERICAN HISTORY, New York Stock Exchange, 11 Wall Street, New York, New York. 6 pp. Information on technology, capital, and economic changes.


JOURNEY THROUGH A STOCK EXCHANGE, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 24 pp. 10¢ Cartoon book of small boy looking at the stock exchange.


LISTING REQUIREMENTS CARD, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 2½" by 4" wallet card.

MANAGEMENT & OPERATIONS, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. Executives, operations, directors, and supervisors in securities business. 20¢

MARKET FOR MILLIONS, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. Role and functions of a stock exchange to national economy.

MARKETING GRAIN THROUGH A GRAIN EXCHANGE, University of Illinois, College of Agriculture, Public Information and Education Department, Chicago Board of Trade, 111 W. Jackson Boulevard, Chicago, Illinois 60604. 32 pp. Information about speculators, speculation, and "jargon" of the marketplace in pamphlet.

MONEY IN YOUR LIFE, Woman's Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 37 pp. Content includes these six topics: your attitudes and your money, a system for your spending, your financial tools, your future-opportunities and risks, rounding out your financial planning, and getting started.

MUTUAL FUND FACT BOOK (Annual), Investment Company Institute, 1775 K Street, N.W., Washington, D.C. 20006. 96 pp. Some topics in this booklet include information on mutual funds, history, regulation, taxation, and glossary of terms.


THE NEW YORK FOREIGN EXCHANGE MARKET, Alan R. Holmes, Francis H. Schott, Federal Reserve Bank of New York, New York, New York 10045. 64 pp. 25¢ Booklet includes charts, tables, and such topics as the following: basis of foreign exchange market, organization of the market, and instruments of the market.


NOW THAT YOU HAVE OPENED AN ACCOUNT... (1970), New York Stock Exchange, 86 Trinity Place, New York, New York 10006. 9 pp. Pamphlet includes information on cash accounts, paying for stock, ex-dividend, odd lots, commissions, unlisted securities, and confirmations.

THE ODD LOT DEALER SYSTEM ON THE NEW YORK STOCK EXCHANGE, Carlisle DeCoppet & Company, 2 Broadway, New York, New York 10004. 48 pp. Various topics in booklet include odd-lot dealer systems, differential, transactions, and short selling.


PLANNING FOR COLLEGE COSTS (1963), Sidney Sulkin, New York Life Insurance Company, Box 10, Madison Square Station, New York, New York 10010. 23 pp. Tips on financing and loans mentioned in booklet.

PRICE AND LOAN PROTECTION THROUGH HEDGING, Chicago Mercantile Exchange, 110 N. Franklin Street, Chicago, Illinois 60606. 11 pp. Describes the general nature of hedging in booklet.

PRICE: LANGUAGE OF THE MARKETPLACE, A GRAIN GROWER’S GUIDE, Public Information and Education Department, Chicago Board of Trade, 141 W. Jackson Boulevard, Chicago, Illinois 60604. 45 pp. Booklet includes information on reason price ups and downs, grain grading system relates price to value, and markets increase selling choices.

PRIMARY MARKET PROTECTION ON ODD LOTS (1969), Pacific Coast Stock Exchange, 618 Spring Street, Los Angeles, California 90014. Information on types of orders and exceptions indicated in foldout.


PROTECT YOUR TURKEY INVESTMENT, Chicago Mercantile Exchange, 110 N. Franklin Street, Chicago, Illinois 60606. 8 pp. Various information in booklet concerning hedging.


SOCIAL SECURITY PROGRAMS IN THE UNITED STATES (1968), Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. 120 pp. 55¢ Booklet also contains programs for special groups such as veteran's benefits.


SOCIAL SECURITY PROGRAMS IN THE UNITED STATES (1968), Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. 120 pp. 55¢ Booklet also contains programs for special groups such as veteran's benefits.

