This guide to resources in consumer education for grade levels K-12 is a revision and updating of a previous guide, ED 070 719. Resources are described in the following categories: multimedia; films; filmstrips; slides, pictures, and transparencies; booklets and study materials; books; records and tapes; teaching units, guidelines, and bibliographies; and games and other teaching aids. The bulk of the entries are filmstrips and booklets. Descriptive information such as grade level, cost, titles and component parts, developers, purpose, and format are included where available. Source information is included for each entry. (JH)
RESOURCE MATERIALS
FOR
CONSUMER EDUCATION

(A REVISION)

August 1974

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Consumer Protection Educator
Alaska Revision of:

RESOURCE MATERIALS
FOR
CONSUMER EDUCATION

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# RESOURCE MATERIALS FOR CONSUMER EDUCATION

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I. MULTI-MEDIA

A. Kits and educational materials from: Changing Times Education Service
   1729 4th Street N.W.
   Washington, D.C. 20006

1. Changing Times Teacher's Journal--

   Cost: $2.65 a year plus individual subscription to Changing Times magazine.

   The Changing Times Teacher's Journal is in newsletter format, which includes a full page inquiry-oriented visual along with suggestions related to Changing Times.

2. Mini-Units: 40 copies of reading from Changing Times of interest to teens. These student copies are supplemented with an inquiry-oriented teaching guide and transparency master. Order by name and number.

   High cost of driving a car and what to do about it $ 8.00
   The art of buying a car $ 8.00
   Used Car Dealers, See How They Operate $10.00
   Everyday ways to cut down pollution $ 8.00
   The next sound you hear may be just too much $ 8.00
   This Energy Crisis, Is it Real? $10.00
   Jobs: An updated look into the future $ 8.00
   Here's what's happening to your living costs $10.00
   How a practical family managed its money $10.00
   Hard facts about easy credit $ 8.00
   Warning! Double check those charge accounts $ 8.00
   New rules that protect your credit rating $ 8.00
   How to Pay Less for an Auto Loan $ 8.00
   How to go about buying a business $ 8.00
   Choose Your bank carefully, then use it right $ 8.00
   The best place to put your savings $ 8.00
   Is saving obsolete? $ 8.00
   What kind of life insurance should you buy? $ 8.00
   How much life insurance do you need? $10.00
   How to buy auto insurance today $ 8.00
   Will "no-fault" bring cheaper, better auto insurance? $ 8.00
   Landlords v. tenants, rules of the game are changing $ 8.00
   Should a single person buy a house? $10.00
   Where's the best place to live? $10.00

3. 5-Unit Teacher's Resource Kit on "Money Management"

   Cost: $22.50 plus $1.75 postage and handling.

   Includes separate unit on earning, spending, borrowing, saving and budgeting plus a teaching guide. Package
includes an actual job application, role playing situations, transparencies on credit and saving and a simulation game on budgeting.

4. 3-Unit Teacher's Resource Kit on "The Marketplace"

Cost: $22.50 plus $1.75 postage and handling.

Includes material on How to use Advertising, Avoiding Gyps and Frauds and Safeguards for Shoppers. Includes 24 page teaching guide.

Among innovative teaching aids included are:
- Transparency Set--illustrates how to read, use and compare ads
- Bulletin Board Project on how Shoppers use Ads
- Independent Activities Booklet
- Case Study of Gyps and Frauds
- Recording of Four Buyer-Seller Dialogues to Help Students Spot Fraud Situations and High Pressure Selling Tactics
- Simulation Game--"Swindle" to illustrate the importance of investigating before buying
- Teaching Tool Book of Facts, Role Plays and Puzzles

5. Teacher's Resource Kit on "Consumer Law: Rights and Responsibilities"

Cost: $64.50 includes postage and handling.

Informs students of their legal rights and responsibilities as buyers. Shows the relationship of law to consumer rights. Acquaints them with channels for redress of grievances. Includes classroom size sets of four case study books, reinforced with color transparencies, record, exercises, crossword puzzle, simulation game, transparency masters, wall chart and bulletin board project.

6. Teacher's Resource Kit on "Insurance"

Cost: $64.50 includes postage and handling.

Enables students to gain understanding of all types of insurance, be able to define their goals and expectations involving insurance and to sharpen their skills as insurance consumers. Includes: four multimedia learning units, including student case study books, recording, color transparencies, simulation game, student activity book, bulletin board project, reading and resources list and teaching guide.


Cost: $79.50--Transparencies and reel
$69.50—Transparencies and cassettes
$19.95—32 transparencies without tape
10 audio tapes and 32 transparencies
Level: Junior high and high school

Sample Transparencies:
Kinds of money loans and charge accounts
Credit application and agreement
Installment loan forms
Disclosure statement on loans; bank statement
Conditional sales contract
Check register
Sample checks
Endorsements

Lesson Titles
Buying Habits and Money Management
Using Credit as a Tool
The Cost of Credit
Credit Instruments
Money Problems and How to Avoid Them
Mastering Your Money
Protecting Buy Power
Checking Accounts and How to Use Them
Using a Savings Account
The Full-Service Bank

Also from Paul S. Amidon & Associates, Inc.:

You are Important (Economic Learning Kit)
Cost: $9.50—17 transparencies, 9 Think-Study Sheets, Teacher Suggestion Sheet
Level: Grades 4-6

Concepts included are: Making Choices, Role of Advertising, Family Economic Planning, Consumer Choice, Unlimited Wants—Limited Resources, Importance of the Individual, Role and Functions of Banks

Simulation Wheels
Cost: Complete Set (Teacher's Manual, 3 sets of Student Roles, 35 participant manuals, Activity Sheet Tablet) -- $40.00. Sample Set -- $2.50
Level: High School and Junior College

Designed to provide students a simulated experience in purchasing and maintaining a car successfully for one year. May be used with or without computer. The computer program is written in BASIC and is available through Honeywell time-shared EDINET centers.
C. Priorities, Decision, Security; the role of life insurance in a young life style. Kit available from: Educational Educational Division Department MI Institute of Life Insurance 277 Park Avenue New York, New York 10017

Cost: $20.00 a kit

Level: High school students

Includes two filmstrips, "Who am I?" self analysis sheet, "What I Want" exercise, overhead transparencies, "Crossroads" simulation game and teacher's guide.

D. Economic Processes--Dramatizing Basic Foods

Sound filmstrips and study guide from: Filmstrip House, Inc. 432 Park Avenue South New York, New York 10016

Cost: $32.00 a set

Level: Grade 3 and up

Set includes 4 filmstrips, 2 records or cassettes, scripts and study guides.
Set #1--milk, wheat, sugar, salt
Set #2--beef, pork, fish, poultry

Students can see the sequence of how food goes from farmer to consumer. They can become familiar with a variety of occupations, too. Students are introduced to factors that affect prices and choosing substitutes.

Modern Consumer Education From: Grolier Education Corporation 845 Third Avenue New York, New York 10022

Cost: $274.50--with cassette recorder
$249.50--without cassette recorder
(available in modules $38.00-$72.00, depending on module)

Kit is organized into 39 teaching lessons in these 6 areas:
Food, clothing and shelter
Cars, furniture, appliances
Protecting Family Health and Security
You and the Law
Ways to Handle Money
Ways to Shop

These materials originally were developed by the Office of Economic Development. Present package--color coded to
provide maximum flexibility. Includes 13 cassette
tapes, 27 programmed learning texts, 2 filmstrips,
6 student record books (30 copies of each in the kit),
answer key cards, classroom wall chart and instructor's
manual. Instructor's manual includes introduction to
consumer education, performance objectives, evaluation
techniques, group projects and activities, answers to
all the questions.

F. Food Buymanship Kit from: Kraft Foods Education Department
Department II
P. O. Box 6567
Chicago, Illinois 60680

Cost: $6.50 a kit

The kit includes a curriculum guide, five teaching guides,
filmstrip, "Mini Shopping Experience--Touring the Dairy
Department," sample food labels, 50 student reference
folders. The 5 teaching guides are: Food Buying Basics,
Understanding the Supermarket, Factors Influencing the
Food Prices, A Product Comes to Market, Mini Shopping
Experience Filmstrip Guide

G. Materials Available from J. C. Penney, Co.
1301 Avenue of the Americas
New York, New York 10019

a. Dynamic Consumer Decision Making

Cost: $11.50 or free loan from local manager

Includes Educator's Guide, tape, slides, script,
overheads, worksheets, and flip chart.

b. Forum Magazine, Fall/Winter 1972

Cost: $1.25--single copies

"Updating Consumerism" approaches the whole consumer
topic from an issue's point of view.

Insights Into Consumerism Fall/Winter 1972

Cost: $1.25 single copies

A portfolio of current happenings in consumerism.
The first publication is a Mini lesson on "inflation."
Includes overhead transparencies, newsletter on
consumer issues, script and bulletin board display,
student learning experience.

d. "Credit: A Consumer Resource"

Cost: $12.50
Includes: 3-part filmstrip, case studies, transparencies and teacher's guide.

e. "Dynamic Consumer Decision Making"
Cost: $11.50
Includes: Guide, tapes, slides, scripts, overheads, worksheets and flip chart.

f. "Today's Consumer Faces Value Issues"
Cost: $3.00
Includes: 10 minute cassette tape with overhead originals

H. "Consumer Education" available from:
National Education Association
1201 16th St. N.W.
Washington, D.C. 20036

Kit includes teacher's manual, lesson plans, workshop masters, 10 transparency masters and text, "Getting Credit" filmstrip with tape, Getting Credit and Banking Services, 25 7-inch recorded discs.

I. "Mobile Housing Resources Package" available from:
Mobile Home Manufacturers Assn.
Consumer Education Division
Dulles International Airport
P. O. Box 17404
Washington, D. C. 20041
Cost: $4.00

J. "Classroom Money Management Kit" available from:
CUNA Mutual Insurance Society
P. O. Box 391
Madison, Wisconsin 53701
Cost: $9.95
Includes: Guide, glossary, 4 cassettes, 1 copy Guidelines for Consumer Education, 50 copies "Personal Money Manager", 50 reprints "Smart Saving, Borrowing, Budgeting and Managing Your Money Game"
K. "Installment Credit: A Programmed Learning Booklet"

available from: Visual Education Consultants, Inc.

Madison, Wisconsin 53701

Cost:
- Credit Concepts--$7.95
- The Installment Contract--$3.95
- Charge It Please--$3.95
- Credit Sources--$3.95

also: credit dictionary, activity sheet, student resource unit, crossword puzzle
II. FILMS

A. **Advertising and Competition** available from:
   
   Modern Talking Picture Service  
   c/o Photo and Sound Company  
   1205 N. 45th Street  
   Seattle, Washington 98103

   16mm color film--23 1/2 minutes released in 1968. Covers salesmanship and the effects of advertising on prices.

