Volume 1 of the two-volume annotated bibliography provides a partial listing of available materials for curriculum and instructional enrichment in distributive education. The grouping of all materials was made according to the U. S. Office of Education Classification of Instructional Programs for Distributive Education. Alphabetized by title under each subject area, the materials are further classified by type: book, slide, film, tape, record, transparency, booklet, or kit. The annotation includes, wherever possible, the grade level of material (secondary, collegiate, adult), length, cost, date published, publisher, suggested time of use, summary description, available instructor material and tests, and objectives. Volume 1 provides listings for the following subject areas: advertising services; apparel and accessories; automotive, finance and credit; floristry; food distribution; food services; and general merchandise. (Only the subtopic, management, is included under general merchandise; other subtopics are listed in volume 2.)
A NATIONAL STATE OF THE ART STUDY OF CURRICULUM INSTRUCTIONAL MATERIALS FOR DISTRIBUTIVE EDUCATION

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VOLUME 1
The project presented or reported herein was performed pursuant to a Grant from the U.S. Office of Education, Department of Health, Education, and Welfare. However, the opinions expressed herein do not necessarily reflect the position or policy of the U.S. Office of Education, and no official endorsement by the U.S. Office of Education should be inferred.
INTRODUCTION

There has been a proliferation of manuals, books, packages, learning units, and audio-visual materials for curriculum and instruction in Distributive Education. A more contemporary perspective dictates that the emphasis be placed on the learner. Therefore, relevant and meaningful curricula and instructional techniques must be developed.

To facilitate curriculum development in Distributive Education, research was conducted to initiate an annotated reference of instructional materials. Teacher-coordinators of distributive education have pre-determined schedules for teaching and coordinating. Finding enough time to examine existing publications and materials that would be helpful to their program, is usually impossible. These same teacher-coordinators are expected to adapt their state curricula to the specific needs of all their students and to the needs of the specific program. The annotated directory which has been compiled should save much reviewing time for teacher-coordinators so that they can better utilize their existing curricula and to assist in developing new curricula.

This report is the result of a pilot effort to assess the existing situation of curriculum instructional materials.
THE PROJECT

An Advisory Committee representing the various regions throughout the United States was utilized for the purpose of assisting in the development of the project. The Advisory Committee members were:

Mrs. Vivian K. Ely, Virginia Commonwealth University
Dr. Mary Klauser, University of Minnesota
Mr. Todd Sarraves, Central Connecticut State College
Mr. Edwin Nelson of the U.S. Office of Education, Dr. Marvin Hirschfeld and Dr. Jerome I. Leventhal of Temple University served as ex-officio members of the committee.

An annotated list of available materials for curriculum and instruction enrichment was developed from selected materials that were obtained from publishers, audio-visual producers, trade associations, business-industrial organizations, professional groups, and miscellaneous sources. The Distributive Education Materials Centers at Virginia Commonwealth University, Ohio State University and Trenton State College were also consulted. Suggestions and materials furnished by Miss Blanche Curran of the Pennsylvania Department of Education, Mr. Wayne Harrison of the Wisconsin Department of Education and Mr. Ralph Bregman, E.P.D.A. fellow at U.C.L.A., were utilized. State Education Department curriculums were not reviewed.
All collected materials were examined and reviewed for subject matter classification, grade level, objectives, size, and cost. In most cases, materials developed since 1950 used at the secondary, collegiate or adult level were included.

Conclusions and Recommendations

1. The variety of materials available for Distributive Education from publishers, organizations, and individuals is overwhelming. Although many materials were not prepared for Distributive Education per se, but rather for specific areas such as advertising or transportation, they are included since they have value for curriculum and instruction.

2. The vast number of materials which may be utilized for Distributive Education suggests that a specific study be conducted for each aspect of the curriculum such as human relations or consumer motivation.

3. Volumes exist in the categories of available materials. Deficiencies in the areas of automotive, finance and credit, floristry, food services, hardware, building materials, farm and garden supplies and equipment; home furnishings, hotel and lodging, industrial marketing, insurance, international trade, personal services, petroleum, real estate, recreation and tourism, transportation, other retail trade, and wholesale were quite apparent. Materials and packages should be developed for these areas.
4. The great number of trade association materials warrants a study that deals exclusively with examination and review of their publications and packages.

5. The National Network of Curriculum Management Centers for vocational-technical education under the coordination of a liaison person in each State Education Department should be utilized by Distributive Educators to keep an account of new and relevant materials. Active use of centers by Distributive Education Personnel would indicate the necessity for the Centers to have ample supplies of all types of material available.

6. An on-going national project to assess and review curriculum instructional materials should be the basic source of continuous information directed to State Supervisors and Teacher Educators of Distributive Education who then could pass this information on to preschool in-service teacher-coordinators.

7. There is a search of curriculum materials written in behavioral terms.

The Future

Immediate assistance to help in curriculum development to all on-going distributive education programs at all educational levels should be available for the improvement of instruction.

In the absence of a formal state plan to offer such assistance for curriculum development, states should determine the needs of all their distributive educators so that a mechanism may be developed to fill existing curriculum and instructional voids.
Distribution's role as the training program for the field of education and distribution must be recognized as an up-to-date activity. Failing current needs may only be done by continuous development and revision as changes in students, business, and society take place.

Dr. Marvin Hirschfeld
Dr. Jerome I. Leventhal
Project Directors
FORMAT OF BIBLIOGRAPHY

Grouping of all materials in this bibliography was made according to the U.S. Office of Education Classification of Instructional Programs for Distributive Education. The materials are alphabetized by title under each subject area. A further classification indicates whether the material is a book, slide, film, tape, record, transparency, booklet or kit.

The annotation includes, wherever possible, the grade level of material (secondary, collegiate, adult), length, cost, date published, publisher, suggested time of use, summary description, available instructor material and tests, and objectives. While every effort has been made to verify the cost of any materials listed herein, it should be noted that these costs could be subject to change. The categories General Merchandise (04.06) and Other Instructional Programs (04.99) were further divided into more specific sub-topics because of the plethora of material.
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Miscellaneous

Books

Booklets

Films and Slides

Kits

Tapes and Records

Transparencies
ADVERTISING SERVICES

04.01 00 00

Organized subject matter and learning experiences related to planning, development, placement, and evaluation tasks performed by distributive employees and management personnel in demand creation, and sales promotion activities utilizing displays, merchandising aids and mass media in such enterprises as advertising agencies, display houses, retail and wholesale establishments, and production industries.
OBJECTIVES: A people-oriented approach based on behavioral goals. The author studies the most common basic- and career-level jobs in advertising and with this information constructed intermediate and terminal performance goals from the advertising course.

SUMMARY DESCRIPTION: Designed to develop the skills, attitudes, and knowledge necessary for entry-level jobs in advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
- Teacher's Key & Manual
- Objective Tests
- General Methodology Manual

OBJECTIVES: The book helps those preparing for careers in marketing communications appreciate the rationale and strategies behind promotional campaigns, in depth knowledge of the operations of advertising institutions, and the characteristics of media which are the basic requisites for achieving professional competency in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUNNY DESCRIPTION: Attempts to give the instructor some of the important points concerning the items listed at the end of each chapter. Hopes to help teachers and students achieve better results in courses based on the book. Also includes objective questions useful for testing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: This book is designed as an introductory overview of advertising. It is intended for those who are interested in careers in advertising and those who have an interest in advertising in varying degrees, but who are not planning advertising careers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: The purpose of this manual is to present the fundamental principles and practices of advertising that should be understood by students in retail, wholesale, and service selling occupations.

SUMMARY DESCRIPTION: The author has attempted to present the material in such a way that it will help the student to understand the planning and executing of effective advertising, stimulating him to seek further information through advanced work.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: The objective is to interest students in any academic area and at the same time to stimulate further study and to lay the groundwork for those interested in advertising as a career.

SUMMARY DESCRIPTION: This edition is organized into five sections, and ordered in a manner that is unique among advertising texts. It deals with the characteristics of media before exploring the creation of advertising because most students understand the problems of copy, art, and production more readily if they are familiar with the media that are used to distribute the message.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
ADVERTISING AGENCY AND STUDIO SKILLS:

Title: A GUIDE TO THE PREPARATION OF ART AND MECHANICALS FOR REPRODUCTION

Author: Tom Cardamone

Publisher: Watson-Guptill, 165 West 46 Street, New York, NY 10036

Teacher or Student Material: Student

Cost: $7.50

Length: 160 pages

Grade Level: Collegiate

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Revised and enlarged edition of the one book that fully explains the many complicated procedures required by most art and production departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: ADVERTISING IN AMERICA: THE CONSUMER VIEW

Author: Raymond A. Bauer and Stephen A. Greyser

Publisher: Division of Research, Harvard University, Boston, MA

Teacher or Student Material: Student

Cost: $5.00

Length: 474 pages

Grade Level: Collegiate

Suggested Time of Use:

OBJECTIVES: The purpose of this book is to present an objective, comprehensive, and systematic examination of public attitudes toward advertising and advertisements and the reasons for these attitudes.

SUMMARY DESCRIPTION: The current study sought broad coverage of advertising's many facets (e.g., its economic, social, and content impacts). It also aimed to link analysis of more general attitudinal reactions to more specific behavioral reactions, i.e., to specific ads encountered by respondents in the course of their own normal daily activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: This book presents fundamental principles and practices of merchandising through advertising and display, and provides meaningful project experiences in a variety of basic tasks necessary for effective merchandising.

SUMMARY DESCRIPTION: The text is written from a business point of view, and assumes that the reader is or soon will be engaged in a business occupation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: This book discusses the work of the advertising men, what they do, and how they do it. The overall objective of the book is to make it useful to the student who is studying advertising as a consumer exposed to this powerful influence, as a person interested in advertising as an important part of the marketing process, and as a person considering advertising as a career.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: ADVERTISING FUNDAMENTALS
Author: Philip W. Burton and J. Robert Miller
Date Pub.: 1970
Publisher: International Textbook Co., Scranton, PA 18515
Teacher or Student Material: Teacher
Cost: Length: 173 pages
Grade Level: Collegiate
Suggested Time of Use: 

OBJECTIVES: To aid the teacher using the text "Advertising Fundamentals."

SUMMARY DESCRIPTION: Contains a chapter by chapter outline of "Advertising Fundamentals," which aids in class preparation, planning group discussions, choosing topics for term papers and making up essay questions for exams.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: ADVERTISING GRAPHICS
Author: H. William Bockus
Date Pub.: 1969
Publisher: MacMillan Company, New York, NY
Teacher or Student Material: Student
Cost: Length: 100 pages
Grade Level: Adult
Suggested Time of Use: 1 sem.

OBJECTIVES: 

SUMMARY DESCRIPTION: This text is designed to be used by the advertising artist. It shows the tools, design elements and production processes that concern an advertising designer. Philosophies of art, economics and education are discussed and related to the advertising field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: ADVERTISING: ITS CULTURAL AND POLITICAL EFFECTS
Author: Giancarlo Buzzi  Translator: B. David Garaize  Date Pub. 1968
Publisher: University of Minnesota Press, 2037 University Ave., S.E., Minneapolis, MN 55455
Teacher or Student Material  Cost $5.50  Length 147 pages
Grade Level  Collegiate  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: An Italian marketing director probes into the political, social, and cultural questions raised by advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: ADVERTISING AND MARKETING
Author: The Center for Cassette Studies, Inc.  Date Pub. 
Publisher: 8110 Webb Avenue, N. Hollywood, CA 91605
Teacher or Student Material  Student  Cost $12.95  Length 28 minutes
Grade Level  Collegiate  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Experts discuss the importance of advertising to the economy and ways to increase productivity. They speak of the spadework advertising does for the salesman, of its ability to reach thousands of people at low cost. The importance of strong management out of test marketing is emphasized, and determination of the advertising budget is discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: ADVERTISING AND THE OPEN MIND

Author: William Beinecke

Date Pub.: 1960

Publisher: Sperry & Hutchinson Co., 114 Fifth Avenue, New York, NY

Teacher or Student Material: Cost: Length: 15 pages

Grade Level: Adult

Suggested Time of Use: To change people's views of advertising.

SUMMARY DESCRIPTION: Mentions new ideas concerning advertising. Reprint of a talk that was given before the Boston Advertising Club.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: ADVERTISING PROCEDURE

Author: Otto Kleppner

Date Pub.: 1969

Publisher: Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material: Student

Cost: Length: 619 pages

Grade Level: Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES: Deals with advertising; its planning, creation and use.

SUMMARY DESCRIPTION: Some areas covered are: developing advertising strategy out of marketing problems, media, careers in advertising, legal and moral aspects of advertising, and the future of advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
# ADVERTISING AND PROMOTION FOR RETAILING

**Title:** ADVERTISING AND PROMOTION FOR RETAILING  
**Author:** Laurence W. Jacobs  
**Date Pub.:** 1972  
**Publisher:** Scott, Foresman and Co., 1900 E. Lake Street, Glenview, IL 60025  
**Teacher or Student Material:** Student  
**Cost:** $3.95  
**Length:** 240 pages  
**Grade Level:** Collegiate  
**Suggested Time of Use:** 1 sem.

**OBJECTIVES:** Designed to help retailers and future retailers create the best possible combination of advertising and promotion.

**SUMMARY DESCRIPTION:** This book offers a decision-making approach to the problems faced by the retailer in the promotional areas of his business. The book gives the "Why To Do It" as well as the "How To Do It." Emphasis is placed upon the selection, design, and evaluation of promotional forms within varied retail situations, based upon the needs and desires of consumers. Practical selection, message preparation, and evaluation, as parts of an overall strategy for choosing the best combination of promotional forms is included.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Instructor's guide with case analysis, role-playing instructions, and suggested test questions.

# ADVERTISING AND THE PSYCHOLOGY OF BUYING

**Title:** ADVERTISING AND THE PSYCHOLOGY OF BUYING  
**Author:** Scheuing, Carpenter and Walsh  
**Date Pub.:** 1971  
**Publisher:** Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520  
**Teacher or Student Material:** Teacher  
**Cost:** $295.00  
**Length:** 105 transparencies  
**Grade Level:** High School/Collegiate  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Set of four volumes together with teacher's guide notes offering visual insights into every facet of advertising and related marketing concepts. Vol. I, Consumer Behavior, contains 25 multi-color transparencies covering consumer demand, consumer motivation and consumer habits. Vol. II, Marketing Research, contains 30 multi-color transparencies covering informal research, formal research, experimentation and packaging research techniques. Vol. III, Advertising Principles, contains 32 multi-color transparencies covering advertising strategies, the role of advertising in selling, the selection of media and the allocation of the advertising dollar. Vol. IV, Creating the Advertisement, contains 23 transparencies depicting the entire cycle of the creation of advertising including a do-it-yourself ad that students create at the projector.
OBJECTIVES:

SUMMARY DESCRIPTION: The effectiveness of a retailer's advertising program can be enhanced by a better understanding of the basic principles of advertising. The bibliography on the succeeding pages of this pamphlet lists U. S. Government and nongovernment publications that should assist prospective and current owners of business to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: This book is intended to give the student a broad perspective and penetrating understanding of advertising; its functions in our culture, its role in business, how it works, how it is planned and created and its challenges and opportunities.

SUMMARY DESCRIPTION: The basic philosophy of this book is that advertising should interpret want-satisfying qualities of products in terms of consumer wants. This becomes the unifying theme for a logical progression through all stages of the advertising process. It gives the student a creative approach to thinking through and solving advertising problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE ANATOMY OF A TELEVISION COMMERCIAL

Author: Lincoln Diamant
Date Pub.: 1970

Publisher: Hastings House Publishers, 10 East 40 Street, New York, NY

Teacher or Student Material: Student
Cost: $12.50
Length: 190 pages

Grade Level: Collegiate
Suggested Time of Use: 1 month

OBJECTIVES: To show an overall view of what goes into the making of a TV commercial. Runs from the creative end of the commercial to the technical end of producing it.

SUMMARY DESCRIPTION: Text examines and explains each phase of the commercials complicated development from market planning through agency creation and presentation. Also discussed is pre-production, casting, filming, editing, soundtrack and music, printing and distribution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ART IN ADVERTISING

Author: David K. Stone
Date Pub.: 1961

Publisher: Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material: Cost
Length: 30 pages

Grade Level: Collegiate
Suggested Time of Use: 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: This book offers valuable aids and facts for the young man or woman hoping to become an advertising artist. This book discusses frankly the many pitfalls and direction of our business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
A BIBLIOGRAPHY OF THEORY AND RESEARCH TECHNIQUES IN THE FIELD OF HUMAN MOTIVATION

Title A BIBLIOGRAPHY OF THEORY AND RESEARCH TECHNIQUES IN THE FIELD OF HUMAN MOTIVATION

Author Advertising Research Foundation

Date Pub. 1956

Publisher Greenwood Press, 51 Riverside Avenue, Westport, CT 06880

Teacher or Student Material Cost $8.25 Length 117 pages

Grade Level Suggested Time of Use

OBJECTIVES: A bibliography of theories and techniques.


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CASES IN PROMOTIONAL STRATEGY

Author J. F. Engel, C. M. Larson and W. W. Talarzyk

Date Pub. 1971

Publisher Richard Irwin, Homewood, IL

Teacher or Student Material Student Cost Length 382 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide a cross-section of an actual promotional situation. The collection of cases presented in this volume meets the growing demand for relatively current materials for case discussion. All the cases are based on actual problem situations, and, in order to provide the student with diversity, the focus is on industrial products and retail stores as well as consumer products and services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: A metal file case containing over 200 product and heading mats. Leading manufacturers offer 50% rebate for use of their mats.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The most comprehensive study ever conducted on retail use of direct mail. Covers use and costs of DM advertising, operating procedures, compiling and maintaining lists, planning promotions, designing, measuring results and much more.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title**: DIRECT MAIL ADVERTISING FOR SMALL RETAILERS

**Author**: R. M. Lovelov

**Publisher**: U. S. Government Printing Office, Washington, DC 20402

**Teacher or Student Material**

**Cost**

**Length**: 65 pages

**Grade Level**: Adult

**Suggested Time of Use**:

**OBJECTIVES:**

**SUMMARY DESCRIPTION**: Direct mail, like all other advertising, must be well done to be effective. This booklet is designed to help small marketers avoid the dangers and reap the benefits of direct mailing.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

**Title**: EFFECTIVE ADVERTISING

**Author**: Small Business Administration

**Publisher**: U. S. Government Printing Office, Washington, DC 20402

**Teacher or Student Material**: Teacher

**Cost**: $1.25

**Length**: 52 pages

**Grade Level**: Adult

**Suggested Time of Use**: 45-60 min.

**OBJECTIVES:**

**SUMMARY DESCRIPTION**: This publication, one of a series, is directed toward teaching management skills to the small businessman. The lecture is designed to be presented to the businessman in non-technical language. The basic format of the lecture is flexible enough to alter to the personal background of the instructor or to take into account the training or special needs of the class participants.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: The complete set of subject presentations (17) may be obtained on loan from the nearest Small Business Administration office or purchased from the Superintendent of Documents, Washington, DC 20402.
OBJECTIVES:

SUMMARY DESCRIPTION: This edition reflects in coverage, definition and emphasis, the new terminology of communications made necessary by the two-decade leap forward in technology and marketing. Here one will find the world of computers, and all contemporary advertising, journalism, marketing and printing terms that play a role in today's world of communications.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The book lists pertinent, authoritative and descriptive phrases and sentences for the retail grocers general information as well as for specific use in newspaper advertisements and in other display advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** GIMMICKS MAKE MONEY IN RETAILING  
**Author:** Betty Jane Minsky  
**Publisher:** Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003  
**Teacher or Student Material:** Student  
**Cost:** $4.75  
**Length:** 100 pages  
**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**  

**SUMMARY DESCRIPTION:** Describes over 300 tested gimmicks for profitable retailing. Includes ideas for every kind of store in every field, how to hold successful contests in a store, how to make clearances and sales more exciting, how to take advantage of special events, how to attract the booming teen market and many others.  

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** A HANDBOOK TO RADIO ADVERTISING  
**Author:** Martin Ridley  
**Publisher:** National Retail Merchants Association, 100 West 31 Street, New York, NY 10001  
**Teacher or Student Material:** Student  
**Cost:** $3.00  
**Length:** 48 pages  
**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**  

**SUMMARY DESCRIPTION:** A primer for radio advertisers. Clearly and simply explains the major concepts of radio advertising. Features an excellent glossary by logical categories and important aspects including problem areas which confront most local business people when they begin to advertise, such as: how often, what time of day, how many stations, etc.  

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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<table>
<thead>
<tr>
<th>Title</th>
<th>A HANDBOOK OF TELEVISION ADVERTISING</th>
<th>Date Pub.</th>
<th>1969</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Martin Padley</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publisher</td>
<td>National Retail Merchants Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>100 West 31 Street, New York, NY 10001</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
<td>Cost $3.00</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Length 56 pages</td>
<td></td>
</tr>
<tr>
<td>Grade Level</td>
<td>Collegiate/Adult</td>
<td></td>
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</tr>
</tbody>
</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Presents the basic concepts of television advertising. An excellent guide for first-time advertisers and communications students. Contains glossary grouped by categories so that terms are brought together in a meaningful way. Discusses four important issues of television advertising: time, the value of research, production and item versus image.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

<table>
<thead>
<tr>
<th>Title</th>
<th>HOW TO BUDGET ADVERTISING FOR BIGGER VOLUME, MORE PROFITS</th>
<th>Date Pub.</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Budd Gore</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Publisher</td>
<td>Retail Department, American Newspaper Publishers Association</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
<td>Cost</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Length 68 pages</td>
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<tr>
<td>Grade Level</td>
<td>Adult</td>
<td></td>
<td>1 sem.</td>
</tr>
</tbody>
</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This booklet was prepared to help the retailer obtain a better understanding of the full selling power of newspaper advertising. This is a basic how-to-do-it primer. It will prove particularly useful to retailers embarking on their first advertising program.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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-17-
Title: HOW TO DESIGN EFFECTIVE STORE ADVERTISING

Author: M. L. Rosenblum
National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Date Pub.: 1964

Teacher or Student Material: Student
Cost: $18.00
Length: 199 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every store problem from omnibus ads to where to get a staff, how to set type, how to schedule and plan, and how to communicate internally.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: HOW TO PLAN AND PREPARE NEWSPAPER ADS

Author: National Retail Hardware Association

Publisher: 964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material: Student
Cost: Free
Length: 6 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed bulletin on the techniques of preparing a good ad for a hardware store

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title**: HOW TO SELL ADVERTISING TO MANAGEMENT  
**Author**: Richard H. Stanfield  
**Publisher**: Dartnell Corporation, Chicago, IL  
**Date Pub.**: 1969  
**Teacher or Student Material**: Student  
**Cost**:  
**Length**: 47 pages  
**Grade Level**: Adult  
**Suggested Time of Use**:  

**OBJECTIVES:**

**SUMMARY DESCRIPTION**: This booklet is designed to help the advertising man sell management on the advertising program and budget. This copy shows the ad man how he can present an ad program in detail and to show why it will benefit the company.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

**Title**: HOW TO WRITE BETTER RETAIL ADVERTISING COPY  
**Author**: National Retail Merchants Association  
**Publisher**: 100 West 31 Street, New York, NY 10001  
**Date Pub.**:  
**Teacher or Student Material**: Student  
**Cost**: $1.50  
**Length**: 77 pages  
**Grade Level**: Collegiate/Adult  
**Suggested Time of Use**:  

**OBJECTIVES:**

**SUMMARY DESCRIPTION**: A primer covering how to write newspaper advertising copy that sells, the principles and practices of direct mail copy, the five commandments of good radio copy, writing television commercials, writing sign copy that informs and sells.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
### INTRODUCTION TO ADVERTISING

**Author:** Chester Mills  
**Date Pub.** 1966  
**Publisher:** 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

**Teacher or Student Material**  
**Cost:** $2.00  
**Length:** 58 pages

**Grade Level:** High School  
**Suggested Time of Use:** 4 weeks

**OBJECTIVES:** To provide technical material and activities to assist a teacher in preparing a teaching unit on advertising.