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SOCIAL SECURITY PROGRAMS IN THE UNITED STATES (1968), Superintendent of Documents, U.S. Government Printing Office, Washington, D.C. 20402. 120 pp. 55¢ Booklet also contains programs for special groups such as veteran's benefits.
TYPES OF ORDERS, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 15 pp. Bids and order on Amex.

TYPES OF ORDERS BIDS AND OFFERS, Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 15 pp. Booklet contains information concerning explanation of orders.


VISIT THE AMEX, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. 8 pp. What to see when visiting the Amex.


WHAT EVERYBODY OUGHT TO KNOW ABOUT THIS STOCK AND BOND BUSINESS, Merrill Lynch, Pierce, Fenner & Smith, Incorporated. 30 pp. Tips concerning stocks and bonds in this booklet.


Learning Packages for Teachers and Students

INVESTMENTS UNIT IX (1969), Martin Rosen, John Marriam, Angelo Root, Edward Clingen, New York State Council on Economic Education, State University of New York at Albany, 135 Western Avenue, Albany, New York 12203. 19 pp. 25¢ This kit includes concepts, understandings, vocabulary, attitudes and abilities, and activities.

MODERN CONSUMER EDUCATION: FOOD, CLOTHING, AND SHELTER; CARS, FURNITURE, AND APPLIANCES; PROTECTING FAMILY HEALTH AND SECURITY; YOU AND THE LAW; WAYS TO HANDLE MONEY; WAYS TO SHOP, Spencer Division, Grolier Educational Corporation, 845 Third Avenue, New York, New York 10022. $249.50 Included in this multi-media, self-instructional program are 39 lessons, 27 programmed texts, 13 audio cassettes, 2 filmstrips, 180 student record books, and instructor's manual.


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION—INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all twelve units given.


TEACHERS' MANUAL—TO ACCOMPANY YOU AND THE INVESTMENT WORLD, New York Stock Exchange, 11 Wall Street, New York, New York 10005. 19 pp. Some of the topics include using the text, supplementary resources, teaching practices, and how to read the ticker tape.


Audio-Visual Materials

DOLLARS FOR SECURITY, Association Films, Incorporated, 600 Grand Avenue, Ridgefield, New Jersey 07657. 62 frames, 35 mm, color, and silent. Filmstrip discusses effects of financial security on members of a high school class.
CHAPTER 16
LIFE INSURANCE

Types, needs, wills, social security . . .

Booklets and Pamphlets


CHANCES ARE... (1970), Insurance Information Institute, 110 William Street, New York, New York 10038. 32 pp. Booklet is programmed instruction through probability.

A DATE WITH YOUR FUTURE (1970), Educational Division, Institute of Life Insurance, Health Insurance Institute, 277 Park Avenue, New York, New York 10017. 34 pp. Booklet is programmed instruction through probability.

DEATH AND FAMILY FINANCES, Donald I. Rogers, New York Life Insurance, Box 10, Madison Square Station, New York, New York 10010. 22 pp. Booklet is programmed instruction through probability.

DECADE OF DECISION, Educational Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 55 pp. Pamphlet considers decisions concerning choosing a career, marriage, and raising a family.

5 WARNINGS ABOUT JOINT TENANCY AND YOUR ESTATE, Manufacturers Hanover Trust, 350 Park Avenue, New York, New York 10022. Information concerning property, taxes, administration expenses, and gift taxes in foldout.


HANDBOOK OF LIFE INSURANCE (1969), R. Wilfred Kelsey and Arthur C. Daniels, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 87 pp. Pamphlet is used as textbook or reference in simple language.

HOW MUCH WILL IT COST TO SETTLE YOUR ESTATE?, Manufacturers Hanover Trust, 350 Park Avenue, New York, New York 10022. Information concerning property, taxes, administration expenses, and gift taxes in foldout.

INSURANCE FACTS (Annually), The Insurance Information Institute, 110 William Street, New York, New York 10038. Foldout indicates regulation, net premiums, and facts about losses.
LIFE INSURANCE FACT BOOK (Annually), Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 128 pp. Some of the content of this booklet includes life insurance ownership, life insurance benefits payments, annuities, selection of risks, and glossary.