B. **Just Sign Here** available from Better Business Bureau  
   220 Church Street  
   New York, New York

   16mm film (color)--15 minutes--released 1969, to help persons avoid consumer fraud

C. **The Last Word** available from: Sterling Films  
   Distribution Center  
   915 N. W. 19th Avenue  
   Portland, Oregon 97209

   Cost: Free Loan

   16mm film--20 minutes--Responsibilities of the homemaker in the American marketplace. Also shows indepth testing at a modern research center.

D. **A World Without Money** available from Sterling Films

   Cost: $175.00

   16mm--14 minutes--The history of money as a means of exchange is traced from use of sea shells and stones to coins and currency and finally to credit cards. Acquaints students with the economic concepts underlying the institution of credit cards.

E. **Economic Education** available from Sterling Films

   Level: High School

   16mm color film--28 minutes (1967). Explores the marketplace. Suggests ways to make economics appealing to high school students.

Other films available from Sterling films:

1. "The Littlest Giant"--14 minutes, color
2. "The Wise Use of Credit"--color, sound, 11 minutes
3. "A Reason for Confidence"--concerns FDA, (1966), (free loan)
4. "Just Sign Here"--rental, $10.00 a day, (1969) 14 minutes
F. Using Money Wisely available from: Journal Films, Inc.
909 W. Diversey Pkwy.
Chicago, Illinois 60614

Cost: $240.00
Level: Sr. High School, Adult

16mm--18 minutes--Robert Webster, a professional money management counselor, reacts to the cliches and excuses that the "man-in-the-street" offers. He introduces us to three typical families with money problems. These families represent a cross-section of economic levels. We follow them as they encounter, and reach solutions to their money management difficulties.

G. Deciding available from: Centron Educational Films
1621 W. Ninth Street
Lawrence, Kansas 66044

16mm--Soon to be released. The first of a series of new consumer education materials for elementary grades. The film documents a shopping excursion by a brother and sister to buy a gift for their father.

H. Films available from: BFA Educational Media
2211 Michigan Avenue
Santa Monica, California 90404

1. "Consumer Power: Whistleblowing"
Cost: $310.00 Rent: $25.00
(1973) Color, sound, 23 minutes, junior high to adult

2. "Consumer Power: Credit"
Cost: $275.00 Rent: $22.00
(1973) Color, sound, 20 minutes, high school, college and adult levels

Cost: $285.00 Rent $20.00
(1971) Preview privileges, color, sound, 22 minutes

4. Consumer Education Series
   a. Budgeting
   b. Installment Buying
   c. Retail Credit Buying

   Cost: $8.00 each
   (Rental Rate)
1. Films available from: Communications Group West
   6335 Homewood Avenue
   Hollywood, California 90028

   1. "Harry J. Woods is at the Door" (1973)
      Color, sound, 13 minutes, junior high to adult
      Cost: $170.00  Rent: $17.00

   2. "A Credit Card Bouquet" (1973)
      Color, sound, 10 minutes, junior high to adult
      Cost: $130.00

J. Films available from: Michigan Consumer Education Center
                        University Library
                        Eastern Michigan University
                        Ypsilanti, Michigan 48197

   1. "The Money Tree" (1971) (AIMS)
      Color
      Cost: $330.00

   2. "On Guard - Bunco!" (AIMS)
      Cost: $330.00

K. Films available from: Pyranid Films
                        Box 1403
                        Santa Monica, California 90406

   1. "The Consumer Game" (1973)
      Color, sound, 17 minutes, ages: 12-adult
      Cost: $260.00  Rent: $20.00

   2. "Soul and Bread"
      Concerns spending plans, ages 6-12
      Cost: $180.00  Rent: $15.00

L. Films available from: NET Film Service
                        Audio Visual Center
                        University of Indiana
                        Bloomington, Indiana 47401

   1. "Banks and the Poor"
      Black and white, 59 minutes
      Cost: $265.00  Rent: $15.50

   2. "The Poor Pay More"
      Depicting problems of the urban ghetto consumer, 60 minutes

Other Available Films Are:

"Consumerism: Let the Seller Sware"
For above listed film write:

Education Division
Document Associates Inc.
573 Church Street.
Toronto 285, Ontario, Canada

Cost: $300.00  (1973)

"Consumer Education Series"

Film Fair Communications
10900 Ventura Blvd.
Studio City, California 91604

Color, (1972)
1. On Your Own, 23 minutes, Cost: $300. Rent: 
2. This is Fraud, 8 minutes, Cost: $115. Rent: 
3. Magical Disappearing Money, 11 minutes, 
   Cost: $145.00 Rent: $15
4. The Buy Line, 14 minutes, Cost: $180 
   Rent: $15
5. Foot in the Door, 9 minutes, Cost: $140 
   Rent: $15
6. Tommy's First Car, 11 minutes, Cost: $145 
   Rent: $15
7. Read Before You Write, 6 minutes, Cost: $100 
   Rent: $10
8. There is a Law Against It, 8 minutes, Cost: 
   $115 Rent: $10
9. Your Right to a Hearing, 9 minutes, Cost: $1 
   Rent: $10

"Supermarket Purchases"

The Film Library, Roberts Hall
Cornell University
Ithaca, New York 14850

Cost: Handling Charges
Series of 3, two inch video tapes
Series of 8, 16mm black and white
30 minutes each, on topics relating to
Supermarket news.

"Consumers Want to Know"

Consumers Union Film Library
267 West 25th Street
New York, New York 10001

Free loan, 30 minutes high school

"The Money Tree"

Hanna-Barbera Productions
Educational Division
5100 Cahuenga Blvd.
Hollywood, Ca. 90028 Cost: $200
"The Supermarket"
Consumer Services
Sperry and Hutchinson Co.,
P. O. Box 935
Fort Worth, Texas 76101
Cost: $2.00 rental fee
12 minutes, color

"You'll Earn It"
CUNA Mutual Insurance Society
Box 391
Madison, Wisconsin 53701
Free Loan from: Modern Talking Picture Service
c/o Photo and Sound Co.
1205 N. 45th Street
Seattle, Washington 98103
(1973), Cost: $90.00, 24 minutes, color, sound

"The Owl Who Gave a Hoot"
Modern Talking Picture Service
c/o Photo and Sound Co.
1205 N. 45th Street
Seattle, Washington 98103
Free Loan, Sound, Color, 13 1/2 minutes, animated cartoon

"The Wise Use of Credit"
Educational Service Division
National Consumer Finance Association
1000 Sixteenth St. N.W.
Washington, D. C. 20036
available from: Northwestern Area Exchange
915 N.W. 19th Avenue
Portland, Oregon 97209
Free Loan, 11 minutes, color, sound

"Their Reasons Are Their Own"
Mobile Home Manufacturers Association
Consumer Education Division
Dept. HEC-73
Box 32
Chantilly, Virginia 22021
available from: Modern Talking Pictures
c/o Photo and Sound Co.
Above listed film available from:

Modern Talking Pictures
c/o Photo and Sound Co.
1205 N. 45th Street
Seattle, Washington 22201

"Nutritional Quackery"

AIMS Instructional Media Service, Inc.
P. O. Box 1010
Hollywood, California 99024

Cost: $270 (Free Previewing)
(1973), color, sound, 20 minutes, junior high to adult
III. FILMSTRIPS

A. Using Your Money from: Journal Films, Inc.
909 W. Diversey Parkway
Chicago, Illinois 60614

Cost: Complete set $350.00; 6 sound filmstrips
       Individual: $22.00 each

Six correlated color, sound filmstrips; 16mm
Instructors Guide--includes dialogue, introductory
techniques, sample games, tests, and transparency masters.
The six filmstrips are:

1. Using Someone Else's Money (61 frames and record)
The problems of a young married couple who wish to borrow
money.

2. Taking the Best Buy in Foods (74 frames and record)
Effective planning followed by careful selection.

3. Buying Clothing (88 frames, record) Wise planning
for a long term investment in clothing.

4. When You Buy a Car (81 frames, record) Risks are
reduced to a minimum.

5. Buying a House (76 frames, record) The most
important buying decision.

6. Guaranties, Warranties & Services--An item must be
s suited to the purpose for which it is sold.

B. Consumerism: The Dangers of Affluence from:

Charles W. Clark Company
564 Smith Street
Farmington, New York 11735

Cost: AH4-5560 Set of two filmstrips, LP record & Guide $35
AH5-5560 Set of two filmstrips, Cassette, Guide $37

Level: Junior high, high school, college

C. Getting Your Money's Worth from: SVL Educational Filmstrips
1515 Diversey Parkway
Chicago, Illinois 60614

Cost: 621-SAR Six filmstrips, 3 records, 6 teacher's guides
       $52.50
       621-SARC Same except with cassette $53.50
       Individual filmstrip with guide $ 7.50
       Individual Record $ 4.00
       Individual Cassettes $ 6.00

Story-situations in the filmstrips emphasize spending and
saving alternatives, thus helping students define their goals
and values and sharpening their critical evaluation of day-to-
day purchases. The six filmstrips are:

621-1. Why You Need Consumer Information. A study of today's
       marketplace, factors affecting consumer decisions. (70 frames)
621-2. A Blueprint for Money Management. Establishing a workable budget, learning wise money management. (69 frames)

621-3. Buying Wisely. Emphasizes elements involved in prudent buying practices. (79 frames)

621-4. Making Credit Work for You. Good and bad points of consumer credit and installment buying. (72 frames)

621-5. Saving To Reach Your Goals. Different savings established, savings accounts. (63 frames)

621-6. Let the Buyer Beware. Fraud: The "bargain" deceptive advertising, excessive rates on installment buying. (65 frames), Level: Jr. High, Sr. High, College, Adult

D. Using Numbers Series from: Charles W. Clark, Co.
564 Smith Street
Farmingdale, New York 11735

Cost: 
Each filmstrip $6.00
Each LP $5.50
Each Cassette $6.00

Level: Primary

UN-7983 Making Change
UN-7984 How Much? Takes numbers out of the classroom through fantasy.

E. Buyer Beware from: Westinghouse Learning Press
100 Park Avenue
New York, New York 10017

Cost: 
#22-8220 six color filmstrips (records) $79.50
#2C-8220 six color filmstrips (cassettes) $91.50

Based on guidelines set forth by President's Committee on Consumer Interest Program is designed to help a person exercise his consumer rights more actively, differentiate wants from needs, develop budgeting procedures and distinguish quality from non-quality products. It features commentaries by leading consumer advocates.

F. Managing Your Money Series from: Learning Arts
P. O. Box 917
Wichita, Kansas 67201

Cost: 
6 color filmstrips $44.00 (by McGraw-Hill)
Each filmstrip $ 8.50

Level: Jr. - Sr. High

These filmstrips are designed to help young people understand some of the problems of money management that they will face as wage earners.