**SUMMARY DESCRIPTION:** An informative manual for the D. E. coordinator who wants a complete picture of the advertising function. This unit gives many practical student assignments and has a concise approach to the area.

### INTRODUCTION TO MASS COMMUNICATIONS

**Author:** Warren Agee, Phillip Ault, and Edwin Emery  
**Date Pub.** 1973  
**Publisher:** Nodd, Mead & Co., 79 Madison Avenue, New York, NY 10016

**Teacher or Student Material**  
**Cost:**  
**Length:** 464 pages

**Grade Level:** Collegiate  
**Suggested Time of Use:** 1 sem.

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** The text gives the reader a full description of the mass communications industry and introduces him to all the areas of professional work in journalism. It also discusses current problems in the media.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** The instructor's manual explains each chapter. A set of true and false questions covering each chapter is also provided.
OBJECTIVES:

SUMMARY DESCRIPTION: An explanation of the function of promotion as part of the distribution process is cleverly done with the aid of a cartoon figure. A script is provided which supplements this series.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: An effectiveness study project dealing with four survey brands that places a research yardstick on what happens when magazine advertising meets a prospect.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
MAGAZINE ADS

D. E. Materials Lab

Date Pub. 1971

1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material  Teacher  Cost $6.00 Length 25 slides

High School  Suggested Time of Use 1 week

Grade Level

OBJECTIVES:

SUMMARY DESCRIPTION: Brilliantly colored magazine advertisements have been photographed (close-up copy) to show students a wide variety of national ads. Each ad is critically appraised and the ads were carefully selected so that the integral parts are easily distinguishable. A script is also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

THE MANAGEMENT OF PROMOTION

Edward L. Brink and William T. Kelley

Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Student  Cost  Length 417 pages

Collegiate  Suggested Time of Use 1 sem.

Grade Level

OBJECTIVES:

SUMMARY DESCRIPTION: The purpose of this book is to provide the reader with an understanding of reasons why goods are promoted in a free enterprise economy. The management of any business activity is basically concerned with the strategy of the activity, as well as the direction and coordination of the various means the manager has at his disposal.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
### THE MYTH OF TRADE ADVERTISING

**Author:** Ernest Obermeyer  
**Publisher:** Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003  
**Teacher or Student Material:** Student  
**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Compares sound advertising as opposed to what the author calls the "mythology" of trade advertising. Well-documented with case studies, opinion polls, sales figures, sample letters and analyses of sales objectives.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

### NEWA INSTANT PROMOTIONS

**Author:** National Retail Merchants Association  
**Publisher:** 100 West 31 Street, New York, NY 10001  
**Teacher or Student Material:** Teacher  
**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Outstanding retail promotions in full color. 35mm eye viewer included. Filmstrip can be cut apart for individual slides.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
THE NEWSTADT RED BOOK OF SEASONAL PATTERNS

George Newstadt
National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Student Material Cost $20.00 Length 102 pages

OBJECTIVES:

SUMMARY DESCRIPTION: Guidebook for right-time buying and promoting of 90 commodities most important to profit in retail stores. Gives 1966 lineage figures for 9 major markets with graphic comparison to previous 5-year average. Records aggregate lineage for last 20 years with price centers. Space for drawing your own promotional patterns on graph. A valuable aid for manufacturers, ad agencies, consultants and students.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

NEW SALES PROMOTION IN THE TEXTILE INDUSTRY

James C. Cumming
Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Student Material Cost $2.50 Length 232 pages

OBJECTIVES:

SUMMARY DESCRIPTION: This book is composed of select examples of promotion techniques that may guide and inspire others in the industry who are interested in broader markets for their products. Analyzes the promotional techniques used by leading advertisers in the textile and apparel industry. Covers the advertising campaigns of yarn manufacturers, textile mills, converters, selling agents and men's and women's apparel manufacturers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: 1969 NRMA-RAB Award Winning Radio Commercials

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Teacher

Cost: $3.00

Length: 2 records

Grade Level: Collegiate/Adult

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: 26 top retail radio commercials on two 8" plastic records.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: 1970 NRMA-RAB Award Winning Radio Commercials

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Teacher

Cost: $3.00

Length: 1 record

Grade Level: Collegiate/Adult

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Top retail commercials chosen in national competition.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: This planbook has been designed to enable every manager to organize the work so that things will get done on time. Includes standard and 4-5-4 planning calendars, sales percentages of stores by type and in selected metropolitan areas, publicity expenses for department stores and mass merchandisers, master budget planning spread, monthly worksheet and many other important retailing facts to make more effective sales promotion plans.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: This is a series of simulations in marketing management. Contains players roles, committee assignments, the sequence of simulation and various other aspects designed to better acquaint the reader with the company.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: PROMOTION AND ADVERTISING  
Author: National Retail Hardware Association  
Date Pub. 1957  
Publisher: 964 North Pennsylvania Street, Indianapolis, IN 46204  
Teacher or Student Material: Student  
Cost: $2.50  
Length: 54 pages  
Grade Level: Collegiate/Adult  
Suggested Time of Use: 2 weeks  
OBJECTIVES:  
SUMMARY DESCRIPTION: Discusses the one element that must be present if any retail establishment is to succeed—store traffic. Through advertising and promotion, a retail store virtually holds out its hand to greet those who do not know the store and welcomes old friends back for another visit.  
AVAILABLE INSTRUCTOR MATERIAL AND TESTS:  
Teacher test book  

Title: PROMOTION EXCHANGE  
Author: National Retail Merchants Association  
Date Pub.  
Publisher: 100 West 31 Street, New York, NY 10001  
Teacher or Student Material: Teacher  
Cost: $11.00  
Length: 4 to 6 pages  
Grade Level: Adult  
Suggested Time of Use:  
OBJECTIVES:  
SUMMARY DESCRIPTION: An informative newsletter for sales promotion, advertising, publicity and display managers geared to retail marketing in the '50's. There are promotion ideas, tips and important information for every size store from item featuring to total store image in each issue.  
AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: This book is an introductory text that serves to acquaint the reader with promotion and place it in perspective. It gives the reader a thorough treatment of the behavioral processes and structures that form the foundation for promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: An introduction to the field of promotion management. It is an up-to-date and balanced treatment of an exciting, challenging and dynamic area of marketing management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: Deeper understanding of the behavioral character and effects of promotion, especially television advertising.

SUMMARY DESCRIPTION: Discusses promotion in a somewhat unconventional manner, focusing on the promotional activities of buyers and sellers as a rich, dynamic human behavior rather than a technical process, and suggesting some of the characteristic subjective significance that accompanies it. It is an excellent contribution to the qualitative content of marketing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Built on a base of consumer psychology and then proceeds to treat advertising, reseller stimulation, personal selling, and other communication tools as part of an overall promotional mix. Problems are viewed through the eyes of the promotional manager in the business firm, and major emphasis is placed on an understanding of the factors that affect his decisions and mold managerial strategy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Cases in Promotional Strategy by James Engel, Carl Larson, and Wayne Talarzyk
OBJECTIVES:

SUMMARY DESCRIPTION: This publicity handbook is written for the thousands of men and women whose job it is to publicize the activities and projects of their clubs. It contains step-by-step directions for developing good publicity techniques in writing and in channeling a club's news most effectively.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE PUBLICITY PROCESS
Author Editor: James W. Schwartz Date Pub. 1966
Publisher Iowa State University Press, Ames, IA 50010
Teacher or Student Material Student Cost $4.50 Length 286 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To provide non-journalism majors with an understanding of publicity methods and means.

SUMMARY DESCRIPTION: Presents practical advice on everything from writing a news release and using broadcasting facilities to responsibilities of the writer and the history of media.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: PUBLICITY FOR YOUR STORE

Author: National Retail Hardware Association

Publisher: 964 North Pennsylvania Street, Indianapolis, IN 46204

Teacher or Student Material: Student

Cost: Free

Length: 2 pages

Grade Level: Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A brief, 2 page bulletin on how to get free publicity for your hardware store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: PUTTING IT TOGETHER

Author: Jimmy J. Koening
d.D.E. Materials Lab

Publisher: 1885 Neil Avenue, 115 Townsend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher

Cost: $3.00

Length: 109 pages

Grade Level: High School

Suggested Time of Use: 1 sem.

OBJECTIVES: The student will be able to evaluate and develop effective ads for newspapers.

SUMMARY DESCRIPTION: An instructional package to aid the coordinator in teaching basic procedures and techniques of newspaper advertising layout and design. The entire 109 page unit includes an instructional outline, references for further investigation, student handouts, and transparency masters. In addition, 60 35mm slides may be purchased separately which illustrate each of the ads and concepts covered. Although not essential to the unit, the slides add greatly to the acceptance and retention of the material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: These 80 slides tie in directly with the manual by the same name. The slides are not essential to teaching the advertising unit, but add greatly to the understanding and retention of each of the advertising principles covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: The book is applicable to those courses where the sole focus is advertising, as well as in those instances where advertising is treated as a part of a broader conceptual field. The readings are located within a conceptual framework that provides a unifying approach for all material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title**: REDISCOVERING MAGAZINES

**Author**: 

**Date Pub.**: 1972

**Publisher**: Magazine Publishers Association, 575 Lexington Avenue, New York, NY 10022

**Teacher or Student Material**: Both  

**Cost**: Free  

**Length**: 32 pages

**Grade Level**: Collegiate  

**Suggested Time of Use**: 1 day

**OBJECTIVES**: 

**SUMMARY DESCRIPTION**: A pocket-piece covering facts about magazines. Research, statistics, and perspective are presented in a way calculated to be helpful to both buyers and sellers of magazine advertising.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: 

**Title**: RETAIL ADVERTISING COPY: THE HOW, THE WHAT, THE WHY

**Author**: Judy Young Ocko  

**Date Pub.**: 1971

**Publisher**: 100 West 31 Street, New York, NY 10001

**Teacher or Student Material**: Both  

**Cost**: $4.95  

**Length**: 96 pages

**Grade Level**: Secondary/Collegiate  

**Suggested Time of Use**: 

**OBJECTIVES**: 

**SUMMARY DESCRIPTION**: An up-to-date book that tells not only how to write better copy but also explains the thinking behind it. Covers every facet of retail advertising from posters, storewide sales, direct mail, broadcasting. Tells how to work with art departments and gives hundreds of examples in simple, direct and vivid language.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: 

58-32-
RETAIL ADVERTISING AND SALES PROMOTION

Title: RETAIL ADVERTISING AND SALES PROMOTION
Author: Russell A. Brown and Charles M. Edwards
Date Pub.: 1959
Publisher: Prentice-Hall, Inc., Englewood Cliffs, NJ 07632

Teacher or Student Material: Student
Cost: $705 pages
Grade Level: Collegiate
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book deals with the advertising practices in both large and small stores. However, more attention is paid to the practices of the large stores primarily since it enables the presentation of a more complete account of sales promotion methods and procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: RETAIL BROADCASTER RADIO AND/OR TELEVISION EDITION MONTHLY
Author: National Retail Merchants Association
Date Pub.: 
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $19.00
Length: 4 Rams
Grade Level: Adult
Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Features the latest developments, success stories and ideas of retail broadcasting in radio and TV. Includes excerpts from important speeches, trade talk and information on how best to use radio and TV as an advertising media.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE RIGHT ANGLES

Babette Hall

Ines Washburn, Inc., New York, NY

1965

Student

160 pages

Collegiate/Adult

1 month

OBJECTIVES:

SUMMARY DESCRIPTION: The purpose of this book is to present a close-up of the publicist. It shows what he does, how he goes about his trade, his relationship with the press, TV, radio, and his clients, and his ethics.

SALES PLANNER

National Retail Hardware Association

964 North Pennsylvania Street, Indianapolis, IN 46204

Student

Cost: Free

Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A complete, 12 month advertising and promotion calendar for the hardwareman. Contains work sheets, promotion ideas, etc.
Title               SALES PROMOTION ENCYCLOPEDIA VOLUME II

Author               National Retail Merchants Association
Publisher            100 West 31 Street, New York, NY 10001

Teacher or Student Material   Both  Cost $20.00 Length 532 pages

Grade Level          Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The Sales Promotion Encyclopedia Volume II is designed to make available case histories on all types of sales promotion activities which have been assembled since 1958 in the NRMA Loan Library in New York. Actual case histories of how stores have staged back-to-school campaigns, Christmas promotions and events, clubs, community and downtown promotions, contests, Easter, Father's Day, Mother's Day, exhibits and fashion shows, institutional advertising, openings, customer service programs, etc. are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title               THE STORY OF THE YELLOW PAGES

Author               D. E. Materials Lab
Publisher            1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material  Teacher  Cost $15.00 Length 80 slides

Grade Level          Secondary  Suggested Time of Use 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: An unusual but much used aspect of advertising is the telephone directory yellow pages. This is the subject of this presentation which features 80 color 35mm slides and a taped narrative available in a choice of reel-to-reel or cassette. An accompanying booklet also gives the script for the tapes presentation so that the user can easily insert his own ideas. This presentation was developed through the courtesy of Ohio Bell with the idea that more D. E. students will someday be involved in writing ads for the yellow pages rather than national TV or magazines.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Concentrating on the qualities of mass communications that lend themselves to marketing purposes, the author focuses sharply on media strategy—how much to spend, where, in what kind of message units, how often, aimed at particular targets—areas where he feels the advertiser can exercise rational controls.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: SUCCESSFUL STORE ADVERTISING
Author: Kenneth Collins
Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material: Student
Cost: $1.75
Length: 52 pages
Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed study of retail store promotion, with particular emphasis on writing good copy. Discusses institutional copy for the store, vendor-paid advertising and the writing of compelling headlines.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: The purpose of this book is to show the social impact of these commercials. Each was judged on longevity, memorability and influence on later technique.

SUMMARY DESCRIPTION: A study of the 69 "classic" commercials aired on U. S. television between 1948 and 1958. This book assesses not only their sales impact, but also their overall marketing and sociological significance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title TV COMMERCIALS - HOW TO CREATE SUCCESSFUL TV ADVERTISING
Author Charles Anthony Wainwright
Publisher Hastings House Publishers, 10 East 40 Street, New York, NY
Teacher or Student Material Student Cost $8.95 Length 316 pages
Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES: Examine the total commercial from original idea to finished film. Specific subjects examined include costs, research, local and foreign commercials, commercials for children and teenagers, and the creativity process that goes into the idea of the commercials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Designed to provide stores with the benefit of Madison Avenue thinking. The promotional experience of more than 250 stores of all types--small, medium and large stores--independent, department and chain stores--are reviewed and included. For example, ideas for reactivating accounts, Father's Day, credit plans, cooperative promotions, give aways and premiums, fashion shows, and public relations guarantees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: An individual student package of 6 lessons designed to give a basic understanding of the mathematical concepts most often used in advertising. This booklet includes a pre-test, post-test, and practice exercises or projects for each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: The student will be able to identify effective advertising layout practices in actual newspaper advertisements.

SUMMARY DESCRIPTION: This booklet includes ten 35mm slides of newspaper ads and the materials necessary to help a student judge the ad in the same terms used in the National DECA advertising competition. This would be used to round out a unit in advertising and comes complete with 10 transparencies of the expert judges' rating of each of 10 ads.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparencies
Organized subject matter and learning experiences related to the variety of sales, fashion coordination, and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments primarily engaged in selling clothing of all kinds, including related articles for personal wear and adornment.
OBJECTIVES: To provide all the important data about the footwear industry and to enable market research, projections, and statistical analysis.

SUMMARY DESCRIPTION: Shows how statistics are used in the footwear industry to analyze market, location of a plant site, projection of sales, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: A review of factors involved in the production and use of merchandise made with this fiber.

SUMMARY DESCRIPTION: A review of factors involved in the production and use of merchandise made with this fiber.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: This booklet contains a scientific analysis of wool fiber, information on recent technological developments, machine-washability, permanent creasing, pleating, rain-and-stain repellency.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: This pamphlet has been prepared for those persons interested in any phase of this industry. It describes and gives references pertaining to advertising, better business bureau rulings, distribution of products, fabrics, fashions, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title __ARNEL__

Author ____________________________ Date Pub. __________________

Publisher Celanese Fibers Co., 522 Fifth Avenue, New York, NY 10036

Teacher or Student Material __Student__ Cost ____ Length 3 pages

Grade Level Secondary/Collegiate Suggested Time of Use __________________

OBJECTIVES: ________________

SUMMARY DESCRIPTION: Briefly reports on this fiber's features. Details what Arnel looks like in different forms, how it is made, and how to take care of it.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title __BASIC FASHION TRAINING__

Author ____________________________ Date Pub. 1969

Publisher Texas Education Agency and

The University of Texas, Austin, TX

Teacher or Student Material __Student__ Cost ____ Length 76 pages

Grade Level Secondary/Collegiate Suggested Time of Use 1 sem.

OBJECTIVES: To prepare people for the sale of women's apparel.

SUMMARY DESCRIPTION: Introduction to fashion, fabrics, color, basic figure types, and knowledge of design-line-form are some of the topics covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A slide series of fashions from the designer houses in New York: de La Renta, blase, Brooks, Beene, etc. Commentary, summary and a glossary of key terms are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The design houses of New York; their designers and creations for the Fall of 1972. Commentary, summary and a glossary of terms are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: BOUTIQUES

Author: 
Date Pub. 1968

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student  Cost $64.00  Length 34 slides

Grade Level: Secondary/College  Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: The impact of the boutique across the nation. Also shows different boutiques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title: BUYING CLOTHES WISELY

Author: Home Economics Dept.
Date Pub. 

Publisher: Pendleton Woolen Mills, 216 S. W. Jefferson Street, Portland, OR 97201

Teacher or Student Material: Student  Cost  Length 4 pages

Grade Level: Secondary/College  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Draws attention to the merits of wool. Describes quality, tells you to look for such factors as moth-proofing, and consider how much it will cost to take care of. Gives directions for pressing wool using a cotton-lined wool press cloth.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A color movie that illustrates the role that textiles play in daily life—at home, in sports, in industry and in national defense.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Introduces one to the members of the corduroy family: pinwale, novelty weaves, combed corduroy, prints, mid-wale, wide-wale, and thickset. Offers a sample of each, tells what it is used for and why. Also gives washing and ironing instructions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Outlines the fiber's advantages, tells how it is made from trees, and describes its wide range of uses in knits, lingers, and home furnishings. Also specifies how to wash and iron fabrics containing acetate.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Introduces the textures, patterns, performance qualities, colors, clothing and home furnishing fashions made of the company's synthetic fabrics. Describes consumer education activities, such as a fabric library where designers, manufacturers, editors, and retailers can preview next season's fashions and fabrics, performance tests and identification, and staff members who can be consulted on special problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Tells how fabrics were developed, made, and are used in light and heavy upholstery, camping clothes, car seat-covers, carpets, stretch fabrics for sportswear, and silklike fabrics used by high-fashion designers. Describes the company's plant and how nylon is controlled automatically during spinning and drawing "to produce uniform denier and unbroken yarn." Illustrates nylon used in Monsanto's Plastic Home of the Future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Describes properties of these man-made fibers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: This film shows a high school class considering how to select clothes; how to analyze body type and good features, the importance of line on width and weight, proportion and skirt length, and choosing the right accessories.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: It offers help in building a personalized, coordinated wardrobe. Practical information on the psychological and social implications of clothing as well as cost, daily, weekly and seasonal care and proper storage.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
COLOR FOR JOY

SUMMARY DESCRIPTION: A movie that gives step-by-step techniques on dyeing with color.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher’s guide and student booklets.

COLOR, LINE, AND DESIGN

SUMMARY DESCRIPTION: Fashion drawing and sketching for the non-artist. Covers color theory, psychology and application related to apparel, sales promotion and advertising. Reviews history of costumes with text and illustrations to teach historical influence on modern dress. Discusses accessories, basic silhouettes, clothing details, size ranges, and categories. A jointed fashion figure and full color chart are included with the text.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher’s Manual ($5.00)
CONSUMER BUYING GUIDES

SUMMARY DESCRIPTION: Gives complete information needed for wise buying for shoes, men's dress shirts, fabrics, foundation garments for teens, swimwear, sweaters, slips, men's and boy's sport coats, gloves, hosiery, young men's slacks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

CORDUROY, FROM WORK CLOTHES TO GLAMOUR

SUMMARY DESCRIPTION: A brief history of corduroy from the 18th Century to its popularity today as a fabric for sports clothes, maternity wear, and home furnishings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Paintings show cotton being planted, cultivated, sprayed, picked mechanically, processed and ginned, woven, finished, sewn, and used in industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Describes current research to develop new cotton stretch fabrics and cottons with more luster and different kinds of finishes—and for a cotton fabric for cold climates. Includes shopping tips.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
COTTON FROM FIELD TO FABRIC

SUMMARY DESCRIPTION: Covers the phases of the cotton industry from planting to the latest methods for finishing the cloth. Explains the technical points of knitted and bonded cotton fabrics. Lists the memorable dates in the history of cotton from 5000 B.C.

AVAILABILITY

CREATIVE MEN'S WEAR RETAILING

SUMMARY DESCRIPTION: A series of 69 articles, reprinted from Daily News Record, explaining all phases of men's wear retailing including decor, display, pricing, advertising, sales training, credit and collection and location selection.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Discusses the "technology, processes, and end uses" of this process. Gives "a simple explanation of creases versus wrinkles" and describes in detail the two basic types of permanent press finishes. Answers common questions on the process and promises that from now on "it will have a permanent place in textiles." Lists "the range of end uses for PP fabrics," with examples. Includes a dictionary of terms and shows samples of the manufacturers' guarantee tags on all PP fabrics made with Fortrel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Illustrates garments and other uses of Avril: blended with cotton, rayon acrylics, polyesters, or alone.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A pocket-size compilation of terms in the Language of Textiles that includes a selection of the more basic terms. Also lists textile organizations that aim to improve the textile industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A wall chart that illustrates points to consider in fitting undergarments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: DRESS - THE CLOTHING TEXTBOOK

Author: Helga V. Oerke, as revised by Eleanor J. Gums

Publisher: Charles A. Bennett Co., Inc., 609 West Detweiller Drive, Peoria, IL 61614

Teacher or Student Material: Student

Cost: $6.96

Length: 672 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Applies concepts of color, design, fabric selection and the many meanings of dress to personality. Uses history as a guide to current fashions and sets up sound values and principles of style and fashion. Keys to trends and cycles are included. A variety of projects develops skills and sound consumer practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide free

Title: EUROPEAN COUTURE I

Author: 

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher

Cost: $80.00

Length: 45 slides

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on great European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.
Title: EUROPEAN COUTURE II

Author

Date Pub. 1971

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher

Cost $80.00

Length 41 slides

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title: EUROPEAN COUTURE - FALL '72

Author

Date Pub. 1972

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher

Cost $120.00

Length 75 slides

Grade Level: Secondary/Collegiate

Suggested Time of Use: 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on great European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.
Title      EUROPEAN COUTURE - SPRING '72

Author                                      Date Pub. 1972

Publisher        Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material   Teacher    Cost $120.00 Length 75 slides

Grade Level    Secondary/Collegiate   Suggested Time of Use 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: Slides on great European Couture Houses, their designers and creations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.