LIFE INSURANCE PRICE MEASUREMENT, Series No. 66 (1969), Joseph M. Belth, Bureau of Business Research, Indiana University, Bloomington, Indiana 47401. 24 pp. $1.00 Fifteen companies costs of life insurance are compared in this publication.

A LOOK AT YOUR INSURANCE NEEDS, Education Department, CUHA International, Incorporated. 5 pp. Consumer fact booklet on life, health, automobile, and property insurance.


POLICIES FOR PROTECTION--HOW LIFE INSURANCE & HEALTH INSURANCE WORK (1969), Educational Division, Institute of Life Insurance, Health Insurance Institute, 277 Park Avenue, New York, New York 10017. 31 pp. Contains information on life, health, personal insurance, puzzles, and glossary of terms.

PRACTICAL SUGGESTIONS ABOUT YOUR WILL, Manufacturers Hanover Trust, 350 Park Avenue, New York, New York 10022. 10 pp. Booklet indicates how to avoid hardship and needless expense by making a well-drawn will.


THE SEARCH FOR ECONOMIC SECURITY, #173, Educational Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 64 pp. Historical perspective to current American attitudes toward economic security in pamphlet.


STATEMENT OF JOSEPH M. BELTH ON S. 3201 (1970), Bureau of Business Research, Graduate School of Business, Indiana University of Bloomington, Indiana 47401. 12 pp. $1.00 Discrepancies in reporting life insurance costs indicated in publication.


WHAT IS A WILL--AND DO YOU NEED ONE? (1971), Robert S. Rosefsky, Suite 3, 7306 1st Avenue, Scottsdale, Arizona 85251. 25¢ Advantages of a will and estate planning in booklet.

WHO ARE YOUR HEIRS; IF YOU MAKE NO WILL?, Trust Department, First National Bank in Dekalb, Dekalb, Illinois 60115. Booklet.

WHY YOU NEED A BANK AS YOUR EXECUTOR, Manufacturers Hanover Trust, 350 Park Avenue, New York, New York 10022. 9 pp. Tasks of executor and cost mentioned in this booklet.


WHY YOU SHOULD HAVE A WILL, Lester David, New York Life Insurance Company, Box 10, Madison Square Station, New York, New York 10010. 22 pp. Advantages of having a will in booklet.

YOUR RETIREMENT, A DISCUSSION OF YOUR FINANCIAL RESOURCES AND HOW YOU MIGHT USE THEM, Women's Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017.


YOUR WILL: A PLAN FOR THE FUTURE, CUWA International, Incorporated, Box 431, Madison, Wisconsin 53701. 5 pp. Advantages to having a will in this informative consumer fact pamphlet.
Learning Packages for Teachers and Students


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION--INSTRUCTOR’S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all units.


SMART SPENDING (1971), Better Business Bureau of New York, Olcott Forward Incorporated, 234 N. Central Avenue, Hartsdale, New York 10530. $20.00 Included in kit, filmstrips and set of booklets on insurance, advertising and selling appeal, cars and car finance, home ownership costs, money management, food buying, budgeting, credit cards, borrowing, apartment leases, and bank loans.

WHAT IT DOES, HOW IT WORKS, HOW MUCH WORK YOU NEED, WHO GETS BENEFITS, SSI-623-1 (1968), Social Security Office, 735 Dundee Avenue, Elgin, Illinois. Kit is a good source when teaching Social Security.

Audio-Visual Materials

PATTERNS FOR PROTECTION, Insurance Information Institute, 117 W. 46 Street, New York, New York. $5.00 Filmstrip, color, 33 1/3 rpm record.
CHAPTER 17
TAXES

Local, state, federal, incorporation...