1. Earning Your Money
2. Paying Your Bills
3. Spending Your Money
4. Borrowing Your Money
5. Making Money Work For You
6. Buying Insurance
G. Consumer Studies (spring, 1972): Discussion Guide
Guidance Associate
Pleasantville, New York
10570
Cost: 7D-403640 1 filmstrip; 10" LP - $16.00
7D-403657 1 filmstrip; 1 Cassette - $18.00

1. Buyer Beware! probes a wide variety of fraud and misrepresentations found in advertising and retail practices.

H. Money Well Spent Describes the vastness of our American economy; discusses the relationship between consumer and seller/advertiser; considers sales appeal based on insecurity, gullibility emphasizes the importance of digging hard information from ads and labels.

Cost: 1 10" LP/2D-403 582/$17.50
Available from Discussion Guide

I. The Paycheck Puzzle Humor-filled case study helps students retain facts about payroll deductions and employee benefits. Part I explains automatic and voluntary deductions. Part II examines types and variations of benefits young workers may encounter. The program explains key forms and documents; increases confidence by building base of information.

Cost: 2 parts/2D-102 325/$37.50 (1973-74 release)
Available from Discussion Guide

J. The Price of Credit Simulates a used car deceptive sales lines; underscores the importance of reading all sales documents and insisting they be completed on the spot. Explores credit problems; suggests comparison shopping for best credit terms.

Cost: 1 filmstrip; 1 10" LP/2D-403 582/$17.50
Available from Discussion Guide

K. Taking Ends Meet Structures a family budget emphasizing orderly allocation of money resources, the importance of staying within present limits, flexibility in viewing priorities and particularly in approaching luxury purchases.

Cost: 1 filmstrip; 1 10" LP/2D-403 665/$17.50


Cost: 2 parts/2D-106 238/557.50
Available from Discussion Guide

Cost: 1 part/2H-101 251/$37.50
Available from Discussion Guide

II. Our Credit Economy Senator Proxmire helps explain history of his credit availability, pitfalls for the poor and middle class, credit bureau practices, needed curbs. Produced in cooperation with The Associated Press.

Cost: 2 parts/2H-416 766/$37.50

III. The Exploited Generation Analyzes mass media advertising, appeals to insecurity, conformism, manipulation of youth styles, ways to fight such exploitation.

Cost: 2 parts/2H-101 251/$37.50
Available from Discussion Guide

P. Current Affairs Consumer Education Program

Cost: Each filmstrip/record and cassette/additional 30 minutes recorded interview and teacher’s guide.

With records: $25.00
With cassettes: $30.00
Special prices on total series of 6 titles:
$135.00 with records
$162.00 with cassettes

Program is designed to reach young people at a time when they are beginning to establish life-long buying habits. (Produced in cooperation with the Council of Better Business Bureaus, Inc.)

1. The Consumer and Credit (#377)
2. Buying the Basics (#378)
3. Wheels and Deals: Buying Cars and Motorcycles
4. Consumer Be Warned: Frauds and Deceptions
5. Advertising and the Consumer
6. Consumer Power and Social Change

Q. Problems for Young Consumers available from:
Urban Media Materials, Inc.
212 Lincoln Avenue
Roslyn Heights, N.Y. 11577

Cost: UMI 405 Complete set $36.50
 Individual Titles $4.95

Level: Grades 3-8

Set consists of lesson plan, 6 short color (silent, captioned) filmstrips, and student worksheets. The filmstrips range from 15-25 frames each.
The 6 "shortstrips" are:
1. The False Package
2. What Do You Pay? (unit pricing)
3. The Big Scale (comparable value)
4. The Come-On
5. Buy Now-Pay Later. (credit)
6. The Street Vendor (guaranteed quality)

Box 1911A
Big Spring, Texas 79720

1. Color filmstrips for middle grades:
   a. #MH 400320-3 Percentage and Using Money $8.25
   b. #MH 116211-7 The Story of Money $8.25

2. Color filmstrips for primary grades:
   a. #WH-138000-2 It Pays To Save $8.25
   b. #WH-138000-3 Johnny Goes To The Store $8.25
   c. #WH-099120-2 Visit To A Shopping Center $8.25
   d. #WH-402000-1 The Grocer $8.25

S. Selling as a Career from: Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735

Cost: Each filmstrip $6.00; Each LP $5.00; Each Cassette $5.50

Level: Junior high/high school

Set of 8 color filmstrips. Designed for students who may choose career in sales after graduation.
1. #MX-7281 Selling as a Career
2. #MX-7282 The Economics of Selling
3. #MX-7283 Your Person and Personality
4. #MX-7284 Know Your Product
5. #MX-7285 Why People Buy
6. #MX-7286 Selling Techniques
7. #MX-7287 Objections and Objectives
8. #MX-7288 New Horizons in Selling
9. #MX-7289 Set of 8-FL; 8-LP; Annual $68.00
10. #MX-7290 Set of 8-FL; 3 CAS; Annual $70.00

A. Sound Filmstrips for Primary & Intermediate Students from Charles W. Clark Company, Inc.

1. What is Consumer Education? Consumer responsibility begins at an early age in today's society and here is the first set of sound filmstrips, suitable for use with young children as a primer in weekly-allowance-economics. Subjects covered are:
   a. Commercial on TV
   b. Mail Order Coupons
   c. Department Store Shopping
   d. Novelty Buying
2. The Price Is Right--Or Is It? An introduction of basic concepts to young consumers. Designed to illustrate some of the pitfalls and problems encountered by children when faced with the necessity or the joy of spending money. Each strip explores another aspect of shopping and buying. Accent is on common sense. 1971

Cost: UM4-305 4-FS; 2LPs: Guide $64.00

T. Filmstrips for junior/high school (Financial Problems)

1. The Value of Your Dollar Explains the underlying reasons for the diminishing purchasing power of the dollar and notes that this decline has caused a loss of confidence abroad in the stability of the United States economy. Describes how the current budget and balance of payment deficits foster inflation and erodes the value of the dollar.

Cost: 44 fr. (1968) CU3-310 IS $7.50

2. The Securities Industry: From Corporate Birth to Trading On The Exchange A unit of six color sound filmstrips which provide valuable and lucid information on the way America's securities market functions. (1971)

CU4-342 Evolution of a Corporation (338.7)
CU4-343 Securities Market
CU4-344 Exchanges
CU4-345 History of the American Stock Exchange
CU4-346 How a Trade is Made
CU4-347 The Specialist
CU4-349 Set of Six-FS; Six-LP; Game; Tape $78.50
CU4-349 Set of Six-FS; Six-CAS; Game; Tape; $88.50
Each FS/R $15.00 Each FS/C $17.50

3. The Stock Market of Wall Street 332.6 Filmstrip-Sound This set of 5 filmstrips describes the excitement and drama in the workings of our nation's economy. Photographed on location, the five segments are 1) Kinds of businesses, 2) The New York Stock Exchange, 3) Stocks and bonds, 4) The broker, and 5) The future of the Street. The last filmstrip is taped live at the Exchange. (1971)

Cost: UM4-109 Set of 5-FS; 5-LP; Guide $85.00
UM5-109 Set of 5-FS; 5-CAS; Guide $85.00

4. The Nature of Money Money, checks and banks

Cost: UN1-7001 1-REC $5.00
UN2-7001 1-CAS $5.00
UN3-7001 1-FS $6.00

5. Banking

Cost: UN1-7002 Services of Bank
UN1-7003 Checking Account
UN1-7005 Travels of a Check
Each FS $6.00
Each Record $5.00
Each Cassette $5.50 available from:

Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735

U. Agencies that Protect the Consumer Sound Filmstrips available from: Charles W. Clark Company, Inc.
564 Smith Street
Farmingdale, New York 11735.

Level: Junior and Senior High School

This series of six filmstrips is designed to inform the student of the protection afforded consumers by various organizations from the post office department to the food and drug administration. Essential knowledge for every concerned citizen.

UN3-7051 The Food and Drug Administration
UN3-7052 The Federal Trade Commission
UN3-7053 The Post Office Department
UN3-7054 The Department of Agriculture
UN3-7055 State, County, City, and Independent Services
UN3-7056 Problem-centered Review

UN5-7050 Set of Six FS $36.00
UN5-7050 Set of Six FS; 3 LP; Manual $51.00
UN5-7050 Set of Six FS; 3 CAS; Manual $52.50
Each FS $6.00 Each LP $5.00 Each CAS $5.50

V. Money Lessons for Primary Grades: Basic Concepts, Recognition & Saving Money available from: Listening Library
1 Park Avenue
Old Greenwich, Connecticut 06870

Cost: LY 135 b/w filmstrip $5.00

W. Consumer Education for Elementary Education

Super-Snooper - Food Purchasing practices. Will help develop sound purchasing criteria and alert children to deceptive food merchandising in the marketplace.

Consumer Protection and Responsibility - Big Sister and the Lemon - A filmstrip about consumer rights. Will help children become aware of their rights as consumers and illustrates various techniques and mechanisms through which complaints can be registered.

The Consumer Movement: Its Heroes and History - Will help children see the role of government, grass roots groups and concerned individuals within the movement.


HPI1195C-3 3 filmstrips/records $37.50
HPI1195C-3 3 filmstrips/cassettes $40.00 available from:
X. Fathers At Work available from: Audio-Visual Division
   Educational Reading Service
   320 Rt. 17
   Mahwah, N.J. 07430

   Color filmstrip series for young children--"My Dad Works in a Supermarket"
   Cost: $7.00

Y. Profit, Money and Banking available from: Warren Schloat
   Productions, Inc.
   Pleasantville, N.Y. 10570

   A series of four filmstrips designed to introduce students to the terms and concepts of economics. The four color filmstrips are:
   1. What is Profit?
   2. Why We Use Money
   3. Andy Lends Money to the Bank.
   4. What the Bank Does With Andy's Money

   Cost: $32.00  Catalogue #E/106  4 filmstrips
A. "Learning About Consumer Education" available from:
Doubleday Multimedia
P. O. Box 607
Santa Ana, California 92705

Covers mail order coupons, novelty buying, commercials on T.V., department store shopping.