Title      EUROPEAN READY-TO-WEAR

Author                                      Date Pub. 1971

Publisher        Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material   Teacher    Cost $80.00 Length 45 slides

Grade Level    Secondary/Collegiate   Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows the trend away from the haute couture to the ready-to-wear fashions for women.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary and a glossary of terms are included.
**Title:** EUROPEAN READY-TO-WEAR - FALL '72

**Author:**

**Publisher:** Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

**Teacher or Student Material:** Teacher

**Cost:** $80.00

**Length:** 45 slides

**Grade Level:** Secondary/Collegiate

**Suggested Time of Use:** 1 week

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Slides on European ready-to-wear for Fall '72.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Commentary, summary and a glossary of terms are included.

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**Title:** EVOLUTION OF FASHION

**Author:**

**Publisher:** Filady Publishing Corporation, 339 White Plains Road, Bronx, NY 10467

**Teacher or Student Material:** Teacher

**Cost:** $160.00

**Length:** 106 slides

**Grade Level:** Secondary/Collegiate

**Suggested Time of Use:** 2 weeks

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** An audio-visual teaching aid consisting of 106 full-color slides and a compact cassette tape, tracing the development of fashion from earliest times to the present.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Manual contains suggestions for 10 lessons, exam reviews, and the complete script with a commentary.
Title: FMC FIBERS AND FILMS

Author: Product Information Services, Fibers Operations

Publisher: American Viscose Div., FF Corp., 350 Fifth Avenue, New York, NY 10001

Teacher or Student Material: Student

Cost: 

Length: 20 minutes

Grade Level: Secondary/Collegiate

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: A 16 mm movie showing rayon, acetate, and cellophane being manufactured and used in clothing, home furnishings, and in industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: FABRIC ALMANAC

Author: Marvin Klapper

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: both

Cost: $4.95

Length: 148 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 semester

OBJECTIVES: To help those concerned with textiles to keep pace with the many changes taking place.

SUMMARY DESCRIPTION: A glossary of important textile terms. Includes analysis of trends in technology, description of natural fibers, charts production areas, shows key industry statistics and lists general and trademark names for all leading fiber houses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

86
OBJECTIVES:

SUMMARY DESCRIPTION: Shows swatches and describes 73 fabrics from alpaca to voile, telling what each is made of and its use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: A bulletin service that offers technical information about fabrics and fibers for retail stores, educators, Extension personnel, and Better Business Bureau.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
FABRICS FOR CLOTHING

Author: Eleanor J. Gawne
Date Pub.: 1973
Publisher: Charles A. Bennett Co., Inc., 809 W. Detweiller Drive, Peoria, IL 61614

Teacher or Student Material: Student
Cost: $1.77
Length: 128 pages

Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Gives complete information on textiles from fiber to finished fabrics, history, sources and production, varieties, properties of fibers, manufacturing methods, yarns, weaves, color and design, dyes, printing, uses and care for each fabric. Covers new consumer laws for care, labeling and flammability.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

FACTS ABOUT MERCHANDISE

Author: William B. Logan and Helen M. Moon
Date Pub.: 1967
Publisher: Prentice-Hall, Englewood Cliffs, NJ 07632

Teacher or Student Material: Student
Cost: $6.57
Length: 372 pages

Grade Level: Secondary
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a description and analysis of the products most frequently bought and sold in department stores. Stresses buying benefits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Film Lists ($2.20)

-62- 88
FACTS ABOUT ZEPEL FABRIC FLUORIDIZER

Summary Description: Describes the new finish, how it works, how to recognize it in home furnishings and wearing apparel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

THE FACTS SPEAK FOR THEMSELVES

Summary Description: Presents information about the Koratran Company's patented process for permanent press fabrics and the quality control program initiated by the company.


**FAIRCHILD'S DICTIONARY OF TEXTILES**

Edited by Isabel B. Wingate  
**Date Pub.** 1970

**Publisher** Fairchild Publications, Inc., 7 East 11th Street, New York, NY 10003

**Teacher or Student Material**: Both  
**Cost**: $35.00  
**Length**: 670 pages  
**Grade Level**: Secondary/Collegiate  
**Suggested Time of Use**: 1 sem.

**OBJECTIVES:**

**SUMMARY DESCRIPTION**: Includes more than 13,000 definitions relating to the textile industry. Covers producers, converters and distributors of textile products, manufacturers of equipment, selling and promotion agencies and researchers. Contains historical background as well as current information on fabrics, fibers and finishes, including trademarks.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**FASSHON BUYING**

**Author**  
**Date Pub.**

**Publisher** ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

**Teacher or Student Material**: Student  
**Cost**: $1.75  
**Length**: 121 pages  
**Grad. Level**: Secondary/Collegiate/Adult  
**Suggested Time of Use**

**OBJECTIVES:**

**SUMMARY DESCRIPTION**: Covers the different types of buying jobs in large departmentalized units, chain stores, and resident offices. Provides insight into the principles of fashion buying and merchandising. Contents include fashion merchandising, understanding fashion, customers of fashion, the buyer's job, what and how much to buy, inventory, past sales records, placing merchandising orders.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: Teacher's Manual ($5.00)
OBJECTIVES:

SUMMARY DESCRIPTION: Covers the various levels and diversification of activities for the fashion coordinator. Includes: fashion, consumer, trade and retail calendars; sources of information and market activities; planning and production of fashion shows, merchandising seminars and clinics; planning for a new fashion season; working with buying offices, manufacturers, retail stores, and textile firms; the fashion stylist handbook, functions, activities, checklist and report forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

SUMMARY DESCRIPTION: The fast-paced fashion industry. Gives the inside story on fabrics and buyers: how a people is made and a collection organized through pricing decisions, "on the day" and the practical follow-through.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FASHION IN THE MAKING

Author: 

Date Pub.: 1970

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher 

Cost: $100.00

Length: 35 slides

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows all steps in fashion making from concept through production to the customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included as well as a sample test and suggested projects.

Title: FASHION MERCHANDISING

Author: 

Date Pub.: 1969

Publisher: University of New York, Albany, NY

Teacher or Student Material: Teacher

Cost: Free

Length: 57 pages

Grade Level: Adult

Suggested Time of Use:

OBJECTIVES: To broaden the student's knowledge of fashion merchandising.

SUMMARY DESCRIPTION: Contains lessons on how to sell fashion, color, design, textiles and other aspects of fashion merchandising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FASHION MERCHANDISING

Author: Judelle and Troxell

Date Pub.: 1971

Publisher: Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material: Student
Cost: $7.00
Length: 406 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES: To prepare the student for employment as an assistant buyer, buyer, or fashion coordinator. It enables the student to develop the skills needed to fulfill job requirements.


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Instructor's Manual and Key ($2.00)

Title: FASHION MERCHANDISING INTERNSHIP PROGRAM WORKBOOK

Author: ITT Educational Publishing

Date Pub.: 1985

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student
Cost: $7.50
Length: 130 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES: To build knowledge, understanding and confidence while the student is employed in a Work/Study program.

SUMMARY DESCRIPTION: Every phase of retail store activity is covered with charts and forms and questions to be filled out. Explains store policies and rules, employment and training, merchandising information, organization, sales promotion and merchandising activities, supervision, systems and procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)
Title: FASHION SALES PROMOTION

Author: Stanley Goodman and Arthur A Winters

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost: $4.20

Length: 128 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the concepts and terminology which are relevant to the sales promotion of fashion in each of its selling levels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

Title: FASHION TEXTILE KIT

Author: Lillian Kushel

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost: $6.98

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Contains over 50 fabric swatches, selected for fiber content, construction, methods of coloring and finishing. Swatches are keyed to illustrate technical information described in the Text-Workbook as well as for use in the laboratory section of the Workbook. Professional pick glass and Textile Dictionary is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To enable the student to determine which articles of clothing are more durable or more serviceable.

SUMMARY DESCRIPTION: By means of standardized tests and procedures, the student will learn to identify fabrics, judge how they were constructed or manufactured, and to determine the various finishes of cloth. Contents include terminology, textile fibers, textile yarns, fiber identification tests, fabric construction, finishing fabrics, fabric ads, fabric swatches, using the pick glass, determining work from filling, fabric coloring, face and backs of cloth and widths.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)

SUMMARY DESCRIPTION: A text for the fashion secretarial student or the professional fashion writer. Offers specialized dictation and transcription practice relating to correspondence, reports, and other secretarial duties in the fashion industry. Contents include grammar, carbon copies, dictation hints, dictionary usage, fashion terminology, interoffice correspondence, transcript guides, manuscript preparation, postal information, preparation of minutes, proofreading, transcription hints, public relations, and integrated student skill-building activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual ($5.00)
**Title**: FASHION WRITING

**Author**: Polly Guerin

**Publisher**: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

**Teacher or Student Material**: Student  
**Cost**: $7.50  
**Length**:

**Grade Level**: Secondary/Collegiate/Adult  
**Suggested Time of Use**:

**OBJECTIVES**:

**SUMMARY DESCRIPTION**: Covers the special language of fashion writing as used in the industry. Describes and illustrates fashion reports, press releases, news stories, fashion and trade magazines, fashion show scripts, special events, radio and TV advertising and promotion, mail order catalogs, teens and boards, and bridal promotions. Student projects suggested for each type of writing.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: Teacher's Manual ($5.00)

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**Title**: FIBER FACTS, 1967-1968

**Author**: American Viscose Div.

**Publisher**: FMC Corp., 1617 John F. Kennedy Boulevard, Philadelphia, PA

**Teacher or Student Material**: Student  
**Cost**: Free  
**Length**: 89 pages

**Grade Level**: Secondary/Collegiate  
**Suggested Time of Use**:

**OBJECTIVES**:

**SUMMARY DESCRIPTION**: A pocket guide to man-made fibers. Lists them by trademark and describes the merits and uses of nylon, acetate, saran, polyester, etc. Describes the company's fibers, their strength, shrinkage, wrinkle recovery, appearance after tumbling dry, washing, and hanging, resistance to fading, etc., and the test methods used. Includes a denier conversion table, spinning twist calculator, and a glossary of textile terms.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: 
**TITLE:** FIBERS AND FABRICS  

**AUTHOR:** Educational Dept., Vogue Pattern Service  

**PUBLISHER:** The butterick Co., Inc., P.O. Box 1752, Altoona, Pa  

**TEACHER OR STUDENT MATERIAL:** Student  

**COST:** Free  

**LENGTH:** 4 pages  

**GRADE LEVEL:** Secondary/Collegiate  

**SUGGESTED TIME OF USE:**  

**OBJECTIVES:**  

**SUMMARY DESCRIPTION:** Describes 91 natural fibers and the generic names and characteristics of 10 man-made fiber families so you can "judge the kind of performance you'll get from any fabric you buy." Shows an example of each one.
FIBERS AND FABRICS

OBJECTIVES:

SUMMARY DESCRIPTION: Product specifications and information on all natural and many of the synthetic fibers; also includes finishes, care, construction, weaves, and uses of fabrics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($3.00)

FIGURE PERFECT

OBJECTIVES:

SUMMARY DESCRIPTION: A comprehensive guide to selection, wear and care of foundation garments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
FIGURE TYPES AND HOW THEY DIFFER

SUMMARY DESCRIPTION: Tells how to find your size, choosing from seven types of patterns. Explains that pattern sizes are determined by body measurements, never by age or ready-to-wear clothes. Tells how to measure yourself and diagrams subteen, teen, young junior, junior, miss, woman's and half-size figures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

FIT IS FUNDAMENTAL TO FASHION

SUMMARY DESCRIPTION: Helps find your figure type by comparing the measurements for different types of figures. Explains how to measure yourself and shows how to pick your pattern size. Sketches directions for adjusting patterns at waistline, hips, bodice, back, shoulders, and sleeve.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: Fleece TC Fabric

Author: Wool Education Center

Publisher: American Wool Council, Suite 520, 909 Seventeenth Street, Denver, CO 80202

Teacher or Student Material: Student  Cost: $2.00  Length: Chart

Grade Level: Secondary/College  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A processing chart with actual samples at each stage of the processing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: Footwear

Author: Karen R. Gillespie

Publisher: Small Business Administration

Teacher or Student Material: Teacher  Cost: Free  Length: 16 pages

Grade Level: Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of references dealing with the footwear industry. A general summary of the industry and its requirements is given preceding the actual bibliography of materials dealing with the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A series of interviews with key footwear executives. Tells what qualities they have that have made them a success. Some examples are executives from Genesco, Kelville Shoe Corp., and Hugh Puppies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Features information developed in depth for teaching purposes. A consumer buying guide inserted in each magazine.
Title: FUNDAMENTALS OF MEN'S WEAR RETAILING

Author: Date Pub. 1972

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher Cost $80.00 Length 39 slides

Grade Level: Secondary/Collegiate Suggested Time of Use 1 week

OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, glossary of terms and discussion questions are included.

Title: GLOVE LIFE--THE COMPLETE GLOVE MANUAL

Author: National Association of Glove Manufacturers Date Pub.

Publisher: 52 South Main Street, Gloversville, NY 12079

Teacher or Student Material: Teacher Cost $1.00 Length

Grade Level: Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A teacher's manual.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
GLOVES--FASHION & ETIQUETTE

SUMMARY DESCRIPTION: Traces the history of gloves and tells what length of gloves to wear with various kinds of clothes, how to judge workmanship and fit, how to store gloves and how to wash leather gloves. Tells when to leave gloves on and when to take them off, and ways to get children and teenagers to wear gloves.

THE GOOD HOUSEKEEPING GUIDE TO DURABLE PRESS

SUMMARY DESCRIPTION: A comprehensive report on Durable Press. Presents tested standards for Durable Press and explains how it differs from wash and wear. Gives tips on how to use the washer and dryer to handle it successfully, and "Ten Commandments for the Care of Durable Press" that are followed by the industry. Covers water temperature, soaps, detergents, bleaches, water conditioners and fabric softeners, ironing for touch ups, and home sewing.
GREAT DEVELOPMENTS IN FASHION

Set I - The Dome Skirt, Set II - The Peg Skirt

Author

Date Pub. 1972

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material

Teacher

Cost $95.00

Length 40 slides

Grade Level Secondary/Collegiate

Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Presentation of the 2 great developments in fashion: the dome skirt and the peg skirt

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, glossary of terms and discussion questions are included.

GUIDE TO FASHION MARKETING AND MERCHANDISING

Author

Date Pub. 1974

Publisher Milady Publishing Corporation, 3839 White Plains Road, Bronx, NY 10467

Teacher or Student Material

Student

Cost

Length

Grade Level Secondary/Collegiate

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Contains the following topics: personal selling, fashion promotion, retailing, the buyer, merchandise arithmetic and executive leadership.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Contains the following topics: evolution of fashion; history; architecture; furniture and decorative details; textiles; accessories; and design, color and good taste.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Describes the characteristics of various man-made fibers such as acetate, nylon, polyester and recommended uses of each.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
GUIDE FOR PERMANENT CARE LABELING

National Retail Merchants Association

100 West 31 Street, New York, NY 10001

$0.10 Length 12 pages

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates recommended type of labels; suggests where they should be placed on garments; gives wording of care instructions for 14 most commonly used labels; also proposes procedures and details for over-the-counter piece goods.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

THE HISTORY OF THE MEN'S WEAR INDUSTRY: 1890-1950

Author

Publisher Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Both $12.50 Length 404 pages

OBJECTIVES:

SUMMARY DESCRIPTION: History of the men's fashion industry as it emerged in America beginning with the sailor's slop-shop of the 1790's and ending with World War II and the years just following the War. The book delineates significant fashion trends and influences over the 165 year period.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** HOSIERY INFORMATION

**Author:** Burlington Hosiery Co.

**Publisher:** Advertising Dept., 666 Fifth Avenue, New York, NY 10019

**Teacher or Student Material:** Teacher  
**Cost:** Free  
**Length:**

**Grade Level:** Secondary/Collegiate  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A teacher's lesson plan.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Quiz sheets and booklets for students.

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**Title:** HOW TO BUILD AN INFANTS', CHILDREN'S & SUB-TEENS' BUSINESS

**Author:** B. Duffy Lewis and Dorothy Stote  
**Date Pub.:** 1956

**Publisher:** Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

**Teacher or Student Material:** Both  
**Cost:** $4.95  
**Length:** 112 pages

**Grade Level:** Secondary/Collegiate  
**Suggested Time of Use:** 1 month

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A manual on children's wear retailing. Gives a practical outline for merchandising each department and training sales help for this specialized selling. Includes nationally-tested and proven staple stock lists for each department, measurement tables for sizes 1-14, sales techniques, display ideas and sales meeting information.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
**Title**: HOW TO GIVE A FASHION SHOW

**Author**: Frieda S. Curtis  
**Date Pub.**: 1972

**Publisher**: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

**Teacher or Student Material**: Both  
**Cost**: $4.50  
**Length**: 104 pages

**Grade Level**: Secondary/Collegiate  
**Suggested Time of Use**: 1 month

**OBJECTIVES**: To answer all questions concerning a fashion show for the fashion coordinator, merchandise manager, buyer, retailer, designer or student.

**SUMMARY DESCRIPTION**: Deals with every facet of organizing and producing a fashion show. Includes: evaluating the audience, choosing the kind of show, the merchandise, models, location, cost, theme, commentator, lighting and time.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title**: HOW TO JUDGE VALUE IN RAYON FABRICS

**Author**:  
**Date Pub.**:  

**Publisher**: Lit Brothers Department Store, 8th & Market Streets, Philadelphia, PA

**Teacher or Student Material**: Student  
**Cost**:  
**Length**:  
**Folder**:

**Grade Level**: Secondary/Collegiate/Adult  
**Suggested Time of Use**:  

**OBJECTIVES**:

**SUMMARY DESCRIPTION**: Describes characteristics and explains the differences between viscose, cuprammonium rayons and cellulose acetate rayons. Gives tips on laundering and cleaning rayon.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: HOW TO JUDGE VALUE IN WOOLEN FABRICS

Author: 
Date Pub.:

Publisher: Lit Brothers Department Store, 8th & Market Streets, Philadelphia, PA

Teacher or Student Material: Student  Cost: Free  Length: Folder

Grade Level: Secondary/College/Adult  Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Gives points to remember about quality, characteristics, labels and grades, and describes tests for wool. Includes shrinkage instructions, and tips on care, cleaning, and laundering.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: HOW TO PREPARE AN INFANTS' & CHILDREN'S WEAR STORE

Author: Murray Medel
Date Pub. 1960

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Both  Cost: $2.75  Length: 66 pages

Grade Level: College/Adult  Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Description of the steps to take in setting up a children's wear store. Included are advertising, displays, direct mail promotion, window trimming, building a store-image in the community, budgeting, meeting discount store competition and other proven special services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A book for all fashion merchants, merchandisers, buyers and store owners. It puts into perspective all the ingredients that make for successful fashion selling—the sales staff, the promotion, the merchandise selection, the economics, and the consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: This book outlines the history of the industry, gives a background on shoe construction and styling, and investigates the particular problems of men's and women's footwear, along with the exploding potential of the young people's market. It also contains a large section devoted to the young salesman, including chapters on the basics of selling, good customer relations, and the art of fitting shoes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: HOW TO SELL THE WHOLE STORE AS FASHION

Author: Budd Gore
National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $3.00
Length: 32 pages

Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A book on the importance of fashion and how to sell it regardless of the merchandise or product. Includes 10 rules to tempt with fashion. Notes price is not a primary factor and the impetus of accessorizing to sales.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: IS THE FASHION BUSINESS YOUR BUSINESS?

Author: Eleanor L. Fried
Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student
Cost: $6.95
Length: 300 pages

Grade Level: Secondary/Collegiate
Suggested Time of Use: 1 sem.

OBJECTIVES: To help a person decide whether to enter the fashion business.

SUMMARY DESCRIPTION: Detailed survey of the entire field including profiles-in-depth of each type of job, covering all the up-to-the-minute requirements, potentials, advantages and drawbacks as well as earning figures and analyses, turnover rates and complete programs of functions for each. The "first job" of job-hunting is discussed as well as new trends at all levels of distribution and the changing structure of the industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Explains the differences in sterling, silver-plated, Sheffield plate, platinum, palladium and related metals. It points out that there are well-defined grades of quality and established market prices for minerals, but not for gems. The characteristics of a variety of precious stones are offered and consumers are advised to rely on a capable and well-informed dealer for such purchases.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: This bulletin has been prepared for the experienced retail jeweler as well as the individual who has recently entered the trade.
Title: JEWELRY SALES TRAINING KIT

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student  Cost $30.00  Length 12 books

Grade Level: Secondary  Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains six manuals entitled Watches and Clocks, Precious Gems and Metals, Fashion Jewelry, Flatware and Holloware, Crystal, China, and Giftware, and The Jewelry Store of Today. Everything a jewelry salesman needs to know about his products and how to sell them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer books for each manual are included.

Title: THE KORATRON AFFAIR

Author: Koratron Co., Inc.

Publisher: Order from Sterling Movies, Inc., 43 West 61 Street, New York, NY 10023

Teacher or Student Material: Student  Cost  Length 15 minutes

Grade Level: Secondary/College  Suggested Time of Use ______

OBJECTIVES:

SUMMARY DESCRIPTION: A movie that explains how clothes treated with the Koratron Process can be worn as they come out of the clothes dryer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
LAUNDERING

OBJECTIVES:

SUMMARY DESCRIPTION: Sections on: knowing fibers, basic steps to good laundering, soaps and detergents, bleaches, fabric softeners, starches, drying, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

LEATHER SALES TACTICS

OBJECTIVES:

SUMMARY DESCRIPTION: Selling tips on how to know and sell value in leather shoes; how to recognize which types of American leather are used in different kinds of shoes; how to double sales by knowing leather, and how to know what makes a quality shoe.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Kit contains three charts with samples of wool tweed, worsted, jersey, boucle; a four-page "Glossary of Wool Fabric Terms"; a four-page description of the "Characteristics of Woolen and Worsted Fabrics"; a folder, "Job Sheet" to help students fill in the fabric charts; and a folder illustrating the steps that turn raw wool into material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Shows how to use color, line, and texture to give an impression of bulk, height or reduce height and slenderness. Advises that "the size of print should be in proportion to the size of the wearer."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
MAKING FASHION & TEXTILE PUBLICITY WORK

Title: MAKING FASHION & TEXTILE PUBLICITY WORK
Author: James Cuming
Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material: Student
Cost: $5.95
Length: 144 pages
Grade Level: Secondary/Collegiate
Suggested Time of Use: 1 month
Objectives: To create effective publicity strategies for fashion and textiles.