Booklets and Pamphlets


HOW TO SAVE TAXES THROUGH CAPITAL GAINS (1970), Commerce Clearing House, Incorporated, 4025 W. Peterson Avenue, Chicago, Illinois 60666. 31 pp. Topics include capital gain means tax savings, making the most of capital gains, tax savings on specific kinds of properties, saving taxes by trading, and income averaging.


THE NATIONAL DEBT, Federal Reserve Bank of Philadelphia, Philadelphia, Pennsylvania. 10 pp. Pamphlet about debt we are passing on to our grandchildren.


A PRIMER ON GOVERNMENT SPENDING, Heilbroner & Bernstein, Random House Paperback, 457 Madison Avenue, New York, New York. $1.75 Balancing the economy through use of taxes.

PUBLIC FINANCING OF HIGHER EDUCATION (1966), Tax Foundation Incorporated, 50 Rockefeller Plaza, New York, New York 10020. 50 pp. $1.50 Tables and charts on tax burden, economic issues, federal financing, and state-local financing.
QUESTIONS AND ANSWERS ABOUT THE ILLINOIS INCOME TAX, Illinois Department of Revenue, P.O. Box 3747, Springfield, Illinois 62708. 6 pp. Pamphlet.


STATE AND LOCAL TAXES: THE CASE FOR REFORM (1968), Arnold Cantor, AFL-CIO American Federationalist. Booklet indicates where money comes from and discusses sales tax on housing.

TAX ANGLES IN ORGANIZING A CORPORATION (1970), Commerce Clearing House, Incorporated, 4025 W. Peterson Avenue, Chicago, Illinois 60666. 23 pp. Content includes choice of business form, tax angles on compensation, dangers in corporate form, and setting up the corporation.


UNDERSTANDING TAXES...TEACHING TAXES PROGRAM, Pub. No. 21, Annual Edition, Treasury Department, Washington, D.C. Unit on taxes for students; historical view of taxes, case problems, forms, and tables.


YOUR PROPERTY ASSESSMENT, Cook County, Department of Information, County Building, Chicago, Illinois 60602. Duties of assessor, determination of tax bill, and breakdown of tax rates included in booklet.

Learning Packages for Teachers and Students


PROGRAMMED LEARNING INSTRUCTION IN CONSUMER EDUCATION—INSTRUCTOR'S HANDBOOK (1970), Alpha Phi Chapter, Delta Pi Epsilon, Northern Illinois University, Division of Vocational and Technical Education, State of Illinois, 405 Centennial Building, Springfield, Illinois 62706. Twelve units of study, suggested techniques for using the material, and learning outcomes for all units.

TAXATION IN THE UNITED STATES (1969), Joint Council on Economic Education, 1212 Avenue of the Americas, New York, New York 10036. 18 pp. $1.00 Teaching units on federal, state and local taxation.


UNDERSTANDING TAXES, Pub. 22 (1971), Department of the Treasury, Internal Revenue Service, Washington, D.C. Four practical exercises in simple to complex tax situations in text and also a farm project.

Audio-Visual Materials

No entries classified in this section as of publication date.
CHAPTER 18

CAREERS

Programs, education, types, requirements, frauds, suggestions . . .

Booklets and Pamphlets


CAN I BE A CRAFTSMAN?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read pamphlet contains helpful information.

CAN I BE A DRAFTSMAN?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read booklet contains helpful information.

CAN I BE A MATHEMATICIAN?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read booklet contains helpful information.

CAN I BE A SCIENTIST?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read pamphlet contains helpful information.

CAN I BE A TECHNICIAN?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read booklet contains helpful information.

CAN I BE AN ENGINEER?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read booklet contains helpful information.

CAN I BE AN OFFICE WORKER?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read pamphlet contains helpful information.

CAN I GET THE JOB?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read booklet contains procedures in obtaining a job.

CAN I MAKE THE PRODUCTION TEAM?, Public Relations Staff, General Motors, Detroit, Michigan 48202. Easy to read pamphlet contains helpful information.

A CAREER FOR YOU IN A LIFE INSURANCE COMPANY (1968), Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 11 pp. Acquaints student with careers in life insurance companies in booklet.