Cost: Series--$65.00 (1973) K-6
Four in Series plus cassettes

B. "Consumer Education Series" available from:
Doubleday Multimedia

Series of six:
1. Introduction to Consumerism
2. Consumer Fraud
3. Shopping the Supermarket
4. Impulse Spending
5. Investments
6. Consumer Law

Cost: W/record $13.50 @ $73.50 complete set
W/cassette $15.50 @ $85.50 complete set
W/cassette and program book $18.50 @ $97.50 complete set
Available on 30-day examination basis

C. "Consumer Education Series" available from:
Visual Education Consultants
2700 Laura 1a Middleton
Madison, Wisconsin 53701

1. Credit Sources, 18 frames, 1969, $3.95
2. Charge It, Please, 18 frames, 1969, $3.95
3. The Installment Credit, 18 frames, 1969, $3.95
4. Credit Concepts, 45 frames, 1969, $7.95

D. "The Youthful Consumer" available from:
The New York Times Educational Division
229 W. 43rd Street
New York, New York 10036

Free on 30-day approval (record)

E. "Great American Sell" available from:
The New York Times Educational Division
229 W. 43rd Street
New York, New York 10036

With cassette
FF. "Managing the Family Affairs" available from:
Eve Gate House
146-01 Archer Avenue.
Jamaica, New York 11435
Cost:
$7.00; cassette for 2 f.s. $5.50
Record $5.00
Total Set with record $108.00
Total Set with cassette $111.00

GG. "Consumer Education: Buying Right" available from:
Eve Gate House
1. Deciding to Buy
2. How to Shop
3. Traps to Stay Out Of
4. Getting What You Really Want
5. Recognizing Real Bargains
6. How to Buy

III. "Consumer Education - Part I" available from:
AIMS Instructional Media Services, Inc.
P. O. Box 1010
Hollywood, California 90028
Cost: Set of Four $60.00

Money management, food, credit and contracts, housing
H.S.A.

II. "Consumer Education - Part II" available from:
AIMS Instructional Media Services, Inc.
Cost: Set of Four $60.00
Clothing, Furniture and Appliances, Transportation, Buying
Protection--records or cassettes (cartoon form), High School,
Adult (level)

JJ. "Advertising and Consumer Motivations" available from:
J.C. Penney Company, Inc.
Educational Consumer Relations
1501 Avenue of the Americas
New York, New York 10019
Cost: $1.50 with record, 6 minute filmstrip (1972)

KK. "Consumer Defense Mechanisms" available from:
J.C. Penney Company, Inc.
Cost: $4.25 with record, 6 minute filmstrip (1971)

LL. "Automobile Insurance" available from:
Insurance Information Institute
110 William Street
New York, New York 10038
Cost: $7.00 with record
1. "Patterns for Protection, Insurance for the Home" available from:
   Insurance Information Institute
   Cost: $5.00 with record

2. "What Consumers Should Know About Truth in Lending" available from:
   Educational Services Division
   National Consumer Finance Association
   1000 Sixteenth St., N.W.
   Washington, D.C. 20036
   Cost: $10.00 with record

3. "Family Finances Filmstrip Series" available from:
   Educational Services Division
   Three Parts: Money Has Meaning
               Money Takes Sense
               Money Needs Managing
   Cost: $18.00 a set (comes with guide)

4. "Money and Credit Management" series available from:
   Educational Services Division
   Two filmstrips: 1. Your Money Matters
                  2. You Take the Credit
   Cost: School Price $20.00 (includes records)

5. "So You Want to Use Credit" Part I and II available from:
   Changing Times Education Service
   1729 18th Street, N.W.
   Washington, D.C. 20006
   Cost: With record $39.00
        With cassette $43.50

6. "Typical Gyps and Frauds" available from:
   Changing Times Education Service
   Cost: With record $39.00
        With cassette $43.00

7. "Let's Go Shopping" available from:
   Changing Times Education Service
   Part I - Comparison Shopping
   Part II - Supermarket Yale
   Cost: With record $39.00
        With cassette $43.50

8. "So You Want Shoes" Part I and Part II available from:
   Changing Times Education Service
   Cost: With record $39.00
        With cassette $43.50
1. What is a Budget?
2. Why Budget?
3. What are Expenses?
4. How to Budget.
5. Budget Help.

Cost: $119.00
Five filmstrips and cassettes (1973)

WW. "Insurance: You and Your Car" available from:
Interpretative Education

Cost: $14.95 with cassette
(1973)

XX. "Consumer Education Series" available from:
Interpretative Education

Five filmstrips/cassettes
1. Understanding Tags and Labels
2. Bargain Hunting
3. Shopping Tips
4. How to Read Ads
5. How to Judge Shopping Values

Cost: $74.00 (1973)

YY. "Business and You Series" available from:
Gregg/ McGraw Hill Book Co.
1221 Avenue of the Americas
New York, New York 10020

Set of Six--Prepared to go with text "General Business for Everyday Living" but could be used in any consumer-related class.

1. Managing Your Money
2. Satisfied Customer
3. Buy Now, Pay Later
4. Substitutes for Cash
5. Putting Savings to Work
6. Sharing Economic Losses
Cost: with records $125.00
      with cassettes $150.00
      (1973)

ZZ. "Innovative Techniques in Teaching Consumer Education"
    available from:
    Association of Home Appliance Manufacturers
    20 N. Wacker Dr.
    Chicago, Illinois 60606

Cost: $3.00, 32 frames, 15 minutes (1979)

AAA. "Warranties and the Consumer" available from:
    Major Appliance Consumer Action Panel
    20 N. Wacker Drive
    Chicago, Illinois 60606

Cost: $5.00

BBB. "Buyer Beware" available from:
    Westinghouse Learning Corporation
    100 Park Avenue
    New York, New York 10017

1. Alternatives in the Marketplace
2. Consumer as an Individual
3. Consumer Responsibilities
4. Consumer Rights
5. Consumer in Society
6. Something in Common

Cost: $91.50 (1971)

CCC. "Consumer Advertising" available from:
    Glick and Lorwin, Inc.
    15 Columbus Circle
    New York, New York 10023

Cost: $21.00 with record (1971)

DDD. Consumer Filmstrips available from:
    Current Affairs
    24 Danbury Road
    Wilton, Connecticut 06891

1. Consumer Be Warned: Frauds and Deceptions $30.00
2. Advertising and the Consumer $30.00
3. Consumer Power and Social Change $30.00
4. Wheels and Deals: Buying Cars and Motorcycles $30.00
5. Consumer and Credit $30.00
6. Health: Can We Afford It? $30.00

(1972-73)
EEE. "Consumer at Large" available from:
Coronet Instructional Materials
65 E. South Water Street
Chicago, Illinois 60601

1. Budget Blues
2. Buying the Big Ones
3. Cash or Credit
4. Everyday Shopping
5. Nurturing A Nest Egg
6. Shopping for Services

Cost: $73.00 set of 6 with cassettes (1972)

EEE. "Learning About Consumer Education" available from:
AIDS
24-29 Little Neck Blvd.
Bayside, New York 11360

1. Mail Order Coupons
2. Novelty Buying
3. Commercials on Television
4. Department Store Buying

Cost: $4.00 (1973)
Color with record or cassette, 70 frames, 15 minutes
High school, level

EEE. "Marriage and Money" available from:
Institute of Life Insurance
Educational Services
27 Park Avenue
New York, New York 10017

Cost: With record: $9.00
With cassette: $10.00
63 frames, 15 minutes (1972)

EEE. "The Youthsful Consumer" available from:
Teaching Resources Films
Station Plaza
Bedford Hills, New York 10507

Cost: With record: $9.00
With cassette: $10.00
63 frames, 15 minutes (1972)

EEE. "Buyer Beware Series" available from:
Current Affairs Films
21 Danbury Road
Gilton, Connecticut 06797

50 minutes each, produced in cooperation with the Better Business Bureau

Cost: $15.00 with record $30.00 with cassette each
$135.00 with records $262.00 with cassette (set)
"Buyer Beware Series" continued

1. Consumer Credit
2. Food and Clothing
3. Cars and Motorcycles
4. Frauds and Deceptions
5. Advertising
6. Consumer Power and Social Change

J.J. "Consumer Land: How High the Mountain?" available from:
Argus Communications
7440 Natchez Avenue
Niles, Illinois 60648

Cost: $17.50 with recorder cassettes
152 frames and color (1972)

K.K. "You, the Consumer" available from:
Society for Visual Education, Inc.
1345 Diversey Parkway
Chicago, Illinois 60614

Cost: 4 filmstrips @ $7.50 (return privilege if not satisfied)
color with records or cassettes, 58 frames, 9 minutes, $4.00 for 2 filmstrips, $6.00 for 2 cassettes

L.L. "Current Affairs Consumer Education Program" available from:
Cassettes Unlimited, Inc.
Roanoke, Texas 76262

1. Advertising and the Consumer
2. The Consumer and Credit
3. Buying the Basics: Food and Clothing
4. Consumer Power and Social Change
5. Wheels and Deals: Buying Cars and Motorcycles
6. Consumer Be Warned: Frauds and Deceptions

Cost: $25.00 with records, $30.00 with cassettes (1972)

N.N. "Consumer Filmstrips" available from:
Monev Management Institute
Household Finance Corporation
Prudential Plaza
Chicago, Illinois 60601

1. Money Talks $3.50 with recorder or cassette
2. Be Credit Wise $2.50 with recorder or cassette
3. You, the Shopper $1.75 (with captions)

S.S. "The Consumer Education Series: Consumer Education I and II"
available from:
Panna-Barbera Productions
Educational Division
5400 Cahuenga Blvd.
Hollywood, California 90028
"The Consumer Education Series: Consumer Education
I and II"

Cost: $/A 4 filmstrips, 4 records, or cassettes, guides

OOO. "Caveat" available from:
J.B. Lippincott Co.
Education Publishing Division
East Washington Square
Philadelphia, Pennsylvania 19105

1. Consumer Values
2. One Third of Your Life
3. Consumer Spending
4. Consumer Action
5. Launching Love

Cost: $70.50 (transparencies, cassettes, included)
(1974)

PPP. "Let the Buyer Beware" available from:
Proctor and Gamble
Professional Services Division
P. O. Box 171
Cincinnati, Ohio 45201

Free, comes with record

QQQ. "Money Management Series" available from:
BFA Educational Media
2211 Michigan Avenue
Santa Monica, California 90404

1. Charge Account Applications
2. Charge Cards and Charge Statements
3. Retail Merchants Credit Association
4. The Bank Loan
5. Finance Co.
6. Credit Union

Cost: $7.25 each, records $5.00 each

RRR. "Auto Insurance and You(th)" available from:
American Mutual Insurance Alliance
23 N. Wacker Drive
Chicago, Illinois 60606

Cost: $5.00, 54 frames, 10 minutes
IV. SLIDES, PICTURES AND TRANSPARENCIES

A. Consumerism: Getting Your Money's Worth available from:
   Fairchild Publications, Inc.
   7 East 12th Street
   New York, New York 10003
   48 Slides with printed commentary, binder kit and teacher's guide. A basic study of consumerism. Covers such areas as understanding advertising, reading contracts, shopping intelligently, buying mail order, getting competent advice.

   Cost: School price: $100.00

B. Learning About Money available from:
   Learning Arts
   P. O. Box 917
   Wichita, Kansas 67201
   Sixteen 12" x 17" full color pictures with a 40 page resource manual. Helps young people learn about our economic system, ways people earn money, ways to save money, coins, bills, checks and credit cards, taxes.

   Cost: $3.95

C. Supermarket Helpers available from:
   SVE Educational Filmstrips
   1345 Diversey Parkway
   Chicago, Illinois 60614
   Set SP #123 eight pictures showing stocking shelves, packaging produce, serving produce customer, store dairy manager, preparing meat, customer service, checking out an order, unloading products.