Summary Description: A step-by-step guide on such publicity efforts as creating the long-range publicity plan, preparing the news release, planning and selling the news feature, and developing a press kit. Also included are training aids, discussion questions and student projects.
OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the significant place that man-made fibers occupy in the textile industry, affording new values in function, aesthetics and economy. Man-made fibers have provided new values in established industrial textiles such as tire cord, fire hose, cordage, filters and belting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title MAN-MADE FIBERS
Author
Publisher Man-Made Fiber Producers Assn., Inc., 350 Fifth Avenue, New York, NY 10001
Teacher or Student Material Student
Grade Level Secondary/Collegiate
Suggested Time of Use
OBJECTIVES:

SUMMARY DESCRIPTION: Details the way fibers are made from the simple elements found in coal, air, petroleum, salt and water. Describes fiber characteristics, uses, and care. Lists chemical definitions of textile fiber products, the companies which produce man-made fibers—and the trademark names they give their Acrylic, Acetate, Rayon, Nylon, Polyester, Saran, and Modacrylic fibers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
MAN-MADE FIBERS

SUMMARY DESCRIPTION: A 16mm movie that traces the way modern synthetic fibers are manufactured, and "how this industry has been able to develop and produce better fibers and fabrics for man's use."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MARKETING TEXTILES

SUMMARY DESCRIPTION: Covers all the bases in Marketing Textiles. The marketing disciplines consist of product development, advertising and sales promotion, selling, quality control, credit, marketing research, converting, financial control and scheduling. In addition, the author discusses advancement, remuneration, training programs, and the impact of computers on job security in the textile field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: This bibliography is a compilation of basic sources of information. It attempts to meet the requirement of merchandise information and includes material on the management level dealing with the areas of change in this field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MEN'S CLOTHING INDUSTRY: COLONIAL THROUGH MODERN TIMES
Author: Harry A Cobrin
Date Pub.: 1970
Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material: Student
Cost: $12.50
Length: 390 pages
Grade Level: Secondary/Collegiate
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A history of the clothing industry from the colonial through the modern times. The three central forces—labor, management and economics are analyzed in depth. The industry's growing pains are shown through every peak and low of development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MEN'S FURNISHINGS

Author: Richard Everhardt  Date Pub. 1971
Publisher: 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher  Cost $3.00  Length 148 pages
Grade Level: Secondary  Suggested Time of Use 4 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A course in men's clothing designed to give a salesperson background on specific styles of items currently in fashion for men including their important features and necessary know-how for fit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 67 additional pages of transparency masters and an 81 page teaching outline.

Title: MENSWEAR

Author: Instructional Materials Services  Date Pub. 1970
Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student  Cost $6.00  Length 95 pages
Grade Level: Secondary  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Product and selling information related to men's fashions, including fabrics, weaves, construction features, styling details, fitting, alterations, sportswear, outerwear, and formal wear.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
MODERN FOOTWEAR MATERIALS AND PROCESSES

Author: Walter R. Cohn
Date Pub.: 1969

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Both
Cost: $15.00
Length: 384 pages

Grade Level: Secondary/College/Adult
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: This book deals with the problems of modernization in the shoe industry. It also describes techniques that are needed for the new synthetic materials. Offers an explanation of design, styling and construction of footwear.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

NEW DIMENSIONS IN WOOL

Title: NEW DIMENSIONS IN WOOL

Author: 
Date Pub.: 

Publisher: The Wool Bureau, Inc., 360 Lexington Avenue, New York, NY 10017

Teacher or Student Material: Teacher
Cost: Free
Length: Wall chart

Grade Level: Secondary/College/Adult
Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Illustrates how dimensional patterns and textures are achieved in wool fabrics. Photographs of sample fabrics illustrate freedom of expression and choice. A column on the chart offers interpretation of pattern, weave and color and how dimension is achieved by skillful combination of these elements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: NEW SALES PROMOTION IN THE TEXTILE INDUSTRY

Author: James C. Cumming

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student

Cost: $2.50 Length: 232 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes the promotional techniques used by leading advertisers in the textile and apparel industry. Covers the advertising campaigns of yarn manufacturers, textile mills, converters, selling agents, men's and women's apparel manufacture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: ONE WORLD OF FASHION

Author: M. D. C. Crawford Revised and edited by Josephine Ellis Watkins and Beatrice Zelin

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Both

Cost: $25.00 Length: 192 pages

Grade Level: Secondary/College/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES: To be used as a reference and inspiration for designers, manufacturers, dressmakers and fashion publications.

SUMMARY DESCRIPTION: An omnibus of fashion covering such varied areas as wearing apparel and accessories, fabrics, jewelry, handbags, lace design, buttons and other ornamental fasteners. Traces the interpretive use of costume arts from other lands in American fashion; illustrated with plates of the new and the old.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
PARIS COUTURE I & II

Date Pub. 1970

Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Each set 79 slides - Set I

Teacher or Student Material Teacher Cost $120.00 Length 75 slides - Set II

Grade Level Secondary/Collegiate Suggested Time of Use 2 weeks

OBJECTIVES:

SUMMARY DESCRIPTION: A slide series of fashions by Paris Couture designers. Included are: Bohan of Dior, Cardin, Chanel, Givenchy, St. Laurent and Ungaro.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A commentary, a summary and a glossary of key terms are included.

PERMANENT PRESS--DELIVERS THE PROMISE OF WASH AND WEAR

Date Pub.______

Association of Home Appliance Manufacturers

20 North Wacker Drive, Chicago, IL 60606

Teacher or Student Material Teacher Cost Free Length______

Grade Level Secondary/Collegiate Suggested Time of Use______

OBJECTIVES:

SUMMARY DESCRIPTION: Information on the manufacture and performance of permanent press fabrics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
A PERMANENT PRESS PRIMER

Author

Publisher Home Service Department, Whirlpool Corp., Benton Harbor, MI 49022

Teacher or Student Material Student  Cost Free  Length 6 pages

Grade Level Secondary/Collegiate/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Offers information about washing time, temperature and rinsing garments made of permanent press fabrics in automatic laundry appliances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

PRESSLEY MEETS PERMANENT PRESS

Author

Publisher Home Service Department, Whirlpool Corp., Benton Harbor, MI 49022

Teacher or Student Material Teacher  Cost  Length 13½ minutes

Grade Level Secondary/Collegiate/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A color movie that describes how permanent press garments are made and how to take care of them with automatic laundry appliances.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: PROFITABLE CORSET & BRASSIERE MERCHANDISING

Author: Jean Gordon Goldman

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Date Pub.: 1963

Teacher or Student Material: Student

Cost: $1.75

Length: 60 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses selling, advertising, public relations and fashion shows. Includes all the facets on fibers, fabrics and fittings.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: PROFITABLE STOCK CONTROL FOR THE SMALL MEN'S WEAR STORE

Author: Herbert Blauweiss

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Date Pub.: 1957

Teacher or Student Material: Both

Cost: $1.50

Length: 22 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Reprints of articles from the Daily News Record dealing with stock control for retailers. The articles consider the need for basic stock control, the advantages of such a system and how it can be set up and maintained.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Examines the strong trend toward diversification of products in manufacturing. Using case histories, explores problems of small lot production and offers specific methods for improving management of the diversified apparel plant. Shows how limited runs differ from mass production techniques, how to make quick style shifts economically.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: A simplified, contemporary analysis of the largest single factor in garment production—the sewing room. Based on studies of over 300 plants, this book presents methods for improving quality, cutting costs by revamping older methods and speeding deliveries.
THE RIGHT UNDERFASHION

OBJECTIVES:

SUMMARY DESCRIPTION: Lesson sheets about proper fitting undergarments.

SALES BUILDERS FOR FOOTWEAR RETAILERS

OBJECTIVES: To increase sales in the footwear industry.

SUMMARY DESCRIPTION: One hundred fifty ideas about sales builders that have been used by shoe retailers over the years. Outlines are given as a platform upon which to create a merchandising promotion, and good-will builder. Helpful ideas on training salespeople, premiums and contests, creative promotion and cultivating children's and teens' trade.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SCIENTIFIC FUR SERVICING

Author: Gaetan J. Anglic and Jack Geller
Date Pub.: 1952

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student
Cost: $2.00
Length: 142 pages

Grade Level: Secondary/College
Suggested Time of Use: 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: Methods for scientific planning and servicing of fur garments. Sections on the storing, cleaning, repairing and restyling of furs.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SELECTED CASES IN FASHION MARKETING

Author: Nathan Amirod

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206
Cost: $5.45 per

Teacher or Student Material: Student
Cost: Volume
Length: 2 Volumes

Grade Level: Secondary/College/Adult
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Since most students learn primarily by doing, the case study method, as used in the classroom, is the closest and one of the most effective ways of helping students to learn how to approach and solve business problems. When a student analyzes a case in sales promotion or merchandising, he simulates what must be done by the proper executive in a business organization. The student is put into the role of an executive and must make responsible decisions since all cases combined in these volumes are presented from the management's point of view.

Volume I deals with buying and selling. Volume II deals with management problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Teacher's Manual ($5.30 Both volumes)
Title: SELECTING FASHIONS

Author: ____________________________ Date Pub.: ____________________________

Publisher: Consumer Information Services; Sears, Roebuck and Co., Chicago, IL 60607

Teacher or Student Material: Student  Cost: Free  Length: 15 pages

Grade Level: Secondary  Suggested Time of Use: ____________________________

OBJECTIVES:

SUMMARY DESCRIPTION: Offers help in deciding the figure category that best describes a woman's silhouette, with do's and don'ts for each figure type. A size chart for each body type, and helpful suggestions for getting the most from one's fashion dollar are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: SELLING FASHION APPAREL

Author: Eleanor W. Mullikin  Date Pub.: 1971

Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material: Student  Cost: $3.76  Length: 212 pages

Grade Level: Collegiate  Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of six sections of textual material followed by six sections of projects which are directly related to the content of the textual material. Pages in the project section are perforated at the left margin so that projects can easily be removed from the book as assigned. The projects include activities requiring both in-class study as well as contact with the business community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Men's wear fashions from 1890-1965, as well as the brief history of man-made fibers; both serious and comic aspects of the neckwear story; sportswear's transition from utilitarian to fashionable and the emergence of the "American Look."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A guide to sketching, from drawing a basic figure to creating a sophisticated fashion drawing. Illustrated with plates showing each step from the unclothed figure to complete outlines of basic apparel styles and fabric textures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SIXTY YEARS OF FASHION

Compiled by the staff of Women's Wear Daily

Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Student _ $2.75_ Length 40 pages

Collegiate/Adult_ Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A view of the evolution of women's styles, from the ankle-length fashions of the turn of the century to the Jet Age mini-skirt. More than 150 authentic fashion drawings—from formal wear to ski clothes—each with detailed explanation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

A STOCKING YARN

Modern Talking Picture Service, 1212 Avenue of the Americas, New York, NY 10036

Teacher_ Cost___ Length 18 minutes

Secondary/Collegiate_ Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A movie that gives a behind-the-scenes story of testing laboratories at McCall's Magazine and the research center of Dur-Mil Cameo Stockings and Chemstrand Corp. Also offers information on correct care of nylon hose.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: SWIMWEAR MERCHANDISING

Author: National Education Association

Publisher: Dept. of Home Economics, 1201 Sixteenth Street, N.W., Washington, DC 20036

Teacher or Student Material: Student; Cost: Free; Length: 15 pages

Grade Level: Secondary/Collegiate; Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Prepared for retail sales personnel about helping customers select the right style swim suit. Illustrations show basic figure types, how to put on a suit, how to check the fit, basic bodice and skirt designs, kinds of knits and characteristics of each and facts on elastic yarns. "Swim Suit Style Selector" a rotating disc that helps in locating figure types and offers advice on fitting, how to put on and take care of a bathing suit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: TECHNIQUES OF FASHION MERCHANDISING

Author: National Education Association

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student; Cost: $5.48; Length: 206 pages

Grade Level: Secondary/Collegiate/Adult; Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This text-workbook presents information and student activities dealing with the retailing language of numbers and how it is used as a means of forecasting and communication. Includes review of mathematics, fractions and decimals, percentages, profit and loss; inventory, retail reductions, price lines and markup, planning dollar purchases, terms of purchase, student problems and involvement activities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: 132
SUMMARY DESCRIPTION: All phases of fabric structure and design are covered with step-by-step instructions for the beginner given for each procedure. Numerous fibers and yarns are discussed as are the traditional weaves, looms and weaving methods of various countries, with accent on the traditional weaves of Central and South America. The directions and description of the several knots in rug making and instructions for braiding, knitting, lace making, embroidery and needlework are also included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The purpose of this book is to present the facts about textiles that make for satisfaction in use. It outlines pertinent facts that will guide the customer in making the best selection; it interprets the terms found on tags and labels affixed to textile fabrics sold in stores, as well as the terms found in factual advertisements; and it emphasizes the selling points of textile fabrics that will help a retail salesman.
OBJECTIVES:

SUMMARY DESCRIPTION: A series of simple lessons in elementary textiles suitable especially for beginners in high school in the field of distributive education. This workbook does not attempt to develop textile experts. Its purpose is to provide basic information for textile sales people on the retail level. A dictionary of textiles is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Each group of topics is followed by a review section summarizing the new information and quizzing students on it.

Title TEXTILES: FIBER TO FABRIC
Author M. David Potter and Bernard P. Corbman Date Pub. 1967
Publisher Creg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student Cost $6.50 Length 495 pages
Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Places stress on the comparison, selection, usage, and care of fabrics and merchandise items as well as on the theory and process underlying their manufacture and development. Special attention is given to the growing acceptance of fabric constructions other than weaving. Knitting is treated independently and in great detail. Nonwovens, tufting, and the new non spun constructions are also covered. The authors compare fabrics of all types.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Key
Title: From Source to Consumer Set I: Introduction to Textiles

Author

Date Pub. 1971

Publisher

Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material

Cost $100.00 Length 18 samples

Grade Level

Secondary/College

Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Shows use of textiles in today's fashions, home furnishings, and other areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary, glossary of terms and discussion questions are included.

Title: From Source to Consumer Set II: Yarns Used in Making Cloth

Author

Date Pub. 1972

Publisher

Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material

Cost $100.00 Length 22 samples

Grade Level

Secondary/College

Suggested Time of Use 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Impact of textiles from a consumer viewpoint--fibers, blends, yarns, construction, finishes, coloring and care.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary, glossary of terms and discussion questions are included.
Title: TEXTILES FROM SOURCE TO CONSUMER Set III: Construction of Cloth
Author: 
Publisher: Fairchild Publications, Inc., 7 East 17 Street, New York, NY 10003
Teacher or Student Material: Teacher Cost $100.00 Length 20 samples
Grade Level: Secondary/Colleigate Suggested Time of Use 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: Explains all the steps involved in the construction of cloth from source to consumer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary, summary, glossary of terms and discussion questions are included.

Title: THERE'S NOTHING LIKE A DRESS
Author: International Ladies Garment Workers Union
Publisher: 275 Seventh Avenue, New York, NY 10001
Teacher or Student Material: Student Cost Free Length 10 pages
Grade Level: Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses lengths, fabrics, and colors of a dress.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Defines the variety of fibers used in clothing and home furnishings, explains the characteristics of each type, offers guidelines for judging fabric blends, explains fabric finishes and laundering procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The wise selection and use of textiles depends on a basic understanding of generic family characteristics, and a knowledge of how natural and synthetic fibers react to various care practices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Gives the background of a modacrylic fiber. Kit includes a folder describing "what it is, where you will find it and its care," and outlines its properties. A Fact Sheet illustrates how Verel is made. Includes a sample of Verel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WHAT EVERY WOMAN SHOULD KNOW ABOUT MEN'S FASHIONS

SUMMARY DESCRIPTION: Focuses on the total wardrobe concept and points out that women purchase 75% of all men's furnishings and most of men's wear is cared for by women. Includes sketches and information about fashions currently in style and helpful hints on how to care for a man's wardrobe.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A teacher's supplement and quiz sheet on men's fashions, their selection and care is also available.
**SUMMARY DESCRIPTION:** Answers commonly asked questions about silk. Also defines the kinds of weaves used for silk fabrics and a pocket dictionary of terms often used in relation to silk fabrics.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

**SUMMARY DESCRIPTION:** Spells out 18 terms--and selling points--for cotton fabrics, such as "nonchlorine retentive", pima, "vat-dyed", and others.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: THE WINNERS

Author: Bates Fabrics, Inc.

Publisher: Order from Association Films, Inc., 600 Madison Avenue, New York, NY

Teacher or Student Material: Teacher

Cost: 

Length: 13 1/2 minutes

Grade Level: Secondary/Collegiate

Suggested Time of Use: 

OBJECTIVES: 

SUMMARY DESCRIPTION: A movie about three college students, winners of the Bates Dream Room Contest. They discuss their winning room designs and explain how they created individual decorating schemes on a limited budget. A brief visit to a fabric mill shows how weaving, dyeing and finishing processes are done.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: WOMEN'S READY-TO-WEAR, 1970

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student

Cost: $6.50

Length: 167 pages

Grade Level: Secondary

Suggested Time of Use: 6 weeks

OBJECTIVES: 

SUMMARY DESCRIPTION: Sales and merchandise information related to fashions, fabrics, and quality features that make selling an art rather than routine duty.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: answer book ($2.50)
OBJECTIVES:

SUMMARY DESCRIPTION: Describes cotton's merits in terms of appearance, performance, and comfort, and new developments textile researchers are working on: a heavy cotton tweed for a topcoat that can be thrown into the washing machine and tumbled dry, and fabrics for blankets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title WOOL AS AN APPAREL FIBER
Author Giles E. Hopkins
Publisher Rinehart & Company, Inc., New York, NY
Teacher or Student Material Student Cost Length 110 pages
Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Intended to sketch briefly the technical background of wool production, manufacture and use.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: WOOL FABRIC TERMS

Author: Wool Education Center

Publisher: American Wool Council, Suite 520, 909 Seventeenth Street, Denver, CO 80202

Teacher or Student Material: Student

Cost: Free

Length: 

Grade Level: Secondary/Collegiate

Suggested Time of Use: 

OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: WOOL FIBER IN THE MAKING

Author: Home Economics Dept.

Publisher: Pendleton Woolen Mills, 211 S.W. Jefferson Street, Portland, OR 97201

Teacher or Student Material: Teacher

Cost: Free

Length: Poster

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Shows the eight main steps in producing wool fabrics, with samples of raw wool, scoured wool, lanolin, dyed wool, wool after carding, wool yarn, unfinished fabric, and finished fabric.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title**: WOOL MARK OF QUALITY, QUESTIONS AND ANSWERS

**Author**: 

**Publisher**: The Wool Bureau, Inc., 360 Lexington Avenue, New York, NY 10017

**Teacher or Student Material**: Student  

**Cost**: Free  

**Length**: Folder

**Grade Level**: Secondary/Collegiate/Adult  

**Suggested Time of Use**: 

**OBJECTIVES**: 

**SUMMARY DESCRIPTION**: Describes the new mark, explaining that it means a garment or wool product meets the quality standards of the Wool Bureau, such as strength and color fastness, as well as fiber content. Also points out that wool is the only textile raw material with a worldwide quality certification mark and explains how it is used.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: 

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**Title**: THE WOOL STORY, FROM FLEECE TO FASHION

**Author**: Home Economics Dept.

**Publisher**: Pendleton Woolen Mills, 218 S.W. Jefferson Street, Portland, OR 97201

**Teacher or Student Material**: Teacher  

**Cost**: Free  

**Length**: 36 pages

**Grade Level**: Secondary/Collegiate/Adult  

**Suggested Time of Use**: 

**OBJECTIVES**: 

**SUMMARY DESCRIPTION**: Gives the chemical composition and advantages of wool, processing, washing, dyeing, mixing, carding, spinning, weaving, fulling and finishing with illustrations of each step. Also describes Wool Products Labeling Act of 1939.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: 

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OBJECTIVES:

SUMMARY DESCRIPTION: Covers the historical background of wool; wool growing in the U.S.; marketing, selection and grading; world wool supply; and information about the Wool Products Labeling Act; and the national importance of the wool textile industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Introduces a chemical process "that means woolens can go right into the washing machine without fear of shrinking or matting."

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title** THE WORD IS IDENTIFICATION

**Author**

**Date Pub.**

**Publisher** Celanese Fibers Co., 52 Fifth Avenue, New York, NY 10036

**Teacher or Student Material** Student __ Cost Free __ Length 21 pages __

**Grade Level** Secondary/Collegiate/Adult __ Suggested Time of Use __

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Explains how the tag protects the consumer and guards the reputation of fibers such as Arnel, Fortrel, Celanese Acetate, Celaperm and Celacloud. Includes a glossary of fabric and fiber terms.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title** THE YOUNG CONSUMER LOOKS AT TEXTILES

**Author** Alvin Garblik

**Date Pub.** 1973

**Publisher** Bamn Publishing Co., 910 Township Lane, Cherry Hill, NJ 08034

**Teacher or Student Material** both __ Cost $350.00 __ Length 252 pages __ Complete set

**Grade Level** Secondary/Collegiate/Adult __ Suggested Time of Use Variable __

**OBJECTIVES:** The student will be able to:
1. identify natural and man-made fibers.
2. apply standard methods of naming fibers according to FTC regulations.
3. demonstrate proper methods of labeling textile products.
4. identify the classes of textile fabrics.
5. explain the method of producing fabrics.
6. explain how fabrics are finished and their uses.