CAREERS IN INSURANCE, Insurance Information Institute, 110 William Street, New York, New York 10038. Booklet indicates information on the following types of insurance: property, liability, inland marine, and surety.

CAREERS IN LAW (1968), American Bar Association, 1155 E. 60th Street, Chicago, Illinois 60637. 24 pp. Pamphlet indicates lawyer's role in society, education, and other information.


"COME INTO MY CLASSROOM" SAID THE SHYSTER TO THE SCHOLAR..., Bette G. Clemens, Bureau of Consumer Protection. Nine guidelines for career school students to follow in booklet.

A DATE WITH YOUR FUTURE (1970), Educational Division, Institute of Life Insurance, Health Insurance Institute, 277 Park Avenue, New York, New York 10017. 34 pp. Information concerning young adults and money management in booklet.


FACTS FOR THE GUIDANCE COUNSELOR ADVISING STUDENTS ON CAREERS IN THE RETAIL AUTOMOTIVE BUSINESS, General Motors Corporation, Public Relations Staff, Detroit, Michigan. 17 pp. Qualifications, opportunities, responsibilities, and jobs in various departments listed in this booklet.

HOW TO BE WELL-GROOMED...FROM HEEL TO TOE, Lucile Bush, Consumer Education Director, Johnson Wax, Racine, Wisconsin. 7 pp. Foldout includes information on paste and liquid shoe polishes, and handy hints.

HOW TO GET A JOB AND KEEP IT (1969), Dorothy Y. Goble, Steck-Vaughn Company, Austin, Texas. 63 pp. Worktext gives six units on planning to get a job, writing an application letter, completing the application form, making the job interview, taking a vocational test, after you get the job.


A JOB FOR YOU (1967), Phyllis Dubnick, Steck-Vaughn Company, Austin, Texas. 113 pp. Information concerning locating the right job in booklet.


WHAT WILL YOU BE DOING SEVEN YEARS FROM NOW? (1968), Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. 10 pp. Introduces students to career in marketing life insurance in booklet.


Learning Packages for Teachers and Students


TEACHING AIDS—PERSONAL GROOMING, Procter & Gamble Teaching Aids, P.O. Box 14287, Cincinnati, Ohio 45214. Teaching unit presented in five teaching topics and 12 visuals for concept teaching.

Audio-Visual Materials

THE BANKER, Eye Gate House, Incorporated, 116-01 Archer Avenue, Jamaica, New York 11435. $5.00, series $9.00. Part of filmstrip series "Out Neighborhood Workers." 35 mm.

PERSONAL DEVELOPMENT TRANSPARENCIES SERIES, Stock No. 4701, Hanson/Parker, South-Western Publishing Company, Chicago, Illinois 60644. $180.00 Includes ten sets, teacher's guide on dress-ability, employability, ethics-ability, image-ability, job-getting ability, personality-ability, promote-ability, quality-ability, success-ability, and time-ability.
CHAPTER 19

BIBLIOGRAPHIES, CATALOGUES, AND OTHER SOURCES
FOR TEACHING CONSUMER EDUCATION


ANNOTATED BIBLIOGRAPHY OF MATERIALS IN ECONOMIC EDUCATION (Annually), Joint Council on Economic Education, 2 W. 46 Street, New York, New York 10036. 75¢.

APPLIED ECONOMICS TRANSPARENCIES, Arthur R. Olsen, South-Western Publishing Company, 5101 Madison Road, Cincinnati, Ohio 45227.

ASSOCIATED CREDIT BUREAUS ORDER FORM, Associated Credit Bureaus, Incorporated, 6767 Southwest Freeway, Houston, Texas 77036.


BIBLIOGRAPHY OF RESEARCH ON CONSUMER AND HOMEMAKING EDUCATION (1970), Anna M. Gorman, Joel H. Magisos, ERIC Clearinghouse on Vocational and Technical Education, Center for Vocational and Technical Education, Ohio State University, Columbus, Ohio.