   Cost: $8.00

D. Teaching-Pictures--Learning About Money available from:
   Audio Visual Division
   Educational Reading Service
   520 Rt #17
   Mahwah, New Jersey 07430
   Sixteen pictures to help children learn about money. Pictures can be mounted and used for group discussions.
   Level: Kindergarten-third grade

   Cost: $3.95

E. Investment Problems Transparencies Analyzing and Solving Verbal Problems available from:
   Charles W. Clark Company, Inc.
   564 Smith Street
   Farmingdale, New York 11735

   Cost: $30.63 for 10 transparencies and manual (Order #0N 7-3609)

F. Fair Credit Reporting Act Transparency available from:
   Paul S. Amidon & Association, Inc.
   5408 Chicago Avenue, So.
   Minneapolis, Minnesota 55417
9 transparencies list major points of act with questions
Cost: $3.25

7 transparencies plus resource material show major points, examples, etc.
Cost: $3.75

Money available from:
Camco Industries, Inc.
Box 1911A
Big Springs, Texas 79720

7 lesson transparencies (10 visuals) Cat. No. 511 EN-SS--
$33.00
7 matching questions transparencies Cat. No. 511 ENQ-SS--
$14.00

511.EN--73 Money: Penny, Nickel, Dime, Quarter
511.EN--74 Money: Penny, Nickel, Dime, Quarter, Half-Dollar
511.EN--75 Money: Dollar
511.EN--76 Money: Use of Cent and Dollar Notation
511.EN--77 Money: Addition and Subtraction
511.EN--78 Money: Making Change
511.EN--79 Money: Story Problems

Cost: Each lesson transparencies $6.00
Each question transparencies $2.25

511.CG-65 Collections, containing pennies, nickels, dimes
511.CG-66 Pennies, nickels, dimes, quarters, half-dollars

Level: Second grade

II. A Primer for Consumer Thinking available from:
Consumer's Union
256 Washington St.
Mount Vernon, New York 10550
10 transparencies and 30 page explanatory text which
spur discussions of credit, product choice, insurance
and sources of consumer information.
Cost: $15.00

I. Dollars and Sense available from:
Visual Products Division
3M Company
Box 3344, 3M Center
St. Paul, Minnesota 55101

Helps determine what students want their money to
do for them; motivations that stimulate consumers
to buy; effective technique of consumer buying.
15-3529-3 Prepared color trans........ $55.00
2. Evaluating Advertising (20 visuals)
   Designed to give insight into the psychology of advertising. Outlines the functions and forms of advertising and shows techniques used by advertising to get their share of the consumer dollar.
   15-3534-3 Prepared Color Trans. ...........$35.00

3. Using Credit with Understanding (20 visuals)
   Presents an overall understanding of how consumer credit has played a part in the growth of the American economy. Shows proper uses, various types and dangers of credit. Shows that the wise use of credit stimulates the manufacture of goods and helps families acquire assets, raising their general level of living.
   15-3530-1 Prepared Color Trans. ...........$35.00

4. Dollar-Stretching Practices (20 visuals)
   Designed to help students understand the management of available money; to give assistance in making choices in the spending of money; and to provide assistance in obtaining the things a family needs and wants.
   15-3451-8 Prepared Color Slides ...........$35.00

5. Stopping Leaks in Family Spending (20 visuals)
   Illustrates ways an individual or family may decrease expenditures by studying habits of spending. Also, illustrates that it is possible to determine the area within which costs can be cut; that judicious buying followed by care of possessions, can stop some of the "leaks" that in many seemingly small ways, can play a large role in the financial picture.
   15-3542-6 Prepared color Trans. ...........$35.00

6. Management in Relation to Values and Goals...$35.00

7. Attitudes and Planner in Management ..............$35.00

8. Truth in Lending ........................................$35.00

9. Laws for Consumer Protection
   Recognizes that laws and regulations exist to protect the consumer.
   15-4684-5 Prepared Color Trans. ...........$35.00

10. Consumer Protection Sources
    Cites examples of agencies, groups, laws and standards that protect the health consumer.
    15-4784-3 Prepared Color Trans. ...........$35.00

11. Various Controls on Food and Behavior Modifiers
    Differentiates among controls on purchase, possession and use of substances that modify food and behavior.
    15-1792-6 Prepared Color Trans. ...........$35.00
J. "The Consumer Revolution" available from U.S. Chamber of Commerce
1615 H Street, N.W.
Washington, D.C. 20006

Cost: $15.00 Reel to reel or cassette $5.00
(1970) 63 slides, color, 15 minutes

K. "Slide Series for Consumer Education" available from:
  Consumer's Research
  Washington, New Jersey 07882

  1. Testing at Consumer's Research, 34 slides $5.00 rental
  2. Deceptive Packaging, 24 slides, $5.00 rental
  3. Food Additives, 28 slides, $5.00 rental
  4. Safety in the Home, 34 slides, $5.00 rental

L. "How You Can Cut the Cost of Food... Become An Executive Shopper" available from:
  National Canners Association
  1133 20th St. N.W.
  Washington, D.C. 20036

Cost: $10.00 (1973), 17 slides with 5 minute tape recording and pamphlets

M. "The Credit Generation" available from:
  Credit News Bureau
  P. O. Box 6596
  Houston, Texas 77005

Cost: $35.00, with tape, 80 slides, 25 minutes (1970)

N. "Behind the Doors on Main Street" available from:
  Media Resources Center
  121 Pearson
  Iowa State University
  Ames, Iowa 50010

Cost: $16.50, 60 slides, script and cassette (1973)

O. "Ads and You" available from:
  Media Resources Center

Cost: $8.00, 26 slides, cassette and script (1973)
V. BOOKLETS AND STUDY MATERIALS

A. Consumers Union Booklets and Reprints available from:
Consumers Union
256 Washington St.
Mt. Vernon, New York 10550

1. Consumer Education: Its New Look $2.00 each
2. Weights and Measures and the Consumer $3.00 each
3. The New Key to Credit Shopping (1969 reprint) 25¢ each
4. How to Buy a Used Car (1970) 25¢ each
5. "Teaching Tools for Consumer Education" with classroom subscriptions: free, non-subscribers:
   $3.50 per school year--This monthly teaching aid gives much valuable, usable information-ideas, source information.

B. Consumer Student Booklets available from:
P. S. Amidon & Association, Inc.
5408 Chicago Avenue So.
Minneapolis, Minnesota 55417

1. How to Answer When Money Talks--emphasis is on method of orderly thinking rather than facts.
3. Your Checking Account--all anyone needs to know about handling a checking account.
4. Money, Credit, Banking--our money and credit system in a framework of history.

A teacher guide is included with every 100 booklets. Extra copies of teacher's guide is 50¢ each.

Cost: 1-100 45¢ each
      100-500 40¢ each
      500+ 35¢ each

C. Consumer Math Series available from:
Behavioral Research Lab.
Box 577
Palo Alto, California 94302

A seven unit series of books designed to help youth learn successful management of mathematics related to his personal affairs and reinforce students' realization of the higher earnings and greater vocational opportunities if he completes school. The units are:

1. Vocational and Lifetime Earnings
2. The Pay Check
3. The Household Budget
4. The Wise Buyer
5. Income Tax
6. Insurance
7. Investments

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D. Accent/Consumer Education Series available from:
Follett Educational Corporation
1010 W. Washington Blvd.
Chicago, Illinois 60607
A series of six booklets with additional consumer education resources suggested in the Instructor's Guide.
1. Know How to Budget and Buy
2. Insuring Your Life Income and Property
3. Social Insurance
4. The Law For You
5. Understanding Consumer Credit
6. Investing Your Savings
7. Just Married
8. Family of Five
9. On Your Own
10. Head of the Household

Cost: Booklets: 87¢ each
Instructor's Guide: $1.50

E. Primary Paperbacks available from:
Educational Reading Service
320 Rt. #17
Mahwah, New Jersey 07430

1. Bobbie Had A Nickel by Friedman
   Bobbie can't decide what to buy with his nickel. 25¢
2. Let's Play Store by Windsor
   A new supermarket inspires Sonny to open his own store. 25¢
3. Peter and the Penny Tree by James
   Entertaining story about a boy who plants a "penny" tree. 50¢
4. Two Pesos for Catalina by Kirn
   A little Mexican girl has a wonderful time deciding how to spend two pesos. 60¢
5. Three-Dollar Mule by Bulla
   A boy must choose between a mule he loves and a thoroughbred horse. 60¢
6. Coins by Evans
   Explains the money system and coin collecting as a hobby. 50¢
7. The Moffats by Estes
   The adventures of the Moffat family who have little money but much fun.
8. Let's Explore Our Neighborhood
   a. A Bakery $2.29
   b. Supermarket $2.29
9. Day Joe Sent to the Supermarket by Levenson
   Hilarious adventure of a young boy at the supermarket. 50¢

F. Intermediate--Kings Book Series available from:
1. **What is Money?** (Grades 3-4) by Louise K. Wilcox and Gordon F. Burks  
   Cost: $2.21

2. **You and Your Money** by Dorothy Gable  
   Consumer buying practices and money management are stressed in the adult-oriented "worktext." 
   Cost: $1.08

3. **Where Does the Money Go?** by Hazel Taylor Spitze and Patricia Rotz, "Worktext" format  
   Cost: $1.14

4. **Its Your Money, Book 1 and II**, $1.20

5. **The Story of Money** Compiled by Robert Grieve from:  
   Grossman Publisher  
   41 West 55th Street  
   New York, New York 10019  
   Tells the history of coins and the introduction of paper money; includes pictures of coins and paper money from various countries. 
   Cost: $3.95 #670-48522-5

6. **Today's Consumer** available from:  
   Homemaking Research Laboratories  
   Tony, Wisconsin 54563  
   Math Problems  
   32 pages of math problems coordinated with Today's Consumer available in packets of 5 books including free teacher's key. 
   $2.15

7. **Teacher's Resource Unit on Consumer Education**  
   Includes ideas for visual aids, bulletin boards, hand-outs and other teaching aids. Cost: 152-page book, $5.65

8. **Consumer Study Units**  
   a. Set 1 (beginning) includes information on values, goals, money management, advertising, buying personal items, Stretching the Dollar, 104-page booklet--$1.35
   b. Set 2 (intermediate) family goals, planned spending, banking, young marriages, consumer gyps, careers and job interviews, 108 pages--$1.35
   c. Set 3 (advanced) financial planning and budgeting, credit, life insurance, the home, everyday expenses, 88 pages--$1.95
   d. Set 4 (advanced) taxes, saving and investing, the automobile, advertising, when you have a complaint, consumer rights and responsibilities, 84 pages--$1.05
   Teacher's Key for study units 1-4, $2.25

9. **Our American Coins** available from:  
   Superintendent of Documents  
   Washington, D.C. 20025
Issued by the Bureau of the Mint. This 24-page booklet tells about coins currently in circulation.