**SUMMARY DESCRIPTION:**

The student workbook is written in simple language and in cartoon form for illustrating concepts. Each concept is explained and several questions are asked for each. At the end of each unit, activities relating to that unit have been developed. The entire program can be purchased in set form consisting of 50 workbooks, a teacher's guide, and 213 transparencies. The material is the outgrowth of Dr. Garblik's doctoral dissertation and has been tested at all stages of its development.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** The workbook is supported by a complete set of transparencies in color accompanied by a teacher guide which contains the answers to questions in student workbook.
Organized subject matter and learning experiences related to the variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail, wholesale, and service establishments engaged in selling, renting, storing or caring of cars and trucks, and in selling automotive parts, accessories, and equipment.
OBJECTIVES:

SUMMARY DESCRIPTION: These lesson assignments are a tool to be used in easing the student's entry into the automotive service industry by providing specific information.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Answer book

SUMMARY DESCRIPTION: Describes interesting facts about the automobile industry including methods of production.
OBJECTIVES:

SUMMARY DESCRIPTION: Describes American automobiles with specific information on models, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Describes facts concerning the automobile industry such as differences in models, etc., helpful to salespeople.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** HOW TO BUY A USED CAR

**Author:** Charles R. Jackson

**Publisher:** Chilton Book Company, 401 Walnut Street, Philadelphia, PA 19106

**Date Pub.:** 1967

**Teacher or Student Material:** Student

**Cost:** $2.75

**Length:** 90 pages

**Grade Level:** Secondary/College/adult

**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A former used-car salesman and manager offers guidance to the relatively inexperienced purchaser of a used car. He covers dealers and their advertising, used car conditions and guarantees, shopping, negotiating, buying, and financing the purchase.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

**Title:** MOTOR TRUCK FACTS

**Author:** Motor Vehicle Manufacturers Association

**Publisher:** 320 New Center Building, Detroit, MI 48202

**Date Pub.:** 1971

**Teacher or Student Material:** Student

**Cost:** Free

**Length:** 60 pages

**Grade Level:** Secondary/College/adult

**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Describes facts concerning motor trucks helpful to salespeople.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES:

SUMMARY DESCRIPTION: Marketing and statistical information on motor homes, travel trailers, truck campers, camping trailers and pick-up truck covers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE SECRETS OF CURLY EO. DAKS

OBJECTIVES:

SUMMARY DESCRIPTION: Ten films with records or cassettes on how to manage a service station. How to manage Service Station Facilities, Manpower, Money, Sales, Advertising and Sales Promotion, and Salesmanship.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide
OBJECTIVES:

SUMMARY DESCRIPTION: A series of 12 films with cassette tapes on the introduction. Meet Your New Job, Meet Your Customers, How to D-I-G for Sales, How to Discover Sales on the Driveway, How to Discover Sales Under the Hood, How to Discover Sales in the Service Bag, How to Involve the Customer in More Sales, How to Get the Customer's Agreement to Buy, How to Sell by Making a Good Impression, the Profit Picture, the Secret of Salesmanship, and a Professional Salesman.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A kit for those interested in the operation and management of service stations. All operations discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual and Key ($1.60)
<table>
<thead>
<tr>
<th>Title</th>
<th>SERVICE STATION MECHANICING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Fritz</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1968</td>
</tr>
<tr>
<td>Publisher</td>
<td>McGraw-Hill Book Company, Hightstown, NJ 08520</td>
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</table>

**Teacher or Student Material:** Student  
**Cost:** Free  
**Length:** Suggested Time of Use

**Grade Level:** Secondary/Collegiate  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Practice set for the operation of a service station including forms.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Teacher's Manual and Key ($1.60)

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<table>
<thead>
<tr>
<th>Title</th>
<th>THE AGILE LENS OF AUTO</th>
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</thead>
<tbody>
<tr>
<td>Author</td>
<td>Motor Vehicle Manufacturers Association</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1970</td>
</tr>
<tr>
<td>Publisher</td>
<td>320 E. Center Building, Detroit, MI 48202</td>
</tr>
</tbody>
</table>

**Teacher or Student Material:** Student  
**Cost:** Free  
**Length:**

**Grade Level:** Secondary  
**Suggested Time of Use:** 2 days

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Describes the materials used in making automobiles.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
FINANCE AND CREDIT

Organized subject matter and learning experiences related to the tasks performed by distributive employee and management personnel in institutions engaged in deposit banking and related services, extending credit in the form of loans, services allied with the exchange of securities and commodities, or consumer credit and collections.
OBJECTIVES:

SUMMARY DESCRIPTION: Five programs: 1) Employees, 2) Management, 3) Identification, 4) Security and 5) Bomb Threats

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
### THE MANAGERIAL SKILLS SERIES

**Title:** The Managerial Skills Series

**Author:** Thompson-Hitchell & Associates

**Publisher:** 2996 Granview Avenue, N.E., Atlanta, GA 30305

**Teacher or Student Material:** Student

**Cost:** $350.00

**Length:**

**Grade Level:** Secondary/College/Adult

**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Set includes 5 films: 1) Organizing and Planning Skills, 2) Effective Management Skills, 3) Decision-Making Skills, 4) Leadership and Skills, 5) Perception

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

### BEFORE YOU PAY: A COURSE IN CONSUMER CREDIT

**Title:** Before You Pay: A Course in Consumer Credit

**Author:**

**Publisher:** Universal Education and Visual Arts, 221 Park Avenue South, New York, NY 10003

**Teacher or Student Material:** Student

**Cost:** $55.00

**Length:**

**Grade Level:** Secondary

**Objective:**

**SUMMARY DESCRIPTION:** A mini-course describing credit available for consumers.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Teacher's Guide, 30 Student Workbooks and 4 cassettes
OBJECTIVES:

SUMMARY DESCRIPTION: Records minutes of the 1956 Consumer Credit Conference held at the University of Michigan. This conference was planned as a forum for the discussion and exchange of opinion, the testing and criticism of ideas, and the expression of varying attitudes and points of view, all with the aim of obtaining a better understanding of consumer credit as an integral and important segment of our national economy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The theme of the 1960 Conference, "Consumer Credit in the Sixties" proved to be a provocative and highly significant subject and one which was dealt with most effectively and efficiently by the speakers and panel members. It was designed to deal with some of the more broad social and economic implications relevant to the future developments in the field of consumer credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: CREDIT & COLLECTION KNOW-HOW

Author: Allyn M. Schiffer and Robert J. Schwartz

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student

Cost: $5.00

Length: 254 pages

Grade Level: College/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A primer on credit operations for retail and non-retail organizations. Answers puzzling questions on reference checking, collection methods, credit exchange information and tracking down the ulcer-producing "skip." Contains a glossary of legal terms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: CREDIT COLLECTION TECHNIQUES AND TERMS

Author: Bernard S. Glaser

Publisher: J.E. Materials Inc., 145 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher

Cost: $2.00

Length: 61 pages

Grade Level: Adult

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: This course outline was designed to improve adult business management of credit but is equally good for introducing students to collection problems and techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Includes 29 pages of handouts and transparency master; including credit forms.
OBJECTIVES: To point out the scope and importance of retail credit and its possibilities for the merchant.

SUMMARY DESCRIPTION: Suggestions are provided for establishing sound procedures and correct policies, and for maintaining a profitable credit business. It is done in the form of questions and answers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: This book presents fundamental principles and practices of credit and collections. Consists of six sections of textual material followed by six sections of projects which are directly related to the content of the textual material. The projects include activities requiring both in-school study as well as contact with the business community. The projects within a section, as well as in total, provide for a range of student interests and abilities.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's manual
OBJECTIVES:

SUMMARY DESCRIPTION: This National Consumer Credit Conference dealt with 3 major areas of consumer credit: 1) the size and continued growth of consumer debt and money market operations, 2) the changing consumer attitudes toward buying and borrowing, and 3) the important elements of consumer credit education.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Five programs: 1) Trusts, 2) History of Banking, 3) Savings Account, 4) Checking Account and 5) Loans

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FAIRCHILD'S FINANCIAL MANUAL OF RETAIL STORES

Author: Date Pub. 1971

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: both Cost $25.00 Length

Grade Level: Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Gives authoritative financial data on over 275 publicly-owned retail organizations, representing thousands of department and general merchandise stores, supermarkets, shoe, drug, specialty, home furnishings and major discount stores. Includes corporate officers and directors; divisions with addresses; transfer agent and stock exchange; acquisitions; number of retail units; income account; assets and liabilities; 10-year summaries of sales and earnings; stock information and equity; important ratios; financial charts on leading corporations. Cross-referenced index includes retail divisions, subsidiaries. AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: FINANCIAL TERMINOLOGY

Author: Date Pub.

Publisher: NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material: both Cost Length 49 pages

Grade Level: Secondary/College/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A glossary of over 950 terms. It was originally prepared to assist financial personnel in becoming better acquainted with the terms used in their daily routine; however, it is valuable as a classroom reference in the study of money, banking and other related subjects. Since automation has become an integral part of today's financial operations, related EDP terms have been included. Formulas and mathematical models are used to clarify any technical terms that are difficult to describe in pure narrative. AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FINANCING BUSINESS FIRMS
Author: Charles L. Prather and James E. Wert
Publisher: Richard D. Irwin, Inc., Homewood, IL 60430
Date Pub.: 1971
Teacher or Student Material: Student
Cost: 
Length: 611 pages
Grade Level: Collegiate
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the differences between a business corporation from a proprietorship and a partnership, financial statements, leasing instead of purchasing equipment, all aspects of financing, and the differences between recapitalization and reorganization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: FINANCING... SHORT AND LONG TERM NEEDS
Author: Small Business Administration
Publisher: U.S. Government Printing Office, Washington, DC 20402
Date Pub.: 1965
Teacher or Student Material: Teacher
Cost: $1.50
Length: 75 pages
Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews pertinent financial terminology, ways of improving the financial management of small businesses, various types of capital and the determination of the sources of capital funds.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: A set of 8"x10" colored transparencies available from the nearest Small Business Administration regional office.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Contains many charts and statistics to explain the importance of credit.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** HOW TO BUY STOCKS  
**Author:** Merrill Lynch, Pierce, Fenner & Smith, Inc.  
**Publisher:** 70 Pine Street, New York, NY 10005  
**Teacher or Student Material:** Student  
**Cost:**  
**Length:** 209 pages  
**Grade Level:** Secondary/College/adult  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Tells what investment means, explains the types of stocks, regulations issued by government and municipal bonds, investing, how to read financial news, the ways of investing, knowing when to sell and folklore of the market.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** INVESTMENT DECISIONS IN SMALL BUSINESS  
**Author:** Solomon  
**Publisher:** University Press of Kentucky, Lexington, KY 40506  
**Teacher or Student Material:** Student  
**Cost:** $3.00  
**Length:** 160 pages  
**Grade Level:** College/adult  
**Suggested Time of Use:** 1 sem.  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Two theoretically sound formulas are compared with simpler techniques in the context of small business. This study aims to fill a neglected area in managerial economics. It discusses the prescriptions which theory has made and points out the assumptions which are involved in them. It compares the methods of the businessman with the prescriptions of theory. It assesses the usefulness of various theoretical tools for investment analysis within the framework of small business practice, recognizing the limitations imposed by assumptions of theory and the time bind in which the small businessman appears to find himself.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

-135-
OBJECTIVES:

SUMMARY DESCRIPTION: Lively materials for teachers and students. Includes motion pictures, films, slides, and visual aids.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ____________ MONEY AND BANKING ____________
Author ____________ George L. Klein ____________ Date Pub. 1972
Publisher ____________ South-Western Publishing Co., 2101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material ____________ Student ____________ Cost $11.00 Length 850 pages
Grade Level ____________ Grades 1-12 ____________ Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses: (1) The theory of money in all its aspects, credit money, the effect of investment and savings, marginal efficiency of capital and interest rates, the inflationary and deflationary pressures are thoroughly covered. (2) Monetary policy used as a tool to control the business cycle and to promote growth is discussed in depth. (3) Fiscal policy—the impact of government spending and taxes on the real world—is analyzed with the aid of national income and monetary theory. (4) Practical aspects of bank operations, other financial institutions, and international banking are presented to complete the picture.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual and Tests (Free)
OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the complete operation of banks and their various services. Provides self-evaluating diagnostic tests and exercises on the topic of each section.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A brief treatment of the nature and function of banks; the dual banking system; clearing and collecting checks and operations of commercial banks.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To contribute to a better understanding of the effective use of money, credit, and banking services.

SUMMARY DESCRIPTION: Describes the various aspects of finance, credit, capital, budget, inflation, banking systems, use of credit and investment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MONEY MANAGEMENT AND BANKS
Author: 
Publisher: University of the State of New York, Albany, NY
Teacher or Student Material: Student
Cost: 
Length: 51 pages
Grade Level: Adult
Suggested Time of Use: 

OBJECTIVES:  

SUMMARY DESCRIPTION: Consists of a course outline. This course is related to other courses concerning the field of real estate training, giving more comprehensive coverage to the mortgage business. Also, there is a bibliography which lists the supplementary references used by the teacher in presenting the material.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MORTGAGE AS EQUITY I
Author: Vocational Instructional Material Laboratory
Publisher: Lindsey Hopkins Education Center, Miami, FL
Teacher or Student Material: Teacher
Cost: 
Length: 9 pages
Grade Level: Adult
Suggested Time of Use: 72 hours

OBJECTIVES: To train the student in various activities involved in operation of a mortgage brokerage business and to teach the handling of mortgages affected by various Federal and State laws.

SUMMARY DESCRIPTION: Consists of a course outline. This course is related to other courses concerning the field of real estate training, giving more comprehensive coverage to the mortgage business. Also, there is a bibliography which lists the supplementary references used by the teacher in presenting the material.
SUMMARY DESCRIPTION: This conference concentrated its efforts and discussions in the areas of consumer credit courses in colleges and high schools, selective credit controls that had been instituted by the Federal government at that time, and materials of continuing and permanent interest to consumer credit executives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The general theme of the conference was the function of consumer credit as a "moving force in mass distribution."
<table>
<thead>
<tr>
<th>Title</th>
<th>NATIONAL CONSUMER CREDIT CONFERENCE FOR 1959</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td></td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1959</td>
</tr>
<tr>
<td>Publisher</td>
<td>College of Business Administration, University of Florida, Gainesville, FL</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Cost</td>
<td>154 pages</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Suggested Time of Use</td>
</tr>
</tbody>
</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This conference dealt with new perspectives in consumer financial management and new innovations in consumer credit.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

<table>
<thead>
<tr>
<th>Title</th>
<th>NATIONAL CONSUMER CREDIT CONFERENCE FOR 1961</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Leon A. Jones</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1961</td>
</tr>
<tr>
<td>Publisher</td>
<td>Louisiana State University, Baton Rouge, LA</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Cost</td>
<td>94 pages</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Suggested Time of Use</td>
</tr>
</tbody>
</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This review of consumer credit serves to point out that the various types of credit have shown marked differences over the past several decades.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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OBJECTIVES:

SUMMARY DESCRIPTION: Conference proceedings. The conference provided the means for various segments of the consumer credit industry to investigate management programs of cost control and problems of cost control.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PRINCIPLES OF FINANCIAL MANAGEMENT
Author Ward S. Lerner
Publisher Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520
Teacher or Student Material Student
Cost
Length 621 pages
Grade Level Collegiate
Suggested Time of Use 1 sem.

OBJECTIVES:
Title: PROFITABLE USE OF CREDIT IN SELLING AND COLLECTING

Author: Allyn V. Schiffer

Date Pub.: 1962

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Both

Cost: $7.95

Length: 290 pages

Grade Level: Collegiate/Adult

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Reviews practical methods for dealing with customers through sales and credit departments. Discusses the methods for selling on credit and collecting the balances due. Includes charts, tabulations and sample credit forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: RETAIL CREDIT FUNDAMENTALS

Author: Clyde W. Phelps

Date Pub.: 1952

Publisher: National Retail Credit Association, St. Louis, MO

Teacher or Student Material: Student

Cost: 

Length: 375 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES: To prepare the credit man for further study in the principles and practices of retail credit.

SUMMARY DESCRIPTION: An analysis of the credit cycle organized under the three logical phases of (a) securing, (b) controlling and (c) collecting the account. The method used is the functional approach. It not only explains the "what" and "how" but the "why" of management of credit sales.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: Selling Banking Services

Author: William E. Johnson and H. E. Ruppert

Publisher: Vocational Curriculum Development and Research Center, Natchitoches, LA 71457

Teacher or Student Material: Student

Cost: 

Length: 95 pages

Grade Level: Adult

Suggested Time of Use: 1 sem.

Objectives: To show the necessity for salesmanship training in banking, to acquaint personnel with the services they have to offer, and to guide the employees in formulating methods of appealing to buying motives.

Summary Description: This book contains information on developing the sales personality, meeting customers, and handling different types of customers related to the banking field.

Available Instructor Material and Tests:

Title: THE SHARECOWER

Author: New York Stock Exchange

Publisher: Order from Sterling Movies, Inc., 41 West 61 Street, New York, NY 10023

Teacher or Student Material: Teacher

Cost: 

Length: 12 minutes

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 

Objectives: 

Summary Description: A color movie that demonstrates what a share of stock represents.

Available Instructor Material and Tests: A teacher's guide and poster are available to use with the film.
OBJECTIVES: Defines stocks and bonds, tells how to buy them, how a stock exchange operates and the role of a broker.

SUMMARY DESCRIPTION: Includes 16 keys that are actually the fundamental or basic instructions given to their reporters. Each key is a fundamental element in credit and collection work. Almost any credit problem has at its core ownership, operations, payments, or collections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: To describe what goes into a Dun & Bradstreet report and rating for maximum use of the service.
OBJECTIVES:

SUMMARY DESCRIPTION: Provides the necessary knowledge of the form, content, nature and use of financial statements, and the accounting process without requiring the student to learn the techniques of keeping the accounting records.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Written for young people who in the years ahead will accept responsibility for family income and its expenditure and who will be the users of consumer credit. It should prove helpful to those who today budget and plan to make family income meet their particular budget.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
<table>
<thead>
<tr>
<th>Title</th>
<th>WOMEN AND RETAIL CREDIT</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author</strong></td>
<td>J. C. Penney Co., Inc., Educational &amp; Consumer Relations Dept.</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>1361 Avenue of the Americas, New York, NY 10019</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Free</td>
</tr>
<tr>
<td><strong>Length</strong></td>
<td>materials</td>
</tr>
<tr>
<td><strong>Grade Level</strong></td>
<td>Secondary/College/adult</td>
</tr>
<tr>
<td><strong>Suggested Time of Use</strong></td>
<td></td>
</tr>
<tr>
<td><strong>OBJECTIVES:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SUMMARY DESCRIPTION:</strong></td>
<td>Issues, background information, laws, etc., on retail credit for women.</td>
</tr>
<tr>
<td><strong>AVAILABLE INSTRUCTOR MATERIAL AND TESTS:</strong></td>
<td>Cassette, visuals and summary sheets.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title</th>
<th>YOUR AND THE INVESTMENT WORLD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Author</strong></td>
<td>New York Stock Exchange</td>
</tr>
<tr>
<td><strong>Publisher</strong></td>
<td>Manager School and College Relations, 11 Wall Street, New York, NY 10005</td>
</tr>
<tr>
<td><strong>Cost</strong></td>
<td>Length 52 pages</td>
</tr>
<tr>
<td><strong>Grade Level</strong></td>
<td>Secondary/College/adult</td>
</tr>
<tr>
<td><strong>Suggested Time of Use</strong></td>
<td></td>
</tr>
<tr>
<td><strong>OBJECTIVES:</strong></td>
<td></td>
</tr>
<tr>
<td><strong>SUMMARY DESCRIPTION:</strong></td>
<td>Describes how investing promotes economic growth, how stocks and bonds are bought and sold, the structure, history and function of the American Corporation and the New York Stock Exchange.</td>
</tr>
<tr>
<td><strong>AVAILABLE INSTRUCTOR MATERIAL AND TESTS:</strong></td>
<td>A &quot;Portfolio of Teaching Aids&quot; sent automatically with every 25 or more copies.</td>
</tr>
</tbody>
</table>
Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel in retail and wholesale establishments engaged in selling floral arrangements, cut flowers, growing plants, artificial plants, and related items for ornamental use.
Title  FLORISTRY MERCHANDISING AND SERVICES

Author  Instructional Materials Services  Date Pub. 1954

Publisher  Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material  Student  Cost $3.50  Length 96 pages

Grade Level  Secondary  Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Information for the retail florist trainee, covering all aspects of buying, selling, merchandising, display, services, care of flowers and plants, designing, constructing arrangements, and preparation of customer orders.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($2.50)

Title  THE NURSERY BUSINESS

Author  Thomas F. Cannon  Date Pub. 1966

Publisher  U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material  Student  Cost Free  Length 6 pages

Grade Level  Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: bibliography intended primarily for the small nursery proprietor, the wholesaler or retailer with manifold problems to solve on plant propagation, sources of supply, care, marketing, and other questions of plant growing or merchandising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To help the farmer attain an efficient operation.

SUMMARY DESCRIPTION: A handbook for farmers. Explains to the farmer laws of intrastate trade, marketing, central markets, food retailers, transportation, and pricing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel in establishments primarily engaged in selling food for home preparation and consumption, or selling a general or commodity line of food products at wholesale.
OBJECTIVES:

SUMMARY DESCRIPTION: A summary of new food products and their acceptance by supermarkets. Included are: the introductory process, research design and actual cases within the industry from chains such as A & P, Grand Union, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Techniques of proper bagging

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Designed to teach personnel the efficient use of the cash register and the importance of developing a favorable store image in the minds of customers. The written material discusses the role of the checker-cashier in the self-service store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher’s Manual

OBJECTIVES:

SUMMARY DESCRIPTION: Proper handling of merchandise, money and customers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: CHECKOUT MANAGEMENT

Author: Edward M. Harwell

Date Pub.: 1965

Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material: Student

Cost: $9.75

Length: 270 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Shows the store operator how to separate the checkout from traditional retail thinking. Designed to help reduce operating costs and improve customer service through:

1. Using the right amount of the best equipment for operation.
2. Using the best methods of operating equipment.
3. Improving employee morale, accuracy and productivity.
4. Improving techniques of training, scheduling and supervising employees.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: THE CONVENIENCE FOOD STORE

Author: The Customer City Company

Date Pub.: 1970

Publisher: Customer Programs, Merchandise Mart, Chicago, IL 60654

Teacher or Student Material: Student

Cost per set: $5.95

Length: 50-70 pages per unit

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 1 month

OBJECTIVES:

SUMMARY DESCRIPTION: Several units to help reader learn about the food store, duties, management, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Self test at the end of each unit.
OBJECTIVES:

SUMMARY DESCRIPTION: Discusses employees attitude in dealing with customers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: The following is a comprehensive program maximizing the potential of customer service. The student can help to set up a store personality that will set it apart from the competitors and win the repeat business of customers so vital to a store's future growth. Included are suggestions relating to every area of supermarket operations showing how to achieve total customer satisfaction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The writing refers to the object of every marketing man's affection—the "average consumer." This book sets out to shatter some of the time-honored myths surrounding the techniques of marketing to housewives. It deals with boycotts, advertising, pricing, bureaucracy, brand loyalty, profit margins, store locations, and so forth. It's an instructive book for the student of marketing that enables one to get out into the field armed with the old myths and reinterpret them: no more retailer talk.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
FOCUS ON THE FOOD MARKETS: TRADING STAMPS AND YOU

Author: Carlton E. Wright  Date Pub. 1966
Publisher: Cornell University, Warren Hall, Ithaca, NY

Teacher or Student Material: Student  Cost: Free  Length: 4 pages
Grade Level: Secondary  Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains basic questions and answers pertaining to trading stamps. For example: What are they? Do they affect prices? How much are trading stamps worth?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

FOOD MARKETING & DISTRIBUTION

Author: Charles A. Fallowe and Daniel J. McLaughlin, Jr.  Date Pub. 1971
Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016  Paper $8.50/Cloth
Teacher or Student Material: Student  Cost: $12.50  Length: 391 pages
Grade Level: Collegiate/Adult  Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 41 articles which reflect the best thinking of the industry's leading spokesmen on such subjects as: manufacturing, distribution, market research and marketing strategies, pricing and promotions, and private brands, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FOOD Service HOUSEKEEPING

Author: Instructional Materials Services

Summary Description: The organization of housekeeping duties is followed by a look at various housekeeping equipment, and the nature of exterior as well as interior housekeeping. In the area of interior housekeeping, which is given the greatest emphasis, the individual areas of floors, lighting, walls and ceilings, cleansing of glass surfaces, checkstand upkeep, housekeeping of the back room or ware-room, and the idea of a store personality rating chart are examined.

Available Instructor Material and Tests:

Title: FOOD Service

Author: Small Business Administration

Summary Description: Bibliography lists U. S. Government and nongovernment publications that should assist prospective and current owners of business to plan, organize, direct, control, and control their foodstore businesses.
Title: FOODSTORE ORGANIZATION - Part I

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student

Cost: Length: 80 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: five 2-hour sessions

OBJECTIVES: To meet the need for training in all fields of distribution and to provide the needed efficient methods of management made necessary by the competition between foodstores today.

SUMMARY DESCRIPTION: Suggestions to the instructor are formed by an analysis of store personality, the concepts of modernization and departmentalized self-service, practical layout planning, and good housekeeping and its relation to successful business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: FOODSTORE OPERATING PROCEDURES - Part II

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student

Cost: Length: 60 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: five 2-hour sessions

OBJECTIVES: To meet the need for training in all fields of distribution and to provide the needed efficient methods of management made necessary by the competition between foodstores.

SUMMARY DESCRIPTION: The nature of profits and recordkeeping are accompanied by an examination of the credit practices of grocers, grocery advertising, and expense control. An inserted pamphlet, "Easy Steps to Better Ads," describes the mechanics of retail grocery advertising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To give a complete explanation of the objectives, the policies, functions and the personal qualities necessary to merchandising.