BUSINESS EDUCATION IN MOTION, Dow Jones & Company, Incorporated, 44 Broad Street, New York, New York.


CATALOGUE OF CONSUMER INFORMATION, Public Affairs Committee, 381 Park Avenue South, New York, New York 10016.


CONSUMER EDUCATION BOOKLETS PROGRAMS AND SPECIAL SERVICES FOR: EDUCATORS, CLUB LEADERS, COMMUNICATORS (1969), The Sperry and Hutchinson Company, 3003 E. Kemper Road, Cincinnati, Ohio 45241.


CONSUMER INFORMATION MATERIAL PRICE LIST AND ORDER FORM (1969), Bay Area Neighborhood Development, 2801 Central Avenue, Richmond, California 94804.


CURRICULUM PUBLICATIONS LISTING, Bureau of Curriculum Development, Board of Education of the City of New York, Curriculum Center: 131 Livingston Street, Brooklyn, New York 11201.


EDUCATIONAL CATALOG (1970), Steck-Vaughn Company, Vaughn Building, Post Office Box 2028, Austin, Texas 78767.


EDUCATORS GUIDE TO FREE FILMSTRIPS (1969); Educators Progress Service, Randolph, Wisconsin 53956. $8.50.


FARMER COOPERATIVE INFORMATION, American Institute of Cooperation, 1200 17th Street, N.W., Washington, D.C. 20036.

FREE AND INEXPENSIVE LEARNING MATERIALS (Biennial), Division of Surveys and Field Services, George Peabody College for Teachers, Nashville, Tennessee 37203. 258 pp. $3.00.

FREE AND INEXPENSIVE MATERIALS, Council for Family Financial Education, Twin Towers, Silver Springs, Maryland 20910. 91 pp. $1.00.

FREE AND INEXPENSIVE MATERIALS FOR TEACHING FAMILY FINANCE, National Committee for Education in Family Finance, 277 Park Avenue, New York, New York 10017. 25¢.
FREE BOOKLETS AND PAMPHLETS (1969), Johnson Wax, Consumer Education Department, Racine, Wisconsin 53403.

FREE EDUCATIONAL MATERIALS—AUTOMOBILE INSURANCE & HOME INSURANCE (1970), Insurance Information Institute, The Educational Division, 110 Williams Street, New York, New York 10038.

FREE EDUCATIONAL MATERIALS—AUTOMOBILE INSURANCE & HOME INSURANCE (1971), Insurance Information Institute, The Educational Division, 110 Williams Street, New York, New York 10038.

GUIDE TO CONSUMER SERVICES (1968), The Illinois Federation of Consumers, Room 406, 1012 14th Street, N.W., Washington, D.C. 20005. 13 pp. $1.00.


HOME ECONOMICS EDUCATION MATERIAL, Department of Public Relations, American Meat Institute, 59 E. Van Buren Street, Chicago, Illinois 60605.


KANSAS HOME ECONOMICS ASSOCIATION PUBLICATIONS, c/o Consumer Interest Committee, Department of Family Economics, Kansas State University, Manhattan, Kansas 66502.


LIST OF FREE MATERIALS AVAILABLE TO SECONDARY SCHOOL INSTRUCTORS, Educational Service Bureau, Dow Jones & Company, P.O. Box 300, Princeton, New Jersey 08540. 28 pp.


1970 PUBLICATIONS AND RECORDED MATERIALS, American Institute of Certified Public Accountants, 666 Fifth Avenue, New York, New York 10019.


PUBLICATIONS AVAILABLE FROM DEPARTMENT OF FAMILY ECONOMICS, Kansas Home Economics Association Publications, c/o Consumer Interest Committee, Manhattan, Kansas 66502. 4 pp.


PUBLICATIONS LIST OF CREDIT COUNSELING CENTERS, INCORPORATED, Department of Education & Research Credit Counseling Center, Incorporated, 17000 W. Eight Mile Road, Suite 280, Southfield, Michigan 48075.