Cost: 25¢, level: 6-16 year olds
Stock #4805-0011

J. Teaching Consumer Education and Financial Planning available from:
Council for Family Financial Education
Twin Towers
Silver Spring, Maryland 20910

Curriculum guide of ideas compiled from teachers and Extension agents. Has many suggestions for student activities as well as suggestions to teachers.

Cost: $6.00 for the manual

K. PROCTOR AND GAMBLE
    Professional Services Division
    P. O. Box 171
    Cincinnati, Ohio 45201
1. On Your Mark... Get Ready... Go Shopping
2. About the Marketplace
3. Let the Buyer Beware

L. PUBLIC AFFAIRS COMMITTEE, INC.
    531 Park Avenue South
    New York, New York 10016
2. Answers to Questions Parents Ask
3. 1973 Public Affairs Pamphlets

M. NATIONAL FOUNDATION FOR CONSUMER CREDIT, INC.
    1819 K. Street N.W.
    Washington, D. C. 20006
1. Here's How to Get More Value Out of Every Dollar You Earn
2. How Much Credit Can You Afford?
3. How Much Are You Really Worth?
4. Establishing Good Credit
5. Young People of Today, Credit Using Families of Tomorrow
6. The Forms of Credit We Use
7. The Emergency Problem: What To Do About It
8. Measuring and Using Your Credit Capacity
9. Consumer Credit
10. Using Our Credit Intelligently

N. CONSUMER FEDERATION OF AMERICA
    Consumer Education Commission
    1012 11th St., N.W.
    Washington, D.C. 20005
1. Survey of Consumer Education Legislation
2. Teaching Tools for Consumer Education
0. FIRST NATIONAL CITY BANK
   399 Park Avenue
   New York, New York 10022

1. The Real Secret of Successful Family Financial Management
2. Does Your Money Work as Hard as You Do?
3. How Much Are You Worth Financially? and Are You Building
   for the Future?
4. "His" and "Her" Money: Facts to Help You Manage Your
   Family's Dual Income
5. Are There "Best Times" of the Year to Buy a New Car?
6. What Should You Know About Home Furnishings
7. Early Bird Thinking: How to Prepare for Your Retirement
   with a Sensible Financial Plan
8. Exactly How Much Money Should You Plan to Spend Over
    the Next Year?
9. How to Check Out Your Health Insurance Plan
10. How to Protect Your Home and Car Against Burglaries
11. How to Control the Costs on a Travel Holiday
12. Planning to Move? Here's How to Hold Down the Cost,
    Damage and Trauma
13. Are You Buying Home Furnishings? Here's How to Find Your
    Way Today in a Frankly Hard Field
14. What Should You Know About Your Will?
15. Money Management: How the Experts Take the Pain Out of
    The Planning
16. Car Operating Costs: You Can Save More Than a Dollar a
    Day
17. How to Take the Most of Your Checking Account
18. Buying Appliances? Comparison-Shopping, How to Avoid
    Service (and other) Troubles Later
19. Teaching Children How to Manage Money in Today's World
20. How to Write the Letter Nobody Knows How to Write
21. The New Social Security: The Most Common Questions,
    Complaints and Today's Answers
22. 32 Financial Terms You Ought to Know for Today's Personal
    Money Management
23. For the College-Bound This Fall: Here's How the Student
    Loans Look Today
24. Home Painting: The Great American Hobby: How to Take It
    Worth Your Time and Energy

P. CREDIT UNION NATIONAL ASSOCIATION, INC.
   Box 451
   Madison, Wisconsin
1. A Teacher's Guide to Credit Unions
2. Everybody's Money - 25c
3. Using Credit Wisely - 75c
4. Credit Union Yearbook
5. Credit Unions
6. History of the Credit Union Movement
7. Warranties and Guarantees

U.S. DEPARTMENT OF HEALTH, EDUCATION, AND WELFARE
Public Health Service
Health, Education Administration
Rockville, Maryland 20852
1. Facts from FDA:
a. Nitrates and Nitrites
b. Nutrition Labels and U.S. FDA
c. The New Look in Food Labels
d. Metric Measures on Nutrition Labels
e. Self-Medication
f. Prices and FDA

2. FDA Fact Sheets
a. Some Questions and Answers About Food Additives
b. Antibiotics and the Foods You Eat
c. Food Standards
d. Nutrition Nonsense and Sense
e. Facts on Food Labeling
f. Symbols on Food Labels
g. How FDA Helps You Get More For Your Food Dollar
h. Some Questions and Answers About Canned Foods
i. Fair Packaging and Labeling Act
j. Consumer Facts on Aspirin
k. Drug Side Effects
l. Some Questions and Answers About Medicines
m. How the Consumer Can Report to FDA
n. Poison Prevention Packaging Act

o. We Want You to Know About:
   1. Cosmetics
   2. Impact Resistant Eyeglass Lenses
   3. Prescription Drugs
   4. Labels on Foods
   5. Safe Use of Eye Cosmetics
   6. The Laws Enforced by FDA
   7. Medicines Without Prescriptions
   8. Cooking Utensils
   9. Drugs for Food-Producing Animals
  10. Salmonella and Food Poisoning
  p. FDA Approval of New Drugs
  q. First Facts About Drugs

FEDERAL RESERVE SYSTEM
Washington, D.C. 20550

1. U.S. Currency
2. The New Poverty
3. The Price System
4. Inflation and/or Unemployment
5. The Growth of Government
6. Economic Man vs. Social Man
7. The Balance of Payments
8. Truth in Lending
9. Keeping Our Money Healthy
10. Money and Economic Balance
11. The Story of Checks
12. Checkpoints—How to Write and Use Checks
13. Counterfeit?
2. Guides for Advertising Allowances and Other Merchandising Payments and Services
3. Guides Against Bait Advertising
4. Guides Against Deceptive Advertising of Guarantees
5. Guides Against Debt Collection Deception
6. Guides Against Deceptive Pricing
7. Trade Regulation Rule Relating to Incandescent Lamps
8. Guides for Labeling, Advertising and Sale of Wigs and Other Hairpieces
9. The Advertising and Labeling Guides
10. Pitfalls to Watch for in Mail Order Insurance Policies
11. Guides for Private Vocational and Home Study Schools
12. Robinson-Patman Act
13. Clayton Act
14. Federal Trade Commission Act
15. Guides Concerning the Use of the Word "Free" and Similar Representations
16. FTC Protects Consumer With Lab Tests
17. District of Columbia Consumer Protection Program
18. Guard Against Phony Ads
19. Fight Back! The Ungentle Art of Self Defense
20. Fight Back! Don't Let the Gyp Artists Get Away With It.
21. The Comparison Shopper
22. List of Publications
23. Consumer Product Information
24. Protection for the Elderly
25. Look for the Label
26. Mail Order Insurance
27. Unordered Merchandise
28. Freezer Meat Bargains
29. Franchise Business Risks
30. Risks in Raising Chinchillas
31. Speak Up! When You Buy A Car
32. An Act
33. What Truth in Lending Means to You
34. What Can Happen When You Pay on Line
35. The Pocket Guide to Choosing a Vocational School
36. "Sold Out" Supermarket Specials
37. Mail Order Insurance
38. Look for the Label
39. Unordered Merchandise
40. Don't Be Gypped
41. Care Labels

T. U. S. DEPARTMENT OF AGRICULTURE
Cooperative Extension Service
University of Alaska
Fairbanks, Alaska 99701

1. Keeping Food Safe to Eat
2. How to Buy Dairy Products
3. Removing Stains from Fabrics
4. How to Prevent and Remove Mold
5. Money-Saving Main Dishes
6. Family Fare, A Guide to Good Nutrition
7. How to Use USDA Grades in Buying Foods
8. Milk in Family Meals
9. Conserving the Nutritive Values in Foods
10. Food for the Family with Young Children
11. Nutritive Value in Foods
12. Food for Fitness
13. Eat a Good Breakfast
14. How to Buy Food Lesson Aids for Teachers
15. Labeling
16. Product Protection
17. Botulism
18. Agricultural Price Bargaining
19. The Delaney Clause
20. Food Substances
21. Pesticides
22. Fish Inspection Policy
23. Protection on the Environment
24. The Environment, Pollution and the Canning Industry
25. Water Quality Control

II. OFFICE OF CONSUMER AFFAIRS
Executive Office of the President
Washington, D. C. 20506

1. Guide to Federal Consumer Services
2. "The Professional Shopper"
3. An Approach to Consumer Education for Adults
4. 7 Ways to Reduce Fuel Consumption in Household Heating through Energy Conservation
5. Fire Extinguishers
6. 11 Ways to Reduce Energy Consumption and Increase Comfort in Household Cooling
7. Knock, Knock
8. Be Sure Before You Sign
9. Speak Up! When You Buy a Car
10. Consumer News: Phase 4 Fact Sheet
11. Consumer Product Information (Release)
12. The President's Consumer Message (Release)

V. COUNCIL OF BETTER BUSINESS BUREAUS
1100 17th St. N.W.
Washington, D.C. 20036

1. Tip Sheets
   a. 511-01245 Appliance Service
   b. 511-01206 Bait and Switch
   c. 511-01211 Buying by Mail
   d. 511-01283 Buying On Time
   e. 311-01292 Car Care on the Road
   f. 311-01243 Guarantees and Warranties
   g. 311-10280 Shade Trees
2. Fact Sheets
   a. 311-03201 Central Air Conditioning
   b. 311-03232 Computer Careers
   c. 311-03202 Executive Search
   d. 311-03255 Franchising
   e. 311-03238 Health Insurance
   f. 311-03250 Hearing Aids
   g. 311-03203 Home Appliances
   h. 311-93150 Home Buyer's Guide
   i. 311-03218 Investment Companies
   j. 311-03223 Life Insurance Companies
   k. 311-03227 Mobile Homes
   l. 311-03251 Savings
   m. 311-03235 Shopping for Food

3. Other Publications
   a. 311-22299 Better Business Bureaus Prepare for Action,
      reprint "Changing Times"
   b. 311-22296 History and Tradition of the BBB
   c. 311-22214 This is the Council of the Better Business
      Bureaus
   d. 311-22105 What is a Better Business Bureau
   e. 311-22124 Four Reasons Why