SUMMARY DESCRIPTION: Discusses self-service store, nutrition, food preservation, commercially canned foods, layout and equipment, proper stock arrangement, display, merchandising dairy products, handling miscellaneous food and merchandising principles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Mentions methods of handling grocery items and other work activities of a grocery department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Provides guidance for those junior colleges presently involved in the development of occupational education curriculums.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: A general section on various aspects of management of meat departments is offered, along with material on sales building and displays, self-service meat departments, and some discussion of special products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE MODERN F O R D S T O R E

DATE PUB. 1955

SUMMARY DESCRIPTION: Descriptions of frontal foodstore arrangement, lighting and flooring, wall and ceiling decor, arrangement of foods and general layout, along with the revision (periodically) of such layout design. There is a discussion of heating and ventilating the stores in addition to general problems of parking and modernization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MODERN SUPERMARKET OPERATION

DATE PUB. 1966

SUMMARY DESCRIPTION: In the great rapid growth process of this industry, efficient organization and well-chosen techniques of operation have been instrumental in every success; from small operation to largest chain. This book covers the current scene and explores all phases of food retailing. Concerned with are people in the industry and the functions each department in the store performs. Includes principles of pricing, advertising techniques, display, ordering, receiving, stocking procedures and servicing the customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Produce offers the biggest challenge to a supermarket operator to set standards by which the entire store will be judged favorably by every homemaker who enters. This handbook discusses challenges and opportunities and defines the average performance that must be exceeded for outstanding profitability. It presents, in handy reference form, the tools needed for a better-than-average produce operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Dispels the myth that high personnel turnover is a necessary supermarket evil and tells how this money-wasting syndrome can be dramatically curbed. Other chapters focus on recruiting, training, motivating, evaluating performance, goal setting, customer relations, wage and salary administration and union relations.
Title: PRICE MARKING

Author: Thompson-Mitchell & Associates

Publisher: 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Filmstrip $100.00/Audison

Teacher or Student Material  Student  Cost $100.00 Length

Grade Level  Secondary/College/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes method of price marking to obtain more efficiency and fewer mistakes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: PRINCIPLES OF FOOD MERCHANDISING

Author: Theodore W. Leed and Gene A. German

Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material  Student  Cost $12.00 Length 384 pages

Grade Level  Secondary/College/Adult  Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A basic foundation on the principles of food merchandising, including groundwork information on the background of food merchandising and what made it what it is today, buying, pricing, advertising and promotions, display, store layout, profit planning and control, merchandising in the future in the light of the consumerism movements, and the government regulations that affect or will affect food merchandising. Designed for the student of retail food merchandising, it was written to fill the gap between the classroom and the store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title  PRODUCE HANDLING

Author  Thompson-Mitchell & Associates

Publisher  2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material  Student Cost $100.00 Length

Grade Level  Secondary/College/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes proper methods of handling produce.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title  PRODUCE MERCHANDISING

Author  Thompson-Mitchell & Associates

Publisher  2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Teacher or Student Material  Student Cost $100.00 Length

Grade Level  Secondary/College/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes methods of merchandising produce for best results.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title**: PRODUCE MERCHANDISING

**Author**: Instructional Materials Services

**Publisher**: Division of Extension, The University of Texas, Austin, TX 78712

**Teacher or Student Material**: Student

**Cost**: Free

**Length**: 75 pages

**Grade Level**: Secondary/College/Adult

**Suggested Time of Use**: 4 weeks

**OBJECTIVES**: To develop an appreciation for proper handling of vegetables.

**SUMMARY DESCRIPTION**: How to prepare, care, display, and sell each individual item, if excessive losses and dissatisfied customers are to be avoided. Each study on vegetables or fruits is preceded by a declaration of the subject, references, and questions. Care, quality, and food values are discussed.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: Study questions and problems.

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**Title**: THE QUAKER OATS COMPANY'S SELF STUDY PROGRAM IN RETAIL FOODSTORE OPERATIONS

**Author**: The Quaker Oats Company

**Publisher**: Consumer Programs, Merchandise Mart, Chicago, IL 60654

**Teacher or Student Material**: Student

**Cost**: $4.95 per set

**Length**: approx. 30 pages in each unit

**Grade Level**: Secondary/College/Adult

**Suggested Time of Use**:

**OBJECTIVES**:

**SUMMARY DESCRIPTION**: Thirteen self-study units covering the grocery industry: past, present, and future.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**: Self tests at the end of each unit.
OBJECTIVES:

SUMMARY DESCRIPTION: A complete summary of all the information needed by the quantity food-buyer, this handbook describes important considerations in purchasing, lists grades of food and the corresponding factors that determine them. Points out waste factors in the preparation of many foods. The entire range of foods purchased by quantity buyers is covered in the book. Also contains a chapter on alcoholic beverages.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: 14 units make up 1 set of materials covering the area of warehouse operations for grocery products.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: SHOPLIFTING

Author: Thompson-Mitchell & Associates

Publisher: 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, CA 30305

Teacher or Student Material: Student

Cost: $100.00 Length: 100.00 Audiscan

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Preventing loss before it happens in the supermarket.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: STOCKING, MARKING & DISPLAYING FOR FOOD STORES

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student

Cost: 2 books Length: 2 books

Grade Level: Secondary

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Describes correct stocking, marking and displaying procedures in order to produce more profits for food stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

195
SUPERMARKET ARTICLES OF 1969

OBJECTIVES: To guide supermarket operators, their suppliers, and other students of the supermarket industry to recently published articles about many phases of the industry.

SUMMARY DESCRIPTION: Lists over 650 single articles and series of articles published in 1969 in 27 periodicals, including food retailing, general business and marketing, and SMI's own publications. The articles listed were selected for their comprehensiveness, timeliness, and long-term value. The index groups the listings under 73 major subject categories. In addition, there is an extensive cross-section reference index. The references are in reverse chronological order; the most recently published article is mentioned first. Where the titles do not seem self-explanatory, there are supplementary descriptions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUPERMARKET CHECKER EDUCATION

OBJECTIVES: The program (1) provides a low-cost but effective checker training program, (2) creates a ready supply of well-trained checkers, cashiers and potential front-end managers, and (3) removes the burden on the food store operation of employing untrained people and then training them on the job at a great expense not only in terms of time and money, but also in customer confidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUPERMARKET CHECKER KIT

Title: SUPERMARKET CHECKER KIT
Date Pub.: 1968

Author: MEG Sales Education
Publisher: National Cash Register Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material: Student
Suggested Time of Use: 25 pages

OBJECTIVES:

SUMMARY DESCRIPTION: Course on supermarket checker education which covers both supermarket operation and the operation of a cash register.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUPERMARKET OR FOOD STORE (UNIT): GROCERY DEPARTMENT

Title: SUPERMARKET OR FOOD STORE (UNIT): GROCERY DEPARTMENT
Author: Gilber Chancey
Date Pub.: 1966
Publisher: Instructional Materials Library, University of Kentucky, Frankfort, KY

Teacher or Student Material: Student
Suggested Time of Use: 30 pages

OBJECTIVES:

SUMMARY DESCRIPTION: The nature of grocery department organization and layout is discussed, as well as the concepts of inventory, stock, profit margin, product arrangement, customer awareness, knowledge of products, sales promotion, and the various problems of grocery departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ERIC
### Title: Supermarket Merchandising and Management

**Author:** [Name]

**Date Pub.:** 1967

**Publisher:** University of the State of New York, Albany, NY

**Teacher or Student Material:** Student Cost

**Length:** 75 pages

**Grade Level:** Secondary/College/Adult

**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Topics covered include food consumption, production, processing and distribution. Supermarket development, location, layout, personnel are examined; the various departments within a supermarket are then individually examined. This is followed by an analysis of the checkout operation, customer services, investment requirements and fiscal controls, and a look at opportunities in the food industry.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

### Title: Supermarket Strategy

**Author:** E. Orbock, L. Ayal and J. Zif

**Date Pub.:** 1971

**Publisher:** MacMillan Company, New York, NY

**Teacher or Student Material:** Student

**Cost:**

**Length:** 125 pages

**Grade Level:** Secondary

**Suggested Time of Use:** 1 sem.

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Recreates in the classroom conditions similar to those that exist in the food retail market. The simulation is aimed at facilitating the students' understanding of the concepts of marketing mix and merchandising strategy. It has been developed and tested for use by students in a variety of introductory marketing courses.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: A SYSTEMATIC GUIDE TO SUPERMARKET LOCATION ANALYSIS
Author: Bernard Kane
Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student
Cost: $7.95
Length: 188 pages
Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Describes techniques for evaluating the potential of a given area in selecting supermarket sites. Included are methods which use demography, topography and geography to estimate sales volume potential; case histories on seasonal population problems; the impact of population growth, downtown and suburban area studies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: TODAY'S FOOD BROKER: VITAL LINK IN THE DISTRIBUTION CYCLE
Author: Daniel I. Padberg
Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material: Student
Cost: $10.00
Length: 216 pages
Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Covers structure of the food industry, food broker business, elements of retail food merchandising, managing the broker business, and the place of the food broker in American society. It places the broker's function in its proper perspective and concentrates on his major responsibility—introducing new product lines while developing existing ones.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**TRADING STAMPS AND THEIR IMPACT ON FOOD PRICES**

**Author:** U. S. Department of Agriculture  
**Date Pub.:** 1958

**Publisher:** Agricultural Marketing Service, Research Division, Washington, DC

**Teacher or Student Material:** Student  
**Cost:** $0.30  
**Length:** 42 pages

**Grade Level:** Adult  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This report includes the scope of the trading stamp industry, how trading stamp plans operate, the legal aspects, cost of trading stamps and impact on price, volume, and profits.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**UNDERSTANDING TODAY'S FOOD WAREHOUSE**

**Author:** S. O. Kaylin  
**Date Pub.:** 1968

**Publisher:** Chain Stores Publishing Corp., 2 Park Avenue, New York, NY 10016

**Teacher or Student Material:** Student  
**Cost:** $11.95  
**Length:** 240 pages

**Grade Level:** Secondary/Collegiate/Adult  
**Suggested Time of Use:** 1 sem.

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** In addition to basic warehouse source information, it details a complete, nontechnical approach to how a good food distribution center functions. Included is practical advice on location, design, materials-handling systems, and data processing. There are also special sections on fresh meats, produce, frozen foods, dairy, and other product categories.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: VOLUNTARY AND COOPERATIVE FOOD CHAINS

Author: Edward L. Christensen
Date Pub.: 1966
Publisher: U.S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Student
Cost: Free
Length: 8 pages

Grade Level: Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Both the voluntary and cooperative group chains attempt to operate in a manner and volume that provides an economical and competitive wholesale operation. The publications cited are books and pamphlets issued as a public service by Federal agencies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: WELCOME TO THE FOOD INDUSTRIES

Author: Thompson-Mitchell & Associates
Date Pub.: 
Publisher: 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA. 30305
Filmstrip: $100.00/Audiscan

Teacher or Student Material: Student
Cost: $100.00
Length

Grade Level: Secondary/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the food industry in terms of jobs, duties, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Organized subject matter and learning experiences related to the sales and sales-supporting tasks performed by distributive employees and management personnel in establishments serving prepared foods and drinks for consumption on their own premises or at a place designated by the customer.
Title: BREAKFAST COOKERY

Author: Bruce H. Axler

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost: $1.99

Length: 96 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Treats breakfast preparations, cooking techniques for breakfast items, merchandising breakfast in numerous service situations, special breakfast and brunch promotions and themes, maximizing breakfast revenues. Offers concrete purchasing, cooking, and service guidance, equally useful to foodservice operators in coffee shops and gourmet dining rooms. Discusses possibilities of offering the "third meal" for facilities now only offering lunch and dinner. Special section on complimentary continental breakfast and coffee service.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: BUYING AND USING CONVENIENCE FOODS

Author: Bruce H. Axler

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost: $1.99

Length: 96 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Treats all aspects of convenience foods, the implications for purchasing, receiving, storage, issuing, and production procedures. Types of convenience products and convenience systems are discussed from the restaurateur's point of view. Extremely useful purchasing information, specifications, easily applied quality standards, guidelines, and evaluations are presented. It answers the question operators everywhere ask: "Make, or Buy?"

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Not only helps the student develop a firm initial knowledge of food preparation, but also is a valuable addition to his "cookbook" reference shelf.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student's Workbook ($3.26) Teacher's Manual ($5.00)

OBJECTIVES:

SUMMARY DESCRIPTION: Essential principles and procedures of effective food and beverage control. Gives sufficient information to enable the student to gain a firm understanding of these principles so he can adapt them to any food and beverage industry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FOOD AND BEVERAGE COST CONTROLS

Author: Bruno Maizel

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student  Cost $6.94  Length 216 pages

Grade Level: Secondary/Collegiate/Adult  Suggested Time of Use

OBJECTIVES: To prepare students to understand management's attitude toward cost controls through the analysis of every aspect of a food service operation.

SUMMARY DESCRIPTION: Contents include: facilities classifications; accountings; food and beverage controller; goods sales control; storeroom management and controls; inventory, records, and systems; meat inventory; purchasing; receiving; menu costing and pricing; daily production controls; ratios in food-control; production methods and systems; periodic controls and tests; banquet procedures; budgets; break-even point analysis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student's Workbook ($3.26)  Teacher's Manual ($5.00)

Title: FOOD AND BEVERAGE PURCHASING

Author: Bruno Maizel

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student  Cost $6.94  Length 256 pages

Grade Level: Secondary/Collegiate/Adult  Suggested Time of Use

OBJECTIVES: To develop an understanding of the operation and market so the buyer can deliver the right merchandise without compromise.

SUMMARY DESCRIPTION: Contents include: food and beverage purchasing; fresh fruits and vegetables; processed fruits and vegetables; dairy products; baked goods and cereal products; fish and shellfish; poultry and eggs; beef and veal; pork products; lamb, mutton, and variety meats; coffee and tea; general groceries; specialty items; convenience foods; wines, beers, spirits; storage facilities; receiving procedures and controls; storage and refrigerated storage; records.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student's Workbook ($3.26)  Teacher's Manual ($5.00)
FOOD SERVICE

Author: Melvin S. Hatchett
Date Pub: 1970
Publisher: Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Cost $5.00 Length 140 pages
Grade Level: Secondary Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Gives basic entry-level information on waiter/waitress training in food service establishments; covers all aspects of front-of-house operations, plus some basics on food preparation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($1.50)

FOOD SERVICE SELLING

Author: Melvin S. Hatchett
Date Pub: 1952
Publisher: Instructional Materials Services
Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Teacher Cost $3.00 Length 56 pages
Grade Level: Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Analyzes the food service salesperson's duties in terms of the best accepted practices in food service establishments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
A GUIDE TO BETTER MEAT DEPARTMENT OPERATIONS

Title: A GUIDE TO BETTER MEAT DEPARTMENT OPERATIONS

Author: Dats Rub.

Publisher: Super Market Institute, 200 East Ontario Street, Chicago, IL 60611

Teacher or Student Material: Student

Cost: $1.99

Length: 63 pages

Grade Level: Secondary/Collegiate

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: The material is largely from presentations made by SMI members and retail meat experts at regional meetings for managers. Other data came from the packers, from special studies conducted by SMI's Research Division, and from the National Livestock and Meat Board. These pages have been reviewed by members of the Meat Productivity Committee; the result is a comprehensive review of the essentials of good meat department operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: INCREASING LODGING REVENUES AND RESTAURANT CHECKS

Author: Bruce H. Axler

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost: $1.99

Length: 96 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Emphasis is on methods that convert all employees into sales personnel. Numerous potential sales markets are discussed, including opportunities for increased food and beverage sales, special promotions, selling for repeat business, utilization of vacant space for retail sales, concession sales. Presents proven methods for building checks and revenues 20 to 30 percent higher.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** MENU PLANNING AND FOODS MERCHANDISING

**Author:**

**Publisher:** ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

**Teacher or Student Material:** Student  
Cost $6.45  
Length 160 pages

**Grade Level:** Secondary/Collegiate/Adult  
Suggested Time of Use 1 sem.

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Summarizes the principles and practices of merchandising the restaurant product to the public by way of the menu.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Teacher's Manual ($5.00)

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**Title:** PLANNING AND OPERATING A SUCCESSFUL FOOD SERVICE OPERATION

**Author:** William Kahril

**Publisher:** Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

**Teacher or Student Material:** Student  
Cost $12.50  
Length 256 pages

**Grade Level:** Secondary/Collegiate/Adult  
Suggested Time of Use 1 sem.

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A book for practicing and future restaurateurs that deals with their industry today. Offers tips and guidelines for the selection of restaurant sites, layout, equipment, automation, making the most of manpower, and other aspects of back-of-the-house operations where proper planning in all kinds of food services can increase productivity and profits.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: PRACTICAL WINE KNOWLEDGE

Author

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost $1.99 Length 96 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the essentials of wine knowledge. Material has been chosen on a "need to know" basis for restaurateurs, emphasizing wine purchasing, storage, service, and profitable sales. Enough information is included to allow the operator to hold his own with the suppliers, and to allow the waiter to tackle the most pretentious customer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: PROFITABLE CATERING

Author: Bruce H. Axler

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Teacher or Student Material: Student

Cost $1.99 Length 96 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A manual of off-premises and on-premises catering operations that offers new insights and industry-tested comprehensive procedures both to the experienced operator and to the restaurateur contemplating catering operations. Discusses in-plant and in-office feeding, coffee services, catering truck routes. Traditional catering is considered in all its aspects, with special emphasis on catering markets for restaurants and catering from limited kitchen facilities with limited investment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title PUT PROFIT ON THE MENU

Author Leo Dardarian Date Pub. 1957

Publisher Ahrens Publishing Co., New York, NY

Teacher or Student Material Student Cost Length 96 pages

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Description of the restaurant business. Summary of how to make a profit from this type of establishment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RESTAURANT MENU PRICING CHARTS

Author MEG Sales Education, The National Cash Register Company Date Pub.

Publisher NCR Education Center - Sugar Camp, Dayton, OH 45479

Teacher or Student Material Both Cost $ .50 Length 16 pages

Grade Level Secondary/Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Simplifies price determination considering true food costs and management profit objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title RESTAURANT TRAINING

Author Thompson-Mitchell & Associates

Publisher 2996 Grandview Avenue, N.E., Roberts Building, Atlanta, GA 30305

Date Pub. Each filmstrip $30.00/Audiscan

Teacher or Student Material Student Cost $60.00; Complete program Filmstrip $240.00/Audiscan $480.00

Grade Level Secondary/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Color filmstrips with records or cassettes. Titles include: Accidents Don't Happen, It Can Happen Here (food poisoning), The Customer, Ladies and Gentlemen in Waiting, You Gotta Face People, One for the Money, The Counter Code, and Behind the Line.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title RESTAURANTS AND CATERING

Author John W. Robinson Date Pub. 1965

Publisher Small Business Administration U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material Student Cost Free Length 24 pages

Grade Level Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Gives a list of publications which assists in determining restaurant operating costs, financial and operating ratios, and net profit position relative to the respective averages of similar establishments in the national and local areas.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: SERVING WINE

Author: Dean A. Hawley

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Date Pub.: 1973

Source: Instructional Materials Services Division, of Extension, The University of Texas, Austin, TX 78712.

Cost: $2.00 Length: 40 pages

Objectives:

Summary Description: An outline designed to build knowledge and skill in restaurant selling of wine to customers. The manual includes a definition of terms and resources for additional information.

Available Instructor Material and Tests:

Title: SHOWMANSHIP IN THE DINING ROOM

Author: Bruce H. Axler

Publisher: ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

Date Pub.: 

Cost: $1.99 Length: 96 pages

Objectives:

Summary Description: Makes every food operator aware of the profit potential in showmanship, no matter what the present check averages. Suggests display cooking ideas, special food treatments and effects, practical in almost every operation, with almost any personnel. Countless ideas for atmosphere, restaurants and restaurants featuring a "dining experience." Includes step-by-step techniques, and easy-to-follow procedures. Guidance for merchandising, equipment lists, and ideas for custom effects.

Available Instructor Material and Tests:
SUCCESS IN THE RESTAURANT BUSINESS

MCC Sales Education, The National Cash Register Company
NCR Education Center - Sugar Camp, Dayton, OH 45479

SUMMARY DESCRIPTION: The steps to be taken in planning and opening a restaurant.

TABLESERVICE TECHNIQUES
Bruce H. Axler
ITT Educational Publishing, 4300 West 62 Street, Indianapolis, IN 46206

SUMMARY DESCRIPTION: Emphasizes "how to serve" in most service circumstances, including fast food tableservice, banquets, gourmet restaurants, private parties, and room service. Complete discussion of techniques involved in French, Russian, Buffet, and American (Plate) Service. Useful, direct summaries of service personnel's duties, ordering procedures, laying tables, guest relations, and guidelines for serving specific foods.
Title: TODAY'S BUSBOY

Author: Bolt, Beranek & Newman

Date Pub.: 1971

Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material: Student

Cost: $1.90

Length:

Grade Level: Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction packet teaches how to perform the busboy job functions, how to maintain the proper attitudes, and how to maintain the personal hygiene necessary for this job. Each instructional frame builds in difficulty, keeping the student involved and motivated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title: TODAY'S DISHWASHING MACHINE OPERATOR

Author: Bolt, Beranek & Newman

Date Pub.: 1971

Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material: Student

Cost: $1.90

Length:

Grade Level: Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Programmed instruction packet teaches how to perform the dishwashing machine operator job functions, how to maintain the proper attitudes, and how to maintain the personal hygiene necessary for this job. Each instructional frame builds in difficulty, keeping the student involved and motivated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual
**TODAY'S WAITRESS**

**Author:** Bolt, Beranek & Newman

**Date Pub.:** 1971

**Publisher:** Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

**Teacher or Student Material:** Student  
Cost: $1.90  
Length:

**Grade Level:** Collegiate/Adult  
Suggested Time of Use:

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Programmed instruction packet teaches how to perform the waitress job functions, how to maintain the proper attitudes, and how to maintain the personal hygiene necessary for this job. Each instructional frame builds in difficulty, keeping the student involved and motivated.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Instructor's Manual

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**TRAINING FOOD SERVICE PERSONNEL**

**Author:** U. S. Department of Health, Education and Welfare

**Date Pub.:** 1969

**Publisher:** U. S. Government Printing Office, Washington, DC 20402

**Teacher or Student Material:** Teacher  
Cost: $.65  
Length: 146 pages

**Grade Level:** Secondary/Collegiate/Adult  
Suggested Time of Use:

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Provides vocational educators, as well as industry management, with an appropriate guide for training food service personnel. At the same time, sales workers in the hospitality industry should be better able to build satisfying careers in food service operations as a result of training programs developed cooperatively between vocational distributive education and the hospitality industry.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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Title: TRAINING RESTAURANT SALES PERSONNEL

Author: Ruth Lusby
Date Pub.: 1972
Publisher: U.S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Teacher Cost $ .25 Length 274 pages
Grade Level: Secondary/Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Manual for use in the vocational training of restaurant sales personnel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: WAITER AND WAITRESS TRAINING

Author: Dean A. Hawley
Date Pub.: 1973
Publisher: 1885 Hill Avenue, 115 Townsend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher Cost $3.00 Length 130 pages
Grade Level: Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: An outline for a restaurant training seminar. Covers the attitudes and skills necessary for efficient restaurant service in four sections.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Organized subject matter and learning experiences related to a variety of sales and sales-supporting tasks performed by distributive employees and management personnel engaged primarily in selling various types of merchandise at retail in department stores, junior department stores, variety stores, general merchandise stores, discount stores, and catalog houses.
OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ___________________________ Date Pub. ___________________________
Author ___________________________________ National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student. Cost: $2.50 Length: 18 pages

Grade Level: Collegiate/Adult Suggested Time of Use

SUMMARY DESCRIPTION: Guideline for store adoption. Includes a complete list, by items, of the staples to carry.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: BASIC STOCK LISTS - NOTIONS

Summary Description: Organizes the hundreds of items to be carried in the Notions Department. Contains sample forms for unit control and reorder.

Available Instructor Material and Tests:

Title: BASIC STOCK LISTS - STATIONERY

Summary Description: Lists all the items considered basic in this department. Gives percentage contribution of classifications to total department volume. Sample forms for unit control and reorder.