PUBLICATIONS-UNIVERSITY EXTENSION DIVISION, College of Agriculture, School of Home Economics, School of Forestry of the University of Missouri-Columbia (1970), Technical Education Services, Mailing Room, University of Missouri-Columbia, 417 South Fifth, Columbia, Missouri 65201. 28 pp.

SEARS FREE FILMS, Sears, Roebuck and Company, Public Relations Department 703, 7401 Skokie Boulevard, Skokie, Illinois 60076.

SELECTED AND ANNOTATED BIBLIOGRAPHY OF REFERENCE MATERIAL IN...CONSUMER FINANCE, Educational Services Division, National Consumer Finance Association, 1000 16th Street, N.W., Washington, D.C. 20036. 32 pp.
SMALL BUSINESS ADMINISTRATION PUBLICATIONS (1969), Small Business Administra-

SOCIAL SERVICES PRICE LIST #78 (1970), U.S. Government Printing Office,


TO HELP STUDENTS BECOME BETTER INFORMED CONSUMERS, Educational Services Consumers Union, 256 Washington, Street, Mt. Vernon, New York. 10550.

CHAPTER 20

MAILING LISTS FOR YOUR RESOURCE CENTER

AMERICAN CAR PRICES MAGAZINE, NEW CAR EDITION, JEK Publishing Incorporated, P.O. Box 81051, La Crescenta, California 91214. $6.00.

THE AMERICAN COUNCIL ON CONSUMER INTERESTS, Edward J. Metzen, 238 Stanley Hall, University of Missouri, Columbia, Missouri 65201.

AMERICAN INVESTOR, Publications Department Information Services Division, American Stock Exchange, 86 Trinity Place, New York, New York 10006. Magazine on stock exchange published 10 times a year. $2.00 annually - $5.00 three years.

BBB BULLETIN, The Better Business Bureau, 901 Washington Avenue, St. Louis, Missouri 63101. $5.00 annually.

BULLETIN OF THE NATIONAL CONSUMER LEAGUE, National Consumers League, 1029 Vermont Avenue, N.W., Washington, D.C. 20005.

BUSINESS CONDITIONS, Federal Reserve Bank of Chicago, Box 834, Chicago, Illinois 60606.

BUSINESS IN BRIEF, Chase Manhattan Bank, N.A., 1 Chase Manhattan Plaza, New York, New York 10015.

CENTER FOR CONSUMER EDUCATION SERVICES, State Department of Education, New Jersey Residential Manpower Center, Building 871, Plainfield Avenue, Edison, New Jersey 08817.


COMMITTEE ON ILLINOIS GOVERNMENT CITIZENS' LOBBY BULLETIN, Committee on Illinois Government, Room 1331, 127 N. Dearborn, Chicago, Illinois 60602. $7.00.


CONSUMER FACTS, Cooperative Extension Service, Purdue University, Lafayette, Indiana.

CONSUMER INFORMATION KALEIDOSCOPE, Consumer Information Services, Department 703-Public Relations, 303 East Ohio, Chicago, Illinois 60611. 46 pp. Semi-annual publication.
CONSUMER LEGISLATIVE MONTHLY REPORT, Office of Consumer Affairs, Executive Office of the President, Washington, D.C. 20506.

CONSUMER NEWS, Office of Consumer Affairs, New Executive Office Building, Washington, D.C. 20506. $1.00 subscription. Published monthly.

DOLLARS AND DECISION, Cooperative Extension Service, University of Vermont, Burlington, Vermont 05401.


EVERYBODY'S MONEY, CUNA International, Incorporated, P.O. Box 431, Madison, Wisconsin 53701. $1.00 Published quarterly.


FAMILY FINANCIAL PLANNING, Women's Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017. Published monthly.

FEDERAL BUDGET TRENDS, Federal Reserve Bank of St. Louis, St. Louis, Missouri.