4. Information Pamphlets
   a. 311-02224 Audio Products
   b. 311-02247 Buying Used Cars
   c. 311-02230 Carpets and Rugs
   d. 311-02221 Drycleaning
   e. 311-02293 Encyclopedias
   f. 311-02216 Home Fire Protection
   g. 311-02105 Home Improvements
   h. 311-22106 Home Improvements (Spanish)
   i. 311-02229 Home Study Schools
   j. 311-02219 Mail Order Profit Mirages
   k. 311-92228 Moving
   l. 311-02239 Multi-Level Selling Plans
   m. 311-92111 Multi Level Selling Plans (Spanish)
   n. 311-02207 Refunds and Exchanges
   o. 311-02244 Renting A Car
   p. 311-02256 Roof Coatings
   q. 311-92259 Room Air Conditioners
   r. 311-02208 Sales Contracts
   s. 311-02108 Sales Contracts (Spanish)
   t. 311-02268 Slide Projectors
   u. 311-02220 Tape Recorders and Players
   v. 311-02225 Television Sets
   w. 311-02266 Water Conditioners
   x. 311-02204 Work-at-Home Schemes
   y. 311-02109 Work-at-Home Schemes (Spanish)
   z. 311-90257 Truth in Lending
   aa. 311-90110 Truth in Lending (Spanish)
   bb. 311-25125 Code of Advertising
   cc. 311-25127 Advertising Standards - Men's & Boy's
       Apparel
   dd. 311-94115 Consumer's Saving Guide
W. OTHER BOOKLETS AVAILABLE

1. Regional Center for Family Financial Education
   Indiana State University
   Terre Haute, Indiana 47809
   a. A Glossary of Terms in Family Finance and
      Consumer Education (25¢ in quantity, 1 copy free)
   b. List of Other Publications Available

2. United Automobile Workers Educational Department
   8000 E. Jefferson Ave.
   Detroit, Michigan 48214
   a. Let the Buyer Beware (25¢, 1969)

3. Essandess Special Editions
   1 W. 39th Street
   New York, New York 10018
   a. "How to Manage Your Money" ($1.00, 1967)

4. United Automobile Workers Educational Department
   505 Eighth Avenue
   New York, New York 10018

5. Pine Tree Legal Services
   158 Danforth St.
   Portland, Maine 04101
   a. Buyer's Guide to the Law: Contracts and
      Consumer Frauds, by H. Reuben, M. West ($1.00, 1971)

6. J. C. Penney Company
   Educational Consumer Relations
   1301 Avenue of the Americas
   New York, New York 10038
   a. "Forum Magazine"
      1. "Updating Consumerism" F/W '72
      2. "Consumer Behavior - What Influences It?" S/5 '71
      3. "The Role of Consumer Education" F/W '68
   b. "Insights into Consumerism"
      1. "Women and Retail Credit" ($1.70 each)
      2. "Understanding Advertising" ($1.25 each)
      3. "Understanding Today's Economy" $1.25 each

7. Office of Economic Opportunity
   Executive Office of the President
   Washington, D. C. 20506
   a. National Directory of Services for the Low-Income
      Consumer, 1973 (Free)

8. Agricultural Extension Service
   Texas A & M
   College Station, Texas 77843
   a. Unit Pricing and Open Pricing Consumers Guide
      to the Food Store, 1973 (One copy free)

8. Institute of Life Insurance
   227 Park Avenue
   New York, New York 10017
   a. "The Family Money Manager" How to Plan Your
      Spending and Saving

9. Money Management Institute
   Household Finance Corporation
   Prudential Plaza
   Chicago, Illinois 60601
a. "Money Management Booklets"
   1. Reaching Your Financial Goals (30¢ each)
   2. It's Your Credit - Manage It Wisely (50¢ each)
   3. Children's Spending (25¢ each)

10. Ginn and Company
    2550 Hanover Street
    Palo Alto, California 94304
    a. "You Are A Consumer" ($2.67 each) Grades: 7-9
    b. Dress Well for Little Money
    c. Buying Appliances
    d. What's Good Furniture
    e. Refunds and Exchanges
    f. Be Sharp! Don't Be Cheated! ($4.98 for set, designed for economically and educationally disadvantaged)

11. Sears, Roebuck and Company
    Department 703, Public Relations
    Sears Tower
    Chicago, Illinois 60684
    a. "Kaleidoscope" (Quarterly publication on teaching ideas, materials - deals with current topics of interest) Free, ask to be put on the mailing list
    b. "Using Retail Credit"
    c. "Facts and Figures about Revolving Credit" (One copy free, 20 booklets for $1.00)

12. Consumer Services
    Sperry and Hutchinson Co.
    P. O. Box 935
    Fort Worth, Texas 76101
    a. "Youth in the Marketplace" (25¢)
    b. "How to Be a Better Shopper" (50¢)

13. MONEY
    Time Life Building
    541 N. Fairbanks Court
    Chicago, Illinois 60611
    a. "Courses for Young Consumers" by Grace W. Weinstein ('March 1974, MONEY)

14. Regional Center for Family Financial Education
    Indiana State University
    Terre Haute, Indiana 47808
    a. "A Glossary of Terms in Family Finance and Consumer Education" by Larry D. Coleman (1973, 20 pp, single copy free, multiple copies .25 each)

15. The Balance Sheet
    Southwestern Publishing Co.
    5161 Madison Road
    Cincinnati, Ohio 45227
10. Food and Drug Administration
U. S. Department of Health, Education and Welfare
5600 Fishers Lane
Rockville, Maryland 20852
A. Consumer Memos
   1. Quackery
   2. Careers in FDA
   3. Enforcing the Food, Drug and Cosmetic Act
   4. Bibliography
   5. Glazes and Decals on Dinnerware
   6. Some Questions and Answers About Food Additives
   7. Facts about Meat Tenderizers and Monosodium Glutamate (MSG)
   8. Food Colors (Food Additives)
   9. BHT and BHA as Food Additives
  10. Nutrition Labeling - Terms You Should Know
  11. Facts About Food Poisoning
  12. Cosmetics
  13. Facts About "Tanning" Products
  14. Laws Enforced by FDA
  15. Food Safety in the Kitchen
  16. Protecting Your Family from Foodborne Illness
  17. Labels on Medicines
  18. Adverse Reactions to Medicines
  19. Prescription Drugs
  20. Diagnostic X Rays
  21. Microwave Oven Radiation
  22. Impact Resistant Eyeglass Lenses
VI. BOOKS

A. "Consumer in the Marketplace" available from:
   Pitman Publishing Company
   6 East 43rd Street
   New York, New York 10017
   Cost: $5.50

B. Living in a Consumer's World
   by Milton Finkelstein
   Arthur Witzburg
   available from:
   Globe Book Company
   175 5th Avenue
   New York, New York 10010
   Cost: $5.60 for 405 page book (1974)
   (Level: Junior and Senior High)

C. The Intelligent Consumer
   by C. B. Weatherbee
   available from:
   F. P. Dutton & Company
   291 Park Avenue So.
   New York, New York 10003
   Amusingly written--down to earth.
   Cost: $10.95 (1973)

D. The Consumer's World
   by T. Thomas Gorman
   & Sidney W. Eckert
   available from:
   McGraw-Hill Book Co.
   1221 Avenue of the Americas
   New York, New York 10020
   Cost: $9.50 (1974, 451 pages)
   Practicum of 221 pages for student available at
   $5.75 instructors manual available.

E. Consumer Education Series
   available from:
   Academic Paperbacks
   Six Mill Road
   West Haven, Connecticut 06516
   1. A Place to Live
   2. Government Services for Consumers
   3. The Teenager and His Family
4. Viewing Your Career
5. Consumer Purchasing
6. Majority at 18
7. Health and Leisure
8. Car Purchase & Maintenance
9. Dollar Power

F. Consumerism: Search for the Consumer Interest
   ed. D. Aaker, G. S. Day
   available from:
   MacMillan Publishing Co.
   866 3rd Avenue
   New York, New York 10022
   Cost: $5.95, paper (1974) (2nd edition)

G. The Consumer in American Society: Personal and Family
   Finance, by Anni Troelstrup
   available from:
   McGraw-Hill
   1221 Avenue of the Americas
   New York, New York 10021
   Cost: $10.50 (1974)

H. Consumer Behavior by J. Engel, D. Kollat, Roger Blackwell
   available from:
   Holt, Rhinehart & Winston, Inc.
   383 Madison Avenue
   New York, New York 10017
   Cost: $13.00 (1973)

I. Health Foods: Facts and Fakes, by Sidney Margolius
   available from:
   Walker Publishing Co.
   720 Fifth Avenue
   New York, New York 10019
   Cost: $6.95 (1973)

   D. Goldbeck
   available from:
   Harper and Row
   10 East 53rd St.
   New York, New York 10022
   Attempts to bridge gap between "health foods" and processed foods using supermarket goods to the best advantage.
   Cost: $7.95 (1973)
K. *Supermarket Counter Power: The Intelligent Food Shopper's Guide to Eating Better for Less Money*

by A. B. Shell

available from:

Warner Paperback Library
315 Park Avenue
New York, New York 10010

Cost: $1.25
(1973)

L. *The Supermarket Survival Manual*, by Judy Kemp

available from:

Books for Better Living
21322 Lasser St.
Chatsworth, California 91311

Written in "down to earth" manner.

Cost: $1.25 (1973)

M. *Consumer's Guide to Prescription Prices*

by William Gulick

available from:

Consumer Age Press
P. O. Box 279
Syracuse, New York 13214

Cost: Paper: $3.95
Hard: $7.95
(1973)
VII. RECORDS AND TAPES

A. All About Money (Miller Brody Production) available from:
   Urban Media Materials
   212 Mineola Avenue
   Roslyn Heights, New York 11577
   Cost: $4.95 MB #1006 record
   $4.95 MB #1006 cassette
   Simple lyrics set to music about cavemen who didn't need to earn money before spending.

B. Consumer Skills (Series)
   6 cassettes with worksheets and teacher's guide available from:
   3M Company
   'lincom Division
   3M Center
   St. Paul, Minnesota 55101
   Level: Grades 10-12
   Length: 18-20 minutes
   Includes intelligent buying and money handling, deceptive advertising, "truth-in-lending" laws, contract language, pricing, brand names, student-made budgets.
   Cat. #CS635-6640 $7.95 for each cassette
   1. Wise Consumer Spending
   2. The Consumer and Credit
   3. The Consumer and Saving
   4. Adventure in Consumerland
   5. The Consumer and Experts
   6. The Consumer and Cars

C. Teaching Tapes--Working with Money available from:
   Learning Arts
   P. O. Box 917
   Wichita, Kansas 67201
   (Tapes or cassettes) tapes come with student work-sheets and teacher's guide
   1. Recognition of Coins and Dollars (grades 1-3) #5601 $7.95
   2. Understanding Money Values (grades 2-4) #5602 $7.95
   3. Addition: Dollars and Cents (grades 3-5) #5603 $7.95
   4. Subtraction: Dollars and Cents (grades 3-5) #5604 $7.95
   5. How Much Change? (grades 2-4) #5605 $7.95
6. Using What You Know (grades 2-4) #5606
   Set of all Six Tapes (or cassette) $47.50

D. Consumer Business Tapes available from:
   McGraw-Hill
   College Division
   13th Floor
   330 W. 42nd St.
   New York, New York 10036

   1. The Client and the Ad Agency, 20 minutes, discussion of the relationship between a client and the ad agency and the responsibilities of each. Cat. #75510 Cost: $11.00
   2. Consumer Finance as a Career, explains this career field from point of the manager of a large office. Includes analysis of the type of individual who would be advised to consider this area of business, 20 minutes. Cat. #75428 Cost: $11.00
   3. People Love to Buy, suggests certain techniques that make people more willing to buy, 30 minutes, cat. #75530 Cost: $11.00

E. Let's Imagine Going Places (series) available from:
   Listening Library
   1 Park Avenue
   Old Greenwich, Connecticut 06870

   Level: Kindergarten-grade 3
   Cost: BY 168CX set of 10 cassettes $49.95
        Single Cassette $5.00

   Children learn about community places:
   1. The Library
   2. Hospital
   3. Fire Station
   4. Supermarket
   5. Sanitation Department
   6. Police Station
   7. Post Office
   8. Bakery
   9. School
   10. Bank

F. Creative Patterns available from:
   Society for Visual Education, Inc.
   1515 Diversey Parkway
   Chicago, Illinois 60614

   Cost: L7-R Set of 2 records $11.90
        L7-CT 2 tape cassettes $15.80

   To encourage creativity and help primary level youngsters to become aware of their environment. Includes friends; color games; Guess Who? The Department Store; the Department Store Inside;
the Picture of a Dollar: How Many Have You Got?,
What Can We Say?