Available Instructor Material and Tests:
**BASIC TRADE PROVISIONS**

**Author:** National Retail Merchants Association

**Publisher:** 100 West 31 Street, New York, NY 10001

**Teacher or Student Material:** Student  
**Cost:** $0.50  
**Length:**

**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Eight basic trade provisions adopted by the NRMA and 29 manufacturers' associations. lays down the fundamental principles of mutually helpful vendor-retailer relations.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**BUYER ATTITUDE AND BRAND CHOICE BEHAVIOR**

**Author:** George S. Day  
**Date Pub.:** 1970

**Publisher:** The Free Press, New York, NY

**Teacher or Student Material:** Student  
**Cost:** $7.95  
**Length:** 219 pages

**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Concerned with the application and verification of attitude theory. Describes a theory of the attitude-behavior relationships that is particularly relevant to choice decisions. This theory is incorporated into an interpretive model which is used to appraise the influence of the environment on the brand-choice decision process.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES:

SUMMARY DESCRIPTION: The handbook of retailing. A basic text directed to the upcoming generation of retail leaders. Forty-three chapters, each written by a retailer summarizing his knowledge of a specific area of store operation integrating the buyer's role.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A workbook of specific lesson assignments based on the 43 chapters of The Buyer's Manual. Each assignment is broken into several parts which include word definitions, supplying the appropriate word in an incomplete sentence, multiple choice questions, an essay, statements for classroom discussion, primary principles, problem solving in which the student examines real work problems and a research project.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Answer Book (Free)
Title: BUYING FOR RETAIL STORES

Author: Israel B. Wingate

Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Both

Cost: Free

Length: 12 pages

Grade Level: Secondary/Collegiate/Adult

SUMMARY DESCRIPTION: Discusses buying for retailing. It includes duties of buyers, personal qualification of buyers, and choosing a buyer.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: CASH MANAGEMENT IN RETAIL BUSINESS

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $3.90

Length: 43 pages

Grade Level: Collegiate/Adult

SUMMARY DESCRIPTION: A reference source detailing cash planning and forecasting and how expense and merchandise budgets are converted into cash flow forecasts. Chapters deal with employment of temporary surplus funds, cost borrowing and uneconomic use of cash.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Includes such topics as merchandising problems and practices, concepts and principles of merchandise selection, stock control, mathematics of retailing, setting up a children's specialty shop and many others.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Provides an outline of the procedures to be used in achieving the objectives of a computer-based system. Gives information which will assist in the determination of equipment requirements and systems provisions necessary for an efficient operation. Individual attention is given to feasibility studies, peripheral card and tape housing equipment, and systems provisions. Discusses in detail account numbering, new accounts, accounting and credit controls.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
A CREDIT MANAGEMENT DIVISION REPORT ON BANK CREDIT CARD PLANS

Author
National Retail Merchants Association

Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $1.50 Length 17 pages

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A report on the pros and cons of bank credit card plans for those who operate a credit program. Includes list of options for retailers to employ to offset bank credit card impact.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

CREDITALK MONTHLY

Author
National Retail Merchants Association

Publisher 100 West 31 Street, New York, NY 10001

Teacher or Student Material Student Cost $7.50 Length

Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: This monthly newsletter is designed to provide the retail credit fraternity with a synopsis of the credit happenings on an up-to-date basis. Includes articles such as current Federal and State legislation, credit technology, new methods and techniques with the credit department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
CUSTOMER SERVICES PROVIDED BY DEPARTMENT AND SPECIALTY STORES

Author
National Retail Merchants Association

Publisher
100 West 31 Street, New York, NY 10001

Teacher or Student Material
Student
Cost $1.50
Length 170 pages

Grade Level
Collegiate/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Report describing store practices by volume group in regard to more than 80 customer services. This study gives details of restrictions on store services. Covers: shopping services, merchandising, advisory services, instruction courses, physical facilities, public relations services, rental services, check-cashing, delivery, repair and customer services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

CUTTING COSTS IN WOMEN'S ALTERATION WORKROOMS

Author
National Retail Merchants Association

Publisher
100 West 31 Street, New York, NY 10001

Teacher or Student Material
Student
Cost $.75
Length 27 pages

Grade Level
Collegiate/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A report on how to establish production standards and controls in the women's alteration department. Covers basic alteration standards, facts about the alteration workroom, alteration losses real or paper, composition of operating costs, the need for standards in the women's alteration department, alteration production, stock work, and operating forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**THE DECLINE OF THE STORE BUYER**

**Author**  
E. B. Weiss

**Date Pub.**  
1961

**Publisher**  
Doyle, Dane, Bernbach, Inc., 20 West 43 Street, New York, NY 10036

**Teacher or Student Material**  
Student Cost  
Free Length  
55 pages

**Grade Level**  
Secondary/Collegiate/Adult

**Suggested Time of Use**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This report deals with the decline of the individual store buyer as a result of committee and electronic buying which is growing rapidly.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**DEPARTMENT STORE AND SPECIALTY STORE**

**Title**  
MERCHANDISING AND OPERATING RESULTS OF 1969

**Author**  
National retail Merchants Association

**Publisher**  
100 West 31 Street, New York, NY 10001

**Date Pub.**

**Vol. I** $15.00; **Vol. II** $12.00; **Vol. III** $9.00; **Vol. IV** $13.50

**Teacher or Student Material**  
Student Cost  
Vol. I $9.04; Vol. II $13.50

**Grade Level**  
Collegiate/Adult

**Suggested Time of Use**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Presents 1969 data by department, volume size, store size, size of cumulative markon, average sales transaction size, by geographical area and type of selling service. Information by classification and selling department; sales, margins, markdowns, return on investment in inventory and selling space, turnover, newspaper and selling costs. Vol. I - Women's and Children's Apparel and Accessories; Vol. II - Men's, Boys' and Children's Wear; Vol. III - Street Floor Traffic Merchandise, Home Sewing and Recreation; Vol. IV - Home Furnishings, Appliances, Domestics and Goods.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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OBJECTIVES:

SUMMARY DESCRIPTION: A study reflecting existing costs incurred by department stores in conjunction with maintaining their credit operations. This book is two separate studies: 1. economic analysis of credit revenues and costs in department stores; 2. economic characteristics of revenues and costs in department stores. It answers such major questions as: what a credit operation costs to maintain; how do individual costs stack up against national figures; how can the retailer cope with possible rate control?

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A selected set of presentations made at the annual EDP Conference. The latest developments, techniques and analysis of future trends for all levels of retail management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
EFFECTIVE COLLECTION METHODS AND CONTROL

Author: National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $4.00
Length: 90 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Includes chapters on organization, regular charge accounts, installment accounts, extended payment plans, coupon accounts, fixed and chart plan revolving accounts, charge account with option terms, how to handle errors on sundry charges.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ESTABLISHED CASH DISCOUNTS TO RETAILERS

Author: National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $.05
Length: 8 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Explains why any attempt to reduce or eliminate standard cash discounts should be resisted by retailers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
EXECUTIVE COMPENSATION IN RETAILING

Author: James T. Powers
Publisher: National Retail Merchants Association

Teacher or Student Material: Student
Cost: $7.50
Length: 110 pages
Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A confidential report detailing the amount of salary, bonus, and total compensation for each of 21 different executive positions from President through Branch Store Manager, Buyer and Credit Manager for approximately 140 stores ranging in size from under $1 million to over $50 million.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

THE FASHION BUYER'S JOB

Title: THE FASHION BUYER'S JOB
Author: Beatrice Judelle
Publisher: National Retail Merchants Association

Teacher or Student Material: Student
Cost: $13.50
Length:
Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A primer of what every young buyer in a women's fashion department needs to know to insure success as a competent merchandiser. Tells how a buyer should handle himself in the market, in the store with salespeople, how to work with the fashion coordinator, the merchandise manager, advertising and display people, and top management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: FINANCIAL AND OPERATING RESULTS OF DEPARTMENT AND SPECIALTY STORES 1969

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student 
Cost: $18.75 
Length: 77 pages

Grade Level: Collegiate/Adult 
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Annual report provides expense details by function for all major expense categories by store volume, size and type for payroll, real estate costs, supplies, merchandise control, recieving, marking, selling, delivery, accounting, buying office expense, repairs, etc. Includes profit and financial ratios in relation to net worth, leased department commissions, credit and bad debt data, personnel space and productivity and operating ratios. All data is detailed for 10 department and specialty store volume groups.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: FUNDAMENTALS OF BUYING

Author: Jessie Stocking

Publisher: Kent State University, Kent, OH

Teacher or Student Material: Teacher 
Cost: 
Length: 45 pages

Grade Level: Secondary 
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Unit plan for teaching buying. Objectives are stated before each section. Methods of presentation are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Set of Transparencies and Tests
Title: GETTING MERCHANDISE READY FOR SALE

Author: Carol W. Yoffet

Publisher: Grolier/GoGrif-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material: Student

Grade Level: Secondary

Objective: A job skill manual with its primary objective to prepare qualified workers for jobs in receiving. Its learning activities are interrelated; cumulatively they provide the learner with the skills needed to move from the classroom to the job with a measure of self-confidence.

Summary Description: The book is a text-workbook for self-pacing. The style is conversational and direct, and its reading level is carefully controlled. The student is introduced to the technical vocabulary of the field. Every effort is made to minimize reading comprehension problems and to engage the student in the learning process.

Available Instructor Material and Tests:

Title: HOUSEKEEPING MANUAL FOR RETAIL STORES

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Objective: Tells how to arrive at housekeeping needs and man-hour requirements; how to organize and schedule the housekeeping force. Includes essential plans and scheduling forms.

Available Instructor Material and Tests:
The records explained in this book are a source of information upon which to base plans for present and future buying. These records are the means for knowing how to stock the right items, in the right quantities, at the right time and in the right ranges, and they prevent old stock from accumulating.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: HOW TO IMPROVE YOUR RETAIL FASHION FABRICS BUSINESS
Author: Nat Appelbaum
Publisher: National Retail Merchants Association
Date, Pub.: 1970
Teacher or Student Material: Student
Cost: $6.00
Length: 120 pages
Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Explores in depth the over-the-counter piece goods business and its successful merchandising methods. Examines how to improve markon, handle resources, work the market, facts on display and advertising, training sales people, practicalities of expense control and markdowns. Includes step by step sales promotion calendar and advertising illustrations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: PRODUCING SERVICES

Author: Bernard Codner
National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Date Pub.: 1967

Teacher or Student Material: Student
Cost: $1.50
Length: 88 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A study of the status of services offered by department stores. Covers: the history of trends, sales and profit performance, the ownership choice, frequency in branches, location, promotion, staff administration, the future of services.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: INTERNAL AUDIT MANUAL

Author: Paul W. Wilson
National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Date Pub.: 1969

Teacher or Student Material: Student
Cost: $15.00
Length: 158 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses every facet of retail internal audit programs. It is liberally documented with illustrations, suggested approaches and checklists. Thirteen chapters include: audit approaches, operational auditing, functional auditing, the audit of EDP installations, statistical samplings, flow charting, modern concepts of internal auditing, organization and operation of the department, relationships of internal and external auditors. Special chapter on suggestions for the smaller store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Contains many guides, details, and checklists for use by every company utilizing EDP whether it is through their own EDP equipment or employment of a service bureau. The unique problems as to specifications, programming, documentation, implementation and program maintenance are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title
LEASED DEPARTMENTS RATES, POLICIES AND EXPENSES IN DEPARTMENT AND SPECIALTY STORES

Author
National Retail Merchants Association

Publisher
100 West 31 Street, New York, NY 10001

Teacher or Student Material
Student
Cost $10.00
Length 64 pages

Grade Level
Collegiate/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A report on leased department commission rates, advertising production charges, rates paid for branch departments and other contract and operating data for over 100 leased departments; an analysis of lessee/lessee expense responsibility; details of essential and special arrangements in lease contracts, a detailed lease negotiation checklist of pertinent points to be discussed when negotiating leased departments, leased department operating problems and policies.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Includes feasibility studies, computer utilization, programming and software selection, comparison of technology and equipment in timing and operational speeds plus data transmission of sales statistics over phone lines.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: To help the retailer increase sales and profits and operate more efficiently.

SUMMARY DESCRIPTION: Includes several weeks' supply of the ten basic forms described below.
Form 1 - Six Month Merchandising Operation Record, Form 2 - Weekly Dollar Open-to-Buy Control, Form 3 - By Classification and Price Daily Sales Record, Form 4 - By Classification and Price Weekly Sales Record, Form 5 - Unit Control Record, Form 6 - Staple Stock Record, Form 7 - Required in-Stock Form, Form 8 - Staples Stock Record, by Size and Color, Form 9 - Customer's Request for Merchandise Not in Stock, Form 10 - Old Stock List.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MASS MERCHANDISING: REVOLUTION & EVOLUTION

Author: Robert Drew-Bear

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student

Cost: $20.00

Length: 512 pages

Grade Level: Collegiate

Suggested Time of Use: 1 sec.

OBJECTIVES:

SUMMARY DESCRIPTION: An examination of the huge discount and self-service boom and its impact on modern retailing. Traces the growth of discounting from the pioneers of the 1930's to today's giants, using detailed case histories to illustrate the movement's progress. Discusses the expansion of discounting into every important merchandise field: fashion, furniture and appliances, toys, food, drugs and cosmetics and even gasoline. Explores the problems of discount operations, their impact on "traditional" retailers and methods the traditional retailer employs to fight back.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MEASURING MERCHANDISING PERFORMANCE IN DEPARTMENT STORES

Author: Douglas J. Dalrymple

Publisher: National Retail Merchants Association

Teacher or Student Material: Student

Cost: $4.50

Length: 85 pages

Grade Level: Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: In-depth study covering such areas as: relative importance of control factors used by merchandising executives, differences in controls and emphasis among firms, differences in usage between job levels, executive attitudes toward markon, return on investment and other control factors. The report is based on interviews with 111 merchandising executives and buyers in eleven firms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Analyzes the latest assortment planning techniques of successful stores. Covers every phase of the subject, disclosing the principles of successful merchandise assortment planning. Includes the use of computerized unit planning, computerized unit controls and useful forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Explains the fundamentals of merchandise control, planning, and budgeting. Includes formulas to maintain proper ratios between stocks and customer demands. Illustrated with all necessary forms for maintaining profitable inventories and shown how to figure open-to-buy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MERCHANDISING

Author: Instructional Materials Services

Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Teacher  Cost $3.50 Length 114 pages

Grade Level: Secondary/Collegiate  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Material includes the changing scope of retailing, merchandising in our economy, what to buy, how to buy, where to buy the right merchandise at the right time in the right place, and selling and sales promotion.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Problems and suggested projects are included for each unit.

Title: METHODS OF EVALUATING RETAIL INFORMATION SYSTEMS

Author: Allan B. Joseph

Publisher: National Retail Merchants Association

Teacher or Student Material: Student  Cost $2.10 Length 166 pages

Grade Level: Collegiate/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A research approach on how to evaluate the installation, implementation and analyses of systems. It covers expected versus downtime performances, accounting techniques to be used, analysis of data with a formula.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: A 16mm color movie that presents a comprehensive approach to electronic data processing where the buyer is in the driver’s seat. Shows how EDP can save the buyer’s time, gives him the information he needs and can release him for more profitable activity. The film approaches the subject from a buyer’s viewpoint aiming to prepare the buyer and merchandising executive to become involved in the development of information requirements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Features the many causes and prevention checklist of controlling markdowns. Lists 45 leading causes, 70 widely ranging means of prevention, 27 explicit methods of correction, store practices, 47 money making ideas, model summary and helpful forms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: How to operate a successful bridal registry based on the experience of 55 stores. Includes forms, letters, follow-up practices, records, special leaflets, invitations, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Aid to buyers in determining order-up-to quantities of staple and basic merchandise to improve in-stock positions and inventory turnover while minimizing out-of-stock situations. Separate tables for different customer service levels and inventory review periods. Within each table are suggested order-up-to quantities presented according to delivery lead time, weekly rate of sale and item turnover objectives.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
TITLE: THE PRICING UMBRELLA

Author: Richard Everhart
Instructional Materials Services
Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Teacher
Cost: $2.00
Length: 25 pages

Grade Level: Secondary/Adult
Suggested Time of Use: 10 hours

OBJECTIVES:

SUMMARY DESCRIPTION: A mini-course covering the philosophy and skills of retail pricing including mark-up and markdowns and cost analysis.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Transparencies

TITLE: PRINCIPLES OF PROFITABLE IMPORTING

Author: Giacomo Zanetti
National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $15.00
Length: 250 pages

Grade Level: Collegiate/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Information and instruction on every aspect of importing for retail selling. Covers the planning, supervision, execution and promotion of imported merchandise.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: The objective of each participant is to help his "inventory management team" to be more effective than the others.

SUMMARY DESCRIPTION: A didactic game. Offers the training director a controlled situation in which to observe the decision-making skills of his trainees. It helps to expose those areas in which the effectiveness of each trainee can be improved. As each participant thinks through his approach to the problems, develops strategies, and tests them in an environment that resembles a real situation, he has the opportunity to observe the behavior of others in the group.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Covers the entire gamut of successful men's clothing retailing. Includes analyses of fabrics and their identification, how to buy, promote, merchandise fashions in main and branch stores, how to keep alteration costs down, discusses the elements of style, inventory, evaluation of performance and sales promotion techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A didactic game. The participants receive some practice in evaluating quantity discounts and vendor reliability. They also evaluate risks, set standards for the purchasing department, and develop policies designed to reduce the cost of purchasing in general. In doing so, they are expected to keep in mind the effect of their actions on cost in other areas of the company they are serving.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Eight experts in this field give the fruit of their experience in this how-to-do-it book.
OBJECTIVES:

SUMMARY DESCRIPTION: Describes the basic know-how needed by a retailer at all sales levels to get involved with EDP systems and computers. Controls, numbering codes, personnel training, organization, equipment and merchandising systems are among the topics covered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: READING IN EDP
Author: National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001
Teacher or Student Material: Student
Cost: $3.75
Length: 427 pages
Grade Level: Collegiate/Adult
Suggested Time of Use

SUMMARY DESCRIPTION: Covers every phase of receiving, checking, marking, and reserve stockkeeping. Discusses personnel, layout and equipment, procedures and other receiving department functions. Includes illustrations and diagrams.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Reducing Expense Ratios

Author: National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $1.50
Length: 124 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

Objectives:

Summary Description: A collection of expense-saving ideas within important operating areas such as communication, delivery, customer service, stockkeeping, transfer hauling, workrooms, wrapping and packing, and many others.

Available Instructor Material and Tests:

Retail Accounting Manual

Author: National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $25.00
Length: 257 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

Objectives:

Summary Description: Contains streamlined chart of expense accounts for single stores and companies with branches. Enables a meaningful determination of main and branch store profits. Includes chapters on report presentation, workroom accounting, leased department accounting, return on investment, gross margin determination and many other basic retail accounting topics.

Available Instructor Material and Tests:
**Title**: THE RETAIL BUYER  

**Author**: Jimmy C. Koeninger and Glen Koeninger  
**Date Pub.**: 1972  
**Publisher**: Instructional Materials Services, Division of Extension, The University of Texas, Austin, TX 78712  

**Teacher or Student Material**: Teacher  
**Cost**: $3.00  
**Length**: 51 pages  

**Grade Level**: Secondary/Adult  
**Suggested Time of Use**: 12-18 hours  

**OBJECTIVES**:  

**SUMMARY DESCRIPTION**: This teaching outline contains the necessary materials for a short course in retail buying.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**:  

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**Title**: RETAIL CONTROL  

**Author**: National Retail Merchants Association  
**Date Pub.**:  
**Publisher**: 100 West 31 Street, New York, NY 10001  

**Teacher or Student Material**: Student  
**Cost**: $12.00  
**Length**: 10 issues a yr.  

**Grade Level**: Collegiate/Adult  
**Suggested Time of Use**:  

**OBJECTIVES**:  

**SUMMARY DESCRIPTION**: Pocket size magazine with many informative articles for keeping up to date on department store systems, procedures, financial management, control and inventory management developments, and legal and tax matters affecting retailing.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**:  

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Title: RETAIL INVENTORY METHOD MADE PRACTICAL

Author: National Retail Merchants Association

Date Pub.: 1971

Publisher: 100 West 31 Street, New York, NY 10001

Student Material: Cost $6.00 Length

Grade Level: Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the fundamental operation involved in establishing and maintaining accurate inventories. Explains what the Retail Method of Inventory is and how it differs from the cost method, its advantages and disadvantages. Includes sample forms for recording merchandise transfers, sales, price changes, departmental merchandise statements, open-to-buy and many more.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: RETAIL OPERATIONS NEWS BULLETIN

Author: National Retail Merchants Association

Date Pub.: Quarterly

Publisher: 100 West 31 Street, New York, NY 10001

Student Material: Cost $10.00 Length 28 pages

Grade Level: Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A quarterly magazine devoted to the many aspects of store operations. The latest developments, trends and tips on topics such as security, delivery, communications, safety, wrapping and packing, maintenance, customer service and food services are featured regularly.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
A RETAILER VISITS THE MARKET

OBJECTIVES: Behavioral objectives achieved in this program include a minimum of seven duties required for preparation of a buying trip and a minimum of nine merchandising decisions that must be made while in the market.

SUMMARY DESCRIPTION: Made for those students who aren't able to experience the real thing. It brings the market to the classroom to give students a feel for what it's like to buy for a store. Follows a small retailer on her trip to the market, since the majority of students headed toward careers in buying will eventually find jobs in either small or medium size stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructional package that includes a printed commentary for each slide, sample tests and a series of student projects.