FINANCIAL DIGEST, Manufacturers Hanover Trust, 350 Park Avenue, New York, New York 10022.

FINANCIAL FACTS, National Consumer Finance Association, Educational Services Division, 1000 16th Street, N.W., Washington, D.C. 20036.

MANUFACTURERS HANOVER TRUST ECONOMIC REPORT, 350 Park Avenue, New York, New York 10022.

THE MISSOURI CONSUMER, Missouri Association of Consumers, Box 514, Columbia, Missouri 65201. $2.00 membership dues.

MONETARY TRENDS, Federal Reserve Bank of St. Louis, St. Louis, Missouri 63166.


MONEYWSORTH (Bi-monthly), 110 W. 40th Street, New York, New York 10018. $10.00 annually.

MONTHLY ECONOMIC LETTER, First National City Bank, 399 Park Avenue, New York, New York 10022.


NATIONAL ECONOMIC TRENDS, Federal Reserve Bank of St. Louis, St. Louis, Missouri 63166.

NEWSLETTER, American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Missouri 65201.


NEWSLETTER, Twentieth Century Fund, 41 E. 70th Street, New York, New York 10021.


PROPERTY TAX NEWSLETTER, 1025 15th Street, N.W., Suite 601, Washington, D.C. 20005. $3.00 annually.


THE ROYAL BANK OF CANADA MONAY LETTER, Head Office: Montreal, Canada.

SPIRIT OF C.C.C., Credit Counseling Centers, Incorporated, 17000 W. Eight Mile Road, Southfield, Michigan 48075. $2.00 membership fee. Newsletter.


TEACHING TOPICS FROM IJI AND HII, Health Insurance Institute, Educational Division, Institute of Life Insurance, 277 Park Avenue, New York, New York 10017.

TIPS AND TOPICS, College of Home Economics, Texas Tech University, P.O. Box 4170, Lubbock, Texas 79409.


U.S. BALANCE OF PAYMENTS TRENDS, Federal Reserve Bank of St. Louis, St. Louis, Missouri 63166.

U.S. FINANCIAL DATA, Federal Reserve Bank of St. Louis, St. Louis, Missouri 63166.

WHAT'S NEW IN CO-OP INFORMATION, Information Department, Cooperative League of the U.S.A., 59 E. Van Buren Street, Chicago, Illinois 60605.
CHAPTER 21

JOURNALS AND MAGAZINES IN CONSUMER EDUCATION

This selected list of periodicals pertinent to consumer use is based upon the following selection criteria: (1) Indexing—where and if it is indexed, (2) Longevity and status of publication, and (3) Cost and availability.

These journals and magazines are listed with the hope that the users of this bibliography will send for sample copies and receive the benefit from the information supplied by the periodical. All of these consumer publications have proven their commercial success.


AMERICAN COUNCIL ON CONSUMER INTERESTS NEWSLETTER, 238 Stanley Hall, University of Missouri, Columbia, Missouri 65201.

AMERICAN HOME, 10 issues, Downe Communications, Incorporated, 641 Lexington Avenue, New York, New York 10022. Readers Guide. $3.00.


BETTER HOMES & GARDENS, Monthly, Meredith Corporation, 1716 Locust Street, Des Moines, Iowa 50303. Readers Guide. $3.00.


BURROUGHS CLEARING HOUSE, Monthly, Burroughs Corporation, 6071 Second Avenue, Detroit, Michigan 48232. Business Periodical Index.


JOURNAL OF CONSUMER AFFAIRS, Semi-Annual, American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Missouri 65201.


MCCALL'S MAGAZINE, Monthly, McCall Corporation, 230 Park Avenue, New York, New York 10017. Readers Guide—Hospital Index. $3.25.


APPENDIX "A"

SAMPLE REQUEST LETTER - EXAMINATION COPY
(ALWAYS USE LETTERHEAD STATIONERY)

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Thank you,

Typewritten Signature
Department
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XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX

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APPENDIX "C"

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