G.  Real Sounds Recordings available from:
Audio Visual Division
Educational Reading Service
320 Rt. #7
Mahwah, New Jersey 07430

1. Downtown Story--A trip in song and story to the
department store and supermarket.
Cost: $4.25
Level: Grades 6-12

2. The Laundry and the Bakery Story--A visit to the
laundry and bakery.
Cost: $4.25
Level: Grades (All)

H. Consumer Career Tapes
Cost: $79.50 Order #5-1002
Level: Grades 6-12
Ten cassette tapes each containing 2 interviews with
persons in consumer oriented occupations. Each interviewee
explains the requirements of the job, job possibilities
in the future and why he chose the job.

Interview Topics are:
1. Baker/Barber
2. Bartender/Bridge and Tunnel Officer
3. Butcher & Meat Cutter/Cook
4. Fireman/Gardener
5. Hairdresser/Mail Carrier
6. Portician/Parking Attendant
7. Police Officer/Packer
8. Security Guard/Shoealter
9. Sign Painter/TV Repairman
10. Tailor/Window Washer

I. "Avoiding Deceptive Selling Practices" available from:
Association of Home Appliance Manufacturers
20 N. Wacker Dr.
Chicago, Illinois

Cost: $2.50
VIII. TEACHING UNITS, GUIDELINES AND BIBLIOGRAPHIES

A. Teaching Units

1. "Mobile Homes, A Teaching Unit" available from:
   Mobile Home Manufacturers Association
   Publication Sales
   Box 201
   14650 Lee Road
   Chantilly, Virginia 22021
   Cost: $1.35 (1971, included in the Mobile Housing Resources Package)

2. "Two Week Basic Teaching Unit on Consumer Credit" available from:
   Educational Service Division
   National Consumer Finance Association
   1000 Sixteenth St., N.W.
   Washington, D.C. 20036
   Cost: Just Write for Price

3. "HELPs" available from:
   American Home Economics Association
   HFA Sales Office
   2010 Massachusetts Ave., N.W.
   Washington, D.C. 20036
   Cost: $2.00 each (A variety of topics on consumer education; write for a listing of available HELPS packages)

B. Guidelines

1. "Consumer Education Programmed Learning Instruction Booklets" available from:
   Delta Pi Epsilon National Office
   Gustavus Adolphus College
   St. Peter, Minnesota 56082
   Cost: $.75 a set 10 booklets

2. "Consumer Protection in Post-secondary Education: Program Handbook" available from:
   Education Commission of the States
   1860 Lincoln St.
   Denver, Colorado 80203
   Cost: $2.00

3. "The Doing Book: An Experimental Approach to Consumer Education," available from:
   Middlesex Community College
   Division of Continuing Education
   Lowell, Massachusetts
   Cost: $3.50
4. Consumer Education Nights available from:
   Office of the Superintendent of Public Instruction
   310 S. 2nd Street
   Springfield, Illinois 62706
   Cost: Free 1973

5. "Your Guide for Teaching Money Management"
available from:
   Money Management Institute
   Household Finance Corporation
   Prudential Plaza
   Chicago, Illinois 60601
   Cost: .25 each

6. "Consumer Education Materials Project"
available from:
   Consumers Union
   1500
   Orangeburg, New York 10962
   a. Early Childhood Consumer Education
   b. Elementary
   c. Secondary Level
   d. Consumer Education in Jr. and Community Colleges
   Postsecondary Vocation and Technical Institutions, available from
   e. Adult Consumer Education in the Community
   f. Preparing the Consumer Educator

7. "A Department Store in the Classroom"
available from:
   Consumer Information Service
   Dept. 703, Public Relations
   Sears, Roebuck and Company
   3031 Ohio Street
   Chicago, Illinois 60611
   Cost: One copy free ($1.00 each) Guidelines to using the catalog in the classroom.

8. "Consumer Education/Age for Adoption"
available from:
   Consumer Information Services
   (address same as above)
   Cost: One copy free ($2.00 each)

C. Bibliographies

1. Supplementary Consumer Bibliography
   by Stewart Lee, available from:
   Geneva College
   Beaver Fall, Pennsylvania 15010
   Cost: $1.00 1973
2. "Selected Audio Visual Materials for Consumer Education" available from: Vocational Technical Curriculum Laboratory Building 4103 - Kilmer College Rutgers University New Brunswick, New Jersey 08903
Cost: $1.00 1971

3. Consumer Education Bibliography available from: Dr. Elsie Fetterman Co-op Extension University of Connecticut Storrs, Connecticut 06268
Cost: Free

4. Complaint Directory for Consumers and Bibliography for Consumers both available from: Everybody's Money Box 431 Madison, Wisconsin 53701
Cost: $1.00 each


One copy available free from: Office of Consumer Affairs New Executive Office Building Washington, D. C.

Cost: Free from Extension Service Distributed quarterly

7. "An Annotated Bibliography of Games and Simulations in Consumer Education" available from: Department of Instruction Adult and Continuing Education Section 316 South Second Street Springfield, Illinois
Cost: $/A

8. Consumer Education Resources available from: Michigan Consumer Education Center Eastern Michigan University Ypsilanti, Michigan 48197
Cost: $/A
9. "Vocational Instructional Materials for Home Economics" available from Federal Agencies
Northwest Regional Educational Laboratory
500 Lindsay Bldg.
710 S. W. Second Avenue
Portland, Oregon 97204

10. "Food Industry Sourcebook for Communication"
National Canners Association
1133 20th St., N.W.
Washington, D. C. 20036

Cost: $20.00 1971
IX. GAMES AND OTHER TEACHING AIDS

A. Pink Pebbles—A Game About How Money Began available from:
   Education Ventures, Inc.
   209 Court Street
   Middletown, Connecticut 06457

   Cost: $8.00

   This learning activity is in a board-game format. Players
   begin as primitive farmers and proceed through seven
   levels until a winner is identified. Kit comes with a
   4-page teaching guide which explains the rules, a brief
   history of money, elaboration of economic concepts
   involved in the game and suggestions for post-game
   discussions.

B. Simulation Games available from:
   Western Publishing Co., Inc.
   School and Library Department
   150 Parish Drive
   Wayne, New Jersey 07470

   1. Ghetto $24.00
   2. Consumer $30.00
   3. Economic System $25.00
   4. The Guide to Simulation Games $15.00

C. Replica Money Kit available from:
   Time/Life Education
   Box 834
   Radio City Station
   New York, New York 10019

   Cost: $35.00

   The origins and development of money. Includes two
   replicas each of coins from Athens, Corinth, Macedonia,
   Rome and Israel; an African Ashanti goldweight; two
   replicas of Chinese Knife Money; two printed replicas
   of a twenty dollar note issued by the Continental
   Congress.

   The teacher's manual and student programs explain the
   barter system and early forms of money. Emphasis is
   placed on the role which money has played in promoting
   commerce and how it has historically mirrored its
   social and political environment. A wall chart on
   evaluation of money is included.

D. Count Your Change Game available from:
   School Service Company
   617 So. La Brea Avenue
   Los Angeles, California 90036

   Object of the game is to make change for a dollar.
   Players, children the various coin combinations that equal
   one dollar. For 2–8 players. Milton Bradley, Cat#7635.
D. Playtrays Currency Set available from:
   Dick Blick
   P. O. Box 1267
   Galesburg, Illinois 61401
   
   Cost: #C-2370500 Playtrays Currency Set $15.90
   #C-2370400 Currency Cards Only $6.90
   
   Matching and classification game; full color pictures of real U. S. Coins. Set includes: 40 three-inch square plastic coin cards and 6 hardwood playtrays.

E. Supermarket Puzzle available from:
   Audio-Visual Division
   Educational Reading Service
   320 Rz. #17
   Mahwah, New Jersey 07430
   
   Cost: $2.00 (30 pieces, realistic shopping)

F. Blank Checks available from:
   Paul S. Amidon & Associates, Inc.
   5408 Chicago Avenue So.
   Minneapolis, Minnesota 55417
   
   Cost: $4.95
   
   Package of 500 sample checks printed on actual check paper to give students a chance to practice writing checks using these sample checks.

G. "Charge" available from:
   Paul S. Amidon & Associates, Inc.
   5408 Chicago Avenue So.
   Minneapolis, Minnesota 55417
   
   Cost: Complete set $15.00 (Grades 10-12)

H. "A Teacher's Ready-to-Use Packet of General Business Subject and Consumer Education Crossword Puzzles" (one also on make a word puzzles) available from:
   Peter Vacyk
   Rider College
   Trenton, New Jersey 08692
   
   Cost: $1.00
   15 Puzzles (1974)

I. Lincrop Machine available from:
   Stirling Department
   Attn: Jon Larson
   Anola Puysey Junior College
   11200 Mississippi Blvd.
   Coon Rapids, Minnesota 55433
   
   Cost: $4.95


Simple plastic teaching machine with a battery. A light in the center comes on when the items in the 2 columns are correctly matched. Includes printed cards in a variety of topics including metric system equivalents and consumer behavior. Extension agents and teachers can develop their own cards of matching terms. Developed as a marketing class project.

1. "Games and Simulations for Teaching Economics"
   Joint Council on Economic Education
   1212 Avenue of the Americas
   New York, New York 10036

   Cost: $4.00
   Listing of 92 games for use at the elementary level and secondary school level.

2. "Sharp Shopper" available from:
   Gillum Book Co.
   Box 4504
   Kansas City, Missouri 64124

   Cost: $5.00

3. "Family Decisions" available from:
   Washington State University
   Cooperative Extension Service
   Pullman, Washington 99163

   Cost: $6.00