RETAILERS' FEDERAL TAX MANUAL


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: RETAILERS' GUIDE TO MERCHANDISE CLASSIFICATION CONTROL

Author: Albert I. Schott and Herbert A. Turetsky

Publisher: National Retail Merchants Association

Teacher or Student Material: Student

Cost: $3.00

Length: 48 pages

Grade Level: Collegiate/Adult

OBJECTIVES:

SUMMARY DESCRIPTION: A step by step guide for store conversion from departmental to classification merchandising. Designed to help balance stocks, raise turnover, and increase profit. Special section on EDP service bureaus.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: RETAILING MERCHANDISING AND MANAGEMENT WITH ELECTRONIC DATA PROCESSING

Author: Harold Carver and Seymour Melfant

Publisher: National Retail Merchants Association

Teacher or Student Material: Student

Cost: $7.50

Length: 209 pages

GRADE LEVEL: Collegiate/Adult

OBJECTIVES:

SUMMARY DESCRIPTION: Covers costs, approaches, and the important utilization of merchandise classification.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE ROLE OF THE BUYER IN MASS MERCHANDISING

Author: Don Belden

Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material: Student

Cost: $10.00

Length: 254 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the buying function. It runs the gamut from the basic importance of good communications to the buyer-vendor relationship, merchandise assortments and replenishment, display and sales promotion, model stocks, private brands and direct importing, right through to modern computer techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

RUNNING AN EFFICIENT BUSHELING WORKROOM

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $0.75

Length: 34 pages

Grade Level: Collegiate/Adult

Suggested Time of Use: 2

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the three phases of busheling, the control of the busheling dollars, the measure of productivity, the fitting standards, busheling workroom equipment, combining men's and women's alteration workrooms.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A 35mm color filmstrip designed to present the basics of safety to new employees and remind old ones.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A thorough analysis of all applications on various types of manufacturers' computers. The use of service bureaus, leased versus rental, rental versus purchase.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** STOCK SHORTAGE CONTROL TECHNIQUES OF THE SAN FRANCISCO BAY AREA STORES

**Author:** National Retail Merchants Association

**Date Pub.:** 1961

**Publisher:** 100 West 31 Street, New York, NY 10001

**Teacher or Student Material:** Student

**Cost:** $2.25

**Length:** 85 pages

**Grade Level:** Collegiate/Adult

**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A study prepared by the Golden Gate Retail Controller showing how San Francisco Bay Area stores go about combating inventory shortages. Gives detailed plans and training procedures. Includes a shortage credit program as well as a proven set of security rules.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** STORE SHRINKAGE: EMPLOYEE PILFERAGE/CUSTOMER THEFT

**Author:** Alice Schiller

**Date Pub.:** 1973

**Publisher:** Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

**Teacher or Student Material:** Student

**Cost:** $80.00

**Length:** 34 slides

**Grade Level:** Secondary/Collegiate/Adult

**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This story, Store Shrinkage: Employee Pilferage/Customer Theft, was prepared by an experienced journalist who knows the retailing scene and has specialized in writing about drug addiction and rehabilitation. A sampling of headings are: Store Shrinkage: Scope & Cause; Learning Store Procedures; Flushing Out Thieves; Nerve Center of Security Operations; Eye on the Main Floor; Point of Sale—Point of Theft; Creating A Store Attitude; From Top to Bottom; Supporting A Habit; Getting Caught; The Penalties Are Real; Helping to Solve the Problem.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: 314 WAYS TO RUN A BETTER MORE PROFITABLE STORE

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Date Pub.: 1964

Teacher or Student Material: Student  Cost: $3.00  Length: 41 pages

Grade Level: Collegiate/Adult  Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such areas as: policy and management, planning and budgeting, merchandising, competition, pricing, selling, advertising and display, control, personnel, operations, traffic, credit, Federal Trade Regulations, community relations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: TOYS

Author: R. P. Willet and J. R. Grabner

Publisher: U. S. Government Printing Office, Washington, DC 20402

Date Pub.: 1965

Teacher or Student Material: Student  Cost: Free  Length: 11 pages

Grade Level: Adult  Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: This is an extensive list of references covering the more important aspects of the toy industry. Many of the sources cited are useful in appraising and improving the general management of firms operating in the industry. In addition, a number of statistical sources have been included. Also, sources dealing specifically with toy industry problems and their solution.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** TURNOVER: THE MANY WAYS TO IMPROVE IT  
**Author:** National Retail Merchants Association  
**Publisher:** 100 West 31 Street, New York, NY 10001  
**Date Pub.:** 1965  
**Teacher or Student Material:** Student  
**Cost:** $6.00  
**Length:** 38 pages  
**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**  

**SUMMARY DESCRIPTION:** The best thinking of 300 retailers on the subject of turnover is summarized. Special chapter on the mechanics of a reorder program.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** USING STANDARDS TO INCREASE PRODUCTIVITY  
**Author:** National Retail Merchants Association  
**Publisher:** 100 West 31 Street, New York, NY 10001  
**Date Pub.:** 1960  
**Teacher or Student Material:** Student  
**Cost:** $1.50  
**Length:** 54 pages  
**Grade Level:** Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**  

**SUMMARY DESCRIPTION:** A guide to establish production standards to schedule work flow as a means of controlling payroll expense. Covers women's alterations, mail order, wrapping and packing, production, warehouse, selling, adjustments, mail and telephone orders and the role of the supervisor.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES:

SUMMARY DESCRIPTION: A bibliography of references selected to help those interested in variety store retailing. It provides an understanding of the recent changes in this field as well as some basic knowledge about it.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title VERBATIM REPORT: HAS THE BASEMENT A FUTURE
Author National Retail Merchants Association
Publisher 100 West 31 Street, New York, NY 10001
Teacher or Student Material Student Cost $4.50 Length 55 pages
Grade Level Collegiate/Adult Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the many aspects of basement store problems. Discusses trading up, increasing the basement store's share of the market, the place of the basement in suburban stores, the prospects and volume in free standing budget stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: VERBATIM REPORT: HOW WE DO IT

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $4.50

Length: 69 pages

Grade Level: Collegiate/Adult

OBJECTIVES:

SUMMARY DESCRIPTION: Information to help management in the day to day merchandise investment problems. Includes information from actual merchandise managers on how companies handle sales forecasting, automatic reordering, inventory control and many other suggestions on how to improve total store performance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: VERBATIM REPORT: SUCCESSES TO DATE IN CLASSIFICATION MERCHANDISING

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $4.50

Length: 68 pages

Grade Level: Collegiate/Adult

OBJECTIVES:

SUMMARY DESCRIPTION: Recounts how two large stores and a number of small stores went about the business of getting set in classification merchandising.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
WRAPPING METHODS MANUAL

National Retail Merchants Association

100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $4.50 Length: 90 pages

Grade Level: Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A specialized manual covering the accepted methods of preparing hard to wrap items for delivery. Based on the practice of over 60 stores. Contains 90 illustrations, definitions of wrapping terms, mechanical wrapping aids, basic wrapping techniques, individual wraps such as lamps and shades, mirrors and pictures, figurines, toys, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

WRAPPING SUPPLY MANUAL

National Retail Merchants Association

100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $1.50 Length: 141 pages

Grade Level: Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A standardization program for store wrapping supply purchase and usage. It points the way to very substantial savings in store supply costs. This manual reflects the practice and experience of 250 stores representing 2500 retail units. Chapters cover paper bags, general information on boxboard, set up boxes, folding boxes, folding gift boxes, corrugated boxes, corrugated rolls, kraft paper, tissue, twine, controlling supply expense, worksheets.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ERIC
DISPLAY
OBJECTIVES:

SUMMARY DESCRIPTION: Shows various types of displays with advantages and disadvantages of each.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: DISPLAY FUNDAMENTALS
Author: Frank A. Rowe
Publisher: Display Publishing Co., Cincinnati, OH
Teacher or Student Material: Student
Grade Level: Collegiate
Suggested Time of Use: 1 quarter

SUMMARY DESCRIPTION: This manual is designed to provide, with a minimum of research and study, the basic techniques needed to display merchandise effectively.
DISPLAY MADE EASIER.

Karen Kitsteiner

1971

1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material: Teacher

Cost: $3.00 Length: 115 pages

Secondary

Suggested Time of Use

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A unit on teaching display. Simply written for student comprehension, it thoroughly covers the field of display illustrating the different principles involved. Copy may be separated and individual pages used to produce transparencies or spirit master handouts.

DISPLAY ROUNDUP

Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher

Cost: $126.00 Length: 75 slides

Secondary/Collegiate/Adult

Suggested Time of Use

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A collection of 75 examples of displays from stores across the nation—and a few outside the nation—ranging from a supermarket highway sign to a Tiffany window. Points up the value of effective display and provides a wealth of examples of displays both simple and elaborate, expensive and inexpensive.
Title: DISPLAY SELLING

Author: MEG Sales Education, The National Cash Register Company

Publisher: NCR Education Center - Sugar Camp, Dayton, OH 45479

Date Pub.: 1959

Teacher or Student Material: Student

Cost: 200 pages

Grade Level: Secondary/Adult

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses interior display principles and their application in the retail store.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: INTERIOR DISPLAY: A WAY TO INCREASE SALES

Author: Gabriel M. Valenti

Date Pub.: 1965

Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Student

Cost: Free

Length: 

Grade Level: Adult

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses four ingredients which are necessary for building a display: fixtures, color, signs, and lights. It points out that the differences between a commonplace display and an outstanding one is often slight. Many times that difference consists of the right decorative touch, one which, like frosting on a cake, helps to tempt buying appetites.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MERCHANDISE DISPLAY
Author: Melvin Hatchett
Publisher: Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material: Student
Cost: $6.00
Length: 221 pages

Grade Level: Secondary
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: All aspects of merchandise display principles, techniques, arrangement, design, lighting, color, and signage. It is a how-to approach for beginning display personnel and includes information vital to DECA contest participants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Answer Book ($2.00)

Title: MODERN DISPLAY TECHNIQUES
Author: Emily M. Maurer
Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student
Cost: $8.50
Length: 128 pages

Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to the "how" and "why" of effective display, from the mechanical aspects of area size and lighting to the subtler techniques of creating atmosphere, drama and excitement. Discusses the use and importance of store display as a means of enticing the customer to buy. Considers future trends and the potential the field holds for the trainee. Special chapter on suggested copy themes, a large selection of photos showing prize-winning displays, a list of source materials and a comprehensive bibliography.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title_ MODERN INTERIOR DISPLAY

Author_ G. R. Fazakerley
Publisher_ English Universities Press
St. Paul's House, Warwick Lane, London, England
Date Pub. 1966

Teacher or Student Material_ Student
Cost_ Length_ 176 pages
Grade Level_ Collegiate
Suggested Time of Use_

OBJECTIVES:

SUMMARY DESCRIPTION: A new psychological approach to shopfitting that combines all the varied attractions of lighting, decor, furnishing, fittings and point-of-sale display, and concentrates them all upon the single specific aim of rousing the customer's buying impulses.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title_ RIGGING AND FORMING MEN'S WEAR FOR DISPLAY

Author_ Lloyd L. Buzan
Publisher_ Display Publishing Co., Cincinnati, OH
Date Pub. 1965

Teacher or Student Material_ Student
Cost_ Length_ 106 pages
Grade Level_ Collegiate
Suggested Time of Use_ 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: The illustrations in this manual show methods rather than personal skills in order to gradually develop superior techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: The references given in this book should assist the small business manager in two ways: first, by providing a list of basic sources of information on general principles; and second, by providing a list of specific store arrangement and display techniques.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
ACCOUNTS RECEIVABLE AUTOMATION BEGINS ON THE SELLING FLOOR

OBJECTIVES:

SUMMARY DESCRIPTION: This brochure has been prepared to explain a new approach to accounts receivable automation that captures the customer's account number at the point of sale. Discusses the type of credit card used, 2 paths to electronic customer billing, disposition of media at the end of the day, sales audit procedures, data input procedures, master file adjustments, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ADMINISTRATIVE OFFICE MANAGEMENT

OBJECTIVES: Designed to meet the changing needs of today's college students and of those executives and first-line supervisors currently in administrative management work who desire to update their knowledge and experience in a rapidly changing social, political and business environment.

SUMMARY DESCRIPTION: Covers the following five basic areas of administrative office management: administrative office management in modern business, organizing and planning administrative office services, leadership and human relations, controlling office administrative operations, and business information processing systems. Underlying these five areas is a constant emphasis on two basic concepts of successful business management--satisfactory human relations and continuous cost reduction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual
ADMINISTRATIVE STRATEGY AND DECISION MAKING

Clyde T. Hardwick and Bernard F. Landuyt

South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Student Cost $9.70 Length 642 pages

OBJECTIVES:

SUMMARY DESCRIPTION: Administrative problems and decision making on all levels of management are discussed in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ADVANCED CASES IN MULTINATIONAL BUSINESS OPERATIONS

S. Prakash Sethi

Goodyear Publishing Co., Inc.

15113-15 Sunset Boulevard, Pacific Palisades, CA

Student Cost $12.95 Length 512 pages

OBJECTIVES:

SUMMARY DESCRIPTION: Covers the major functional operating areas such as: environmental operating conditions—business government interface; organization and management; long range planning; finance, investment, and operative controls; and marketing management. Includes a variety of industries in the fields of consumer goods, producers' goods, and services (banking, market research). The products include electronics, fertilizers, food grains, shipbuilding, tractors, synthetic fibers, television sets, petroleum products, and milk products. The regions covered are the U.S.A., Asia, Western Europe, New Zealand, Africa, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual
OBJECTIVES:

SUMMARY DESCRIPTION: Provides an introduction to the field of business administration through a combination of text and cases designed to illustrate the breadth of decision making required in the management of today’s business enterprises. Analyzes the organization of our economic system and the role of the profit motive in stimulating the flow of goods and services to consumers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Written and organized with the beginning student in mind. It presents the fundamentals of American business operations, and at the same time relates business to the community and to society as a whole.

APPRAISING RETAIL EXECUTIVE AND EMPLOYEE PERFORMANCE

Title: APPRAISING RETAIL EXECUTIVE AND EMPLOYEE PERFORMANCE
Author: National Retail Merchants Association
Publisher: 100 West 31 Street, New York, NY 10001
Date Pub.: 1968
Teacher or Student Material: Student
Cost: $9.75
Length: 176 pages
Grade Level: Collegiate/Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A study analyzing what constitutes a successful appraisal program and recommending how such a program may be implemented. Appraisal procedures for both executive and non-supervisory employees are analyzed and summarized in 12 tables with 27 examples illustrating selected appraisal forms in current use by stores.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: ARBITRATION: PEACEMAKER IN SMALL BUSINESS
Author: Norman Stone
Publisher: U.S. Government Printing Office, Washington, DC 20402
Date Pub.: 1968
Teacher or Student Material: Student
Cost: Free
Length: 7 pages
Grade Level: Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses arbitration as a way for small business owners to settle business disputes without going through formal court procedures.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: A BASIC BIBLIOGRAPHY FOR DOWNTOWN DEVELOPMENT

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Date Pub.: 1969

Teacher or Student Material: Student

Cost: $6.00

Length: 31 pages

Grade Level: Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to sources of broad conceptual thinking about central business districts, a source of specific ideas, examples and references leading to deeper investigation. Covers: urban affairs and downtown parking, traffic, transit, transportation, downtown urban design, historical preservation, and urban renewal.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: BASIC LIBRARY REFERENCES SOURCES

Author: Elizabeth G. Janezeck

Publisher: U. S. Government Printing Office, Washington, DC 20402

Date Pub.: 1966

Teacher or Student Material: Student

Cost: Free

Length: 8 pages

Grade Level: Adult

Suggested Time of Use:

OBJECTIVES: The purpose of this bibliography is to acquaint the small businessman with the wealth of business information available through library research. It points out that a good business library should be regarded as a source of information similar to the businessman’s trade association, bank, accountant, lawyer and supplier.

SUMMARY DESCRIPTION: A list that contains the most basic business directories, guides and references available in many libraries.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To provide a systematic and rational approach to decision making, offering the utmost flexibility in dealing with problems unique to an organization, while at the same time providing a general framework of guidelines applicable to every decision situation.

SUMMARY DESCRIPTION: Examines the decision process step by step while referring to behavioral science concepts specifically chosen. The use of reading and cases provides both a theoretical and practical basis for analysing the decision process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title _BEHAVIORAL DECISIONS IN ORGANIZATIONS_

Author Alvar U. Elbing

Date Pub. 1970

Publisher Scott, Foresman, and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $11.25 Length 884 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES: To help the executive discover the personal image he projects and how people react to it.

SUMMARY DESCRIPTION: Topics covered are: The Executive Dilemma; What is Laboratory Training?; The Important First Meeting; I'm A Stranger Here Myself; A Change of Pace and As Others See Us.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A series of 12 cassette tapes with worksheets teaching the basic principles and concepts of business. Ideal for persons interested in starting their own business. The titles are: 1) From Dream to Reality, 2) Planning and Research, 3) Market Survey and Forecast, 4) Business Outline, 5) Business Organization, 6) Funding--Capital Outlay, 7) Accounting and Legal, 8) Volume, Margin, Cash Flow, 9) Terms--Credit, 10) Inventory, Buying, Payables, 11) Hiring Employees, Benefits, and 12) Expansion--Problem and Solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Tests and Worksheets

SUMMARY DESCRIPTION: Pertinent information for every branch store manager. Covers such topics as How Management Looks at the Branch, Leadership in the Branch, Maintaining Effective Communications, Public Relations, The Shopping Center, Merchandising, Managing Basic Stocks, The Use of Classification Dates, Improving Merchandising Results Services, Leased Departments and Profits, Branch Store Advertising, Credit, Sales Productivity and Employee Relations, Stock Shortages, Security, Housekeeping and extensive charts, forms and exhibits.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE BUSINESS CONFERENCE: LEADERSHIP AND PARTICIPATION

Author: Harold P. Zelko  Date Pub.: 1969
Publisher: Cregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material: Student  Cost:  Length: 289 pages
Grade Level: Collegiate/Adult  Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such topics as: the methods and principles behind the successful conference; how to obtain desired results through planning, leadership, and participation; how to analyze the dynamics of the conference and thus discover values, limitations, and procedures; and how to apply the total discussion process of the conference to settings outside the business environment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

BUSINESS AS A GAME

Title
Author: Alfred Z. Carr
Date Pub.: 1969
Publisher: The New American Library, Inc.

Teacher or Student Material: Student  Cost: $.95  Length: 295 pages
Grade Level: Collegiate/Adult  Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Evaluation of top-level business in terms of game strategy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
BIOLOGY

Title: BUSINESS: ITS NATURE AND ENVIRONMENT

Author: R. E. Glos and Harold A. Baker

Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material: Student

Cost: $10.00

Length: 774 pages

Grade Level: Collegiate

Available Instructor Material and Tests:

OBJECTIVES:

SUMMARY DESCRIPTION: Each facet of business, such as ownership, organization, productions, personnel, finance, quantitative control, and government regulations, is described and related to the basic principles of management and economic fundamentals.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: BUSINESS POLICY - CASES IN MANAGERIAL DECISION MAKING

Author: C. R. Klasson, F. S. Brandt and E. D. Bennet

Publisher: Charles E. Merrill Publishing Co., Columbus, OH

Teacher or Student Material: Student

Cost: $7.45

Length: 757 pages

Grade Level: Collegiate

Available Instructor Material and Tests:

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to provide material for a complete course in business policy. The conceptual framework within which these cases were collected and organized constitutes an approach for involving business students as well as practicing executives in the managerial processes used in solving problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Emphasizes basic business principles, business management, and business procedures. Instead of presenting the theory of business organisation and management, attention is given to the actual details of operating a business.


SUMMARY DESCRIPTION: The chapters are covered in the sequence in which the events would probably happen in real life. The realistic setting allows for natural treatment and discussion without special effort or contrivance on the teacher's part. It explores the major aspects of business operations, and reflects the trends in the policies and procedures of business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Activity Guide ($6.98), Objective Tests ($ .42 each), and Teacher's Guide & Key ($2.40)
Title: BUSINESS, SOCIETY AND ENVIRONMENT: SOCIAL POWER AND SOCIAL RESPONSE

Author: Robert L. Blomstrom and Keith Davis

Date Pub.: 1971

Publisher: Gregg/McGraw-Hill Book Company, Hightstown, NJ 08520

Teacher or Student Material: Student

Cost: 

Length: 460 pages

Grade Level: Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Relates business to the whole society. It takes a system point of view relating business to ecology, pluralism, and social power. Presents illustrations, problems, and cases to make ideas more meaningful and practical.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: THE BUSINESS WORLD - INTRODUCTION TO BUSINESS READINGS

Author: Borji O. Saxberg and R. Joseph Monsin

Date Pub.: 1972

Publisher: Houghton Mifflin Company, Boston, MA

Teacher or Student Material: Student

Cost: 

Length: 379 pages

Grade Level: Collegiate

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: The thirty-nine articles in this book give a broad overview of our economy's ground rules for business, of the specific areas of business, and of the problems business faces.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: CAN A SMALLER STORE SUCCEED?

Author: Jane Cahill

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student

Cost: $4.95

Length: 96 pages

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: A guide to efficient management for the smaller store owner or the retailer contemplating expansion into new merchandising fields. Covers every department in women's fashion. Explores location analysis, audit and collection, advertising and image-building as well as the new retailing trends which are influencing the future of the smaller store—especially the boutique, teen and casual shop.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: CASE HISTORIES IN SALES MANAGEMENT

Author: Edward M. Mazze and Milton Alexander

Publisher: Pitman Publishing Corporation, 6 East 43 Street, New York, NY 10017

Teacher or Student Material: Student

Cost: $3.25

Length: 145 pages

Grade Level: College

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Allows the student to use the analytical tools that he has learned in other courses to solve sales management problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
### CASE STUDIES - SET I

**Author:** Richard Everhardt  
**Date Pub.:** 1973  
**Publisher:** D. E. Materials Lab  
**Address:** 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210  
**Teacher or Student Material:** Teacher  
**Cost:** $4.00  
**Length:** 258 pages  
**Grade Level:** Secondary  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A unique approach to analyzing marketing problems in this collection of cases. Covers: retail buying, employee relations, business letter writing, management decision making, credit and collections. Each title comes in a separate file folder. Each case is on a separate sheet for ease in duplicating and student answers. Following each case is a list of notes to the coordinator on that case. At the end of each file is a list of references for the cases.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Instructional Summary Booklet

### CASE STUDIES - SET II

**Author:** Richard Everhardt  
**Date Pub.:** 1973  
**Publisher:** D. E. Materials Lab  
**Address:** 1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210  
**Teacher or Student Material:** Teacher  
**Cost:** $4.00  
**Length:** 312 pages  
**Grade Level:** Secondary  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A unique approach to analyzing marketing problems in this collection of cases. Covers: sales promotion, advertising, retail mathematics, and personal selling. Each title comes in a separate file folder. Each case is on a separate sheet for ease in duplicating and student answers. Following each case is a list of notes to the coordinator on that case. At the end of each file is a list of references for the cases.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES: To provide the student with a framework for analyzing the cases in this book and to acquaint him with some of the major issues in managing a sales force so that he may easily recognize such issues as well as the alternatives involved. Accordingly, he should become a more effective decision maker.

SUMMARY DESCRIPTION: The case situations include problems in marketing, both consumer and industrial goods, as well as service industry problems, but excludes sales problems confined to retailing organizations. The cases represent "verbal photographs" of actual business decisions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title CHANNELS OF DISTRIBUTION
Author William Munro Date Pub. 1968
Publisher D. E. Materials Lab
Teacher or Student Material Teacher Cost $2.00 Length 40 pages
Grade Level Secondary/Adult Suggested Time of Use

SUMMARY DESCRIPTION: This unit describes the distribution phase and its importance in providing the consumer with goods and services. Functions of distribution, including wholesaling, retailing and service type operations are discussed in detail.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Set of 14 transparency originals.
Title: CHECKLIST OF DEVELOPING A TRAINING PROGRAM

Author: Leonard J. Smith
Date Pub.: 1967
Small Business Administration
Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Both
Cost: Free
Length: 7 pages

Grade Level: Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to help small businessmen who need to set up a systematic program for training their employees. The questions are designed to provide a step-by-step approach to the task of organizing and conducting a successful program of employee training.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: CHOOSING A FORM OF BUSINESS ORGANIZATION

Author: Leonard J. Smith
Date Pub.: 1965
Small Business Administration
Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Both
Cost: $1.50
Length: 62 pages

Grade Level: Adult
Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Examines the various forms of business organization and calls attention to the importance of a proper selection. Also shows the need for proper legal guidance in the selection process.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: CLARIFYING THE COMPUTER: A PRACTICAL GUIDE FOR RETAILERS AND MANUFACTURERS

Author: Kevin McLoughlin

Date Pub.: 1968

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student

Cost: $12.50

Length: 272 pages

Grade Level: Collegiate/Adult

Suggested Time of Use: ________

OBJECTIVES:

SUMMARY DESCRIPTION: Covers such subjects as an analysis of the "myths about computers"; the applications of Electronic Data Processing (EDP) for smaller firms; EDP personnel development; understanding costs and the role of middle management. Contains a glossary of EDP terms geared to retail-manufacturer management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: COMMUNICATION FOR MANAGEMENT

Author: Norman B. Sigband

Date Pub.: 1969

Publisher: Scott, Foresman and Co., 1900 East Lake Street, Glenview, IL 60025

Teacher or Student Material: Student

Cost: $10.95

Length: 762 pages

Grade Level: Collegiate

Suggested Time of Use: ________

OBJECTIVES: To develop skill in written business communications.

SUMMARY DESCRIPTION: Contains practical material on good business report and letter writing organized around the theme of management control through effective communication. The development of report-writing skills in research, planning, organizing, and the process of writing is clearly demonstrated. The up-to-date treatment of business-letter writing differentiates types of letters by purpose to encourage students to think about the communication effect of business letters. Integrated throughout the text are many comparative examples of effective and ineffective writing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Guide, Quizzes and Exams.
**Title: COMMUNICATION IN MANAGEMENT**

**Author:** Classroom World Productions, Order from Associated Educational Materials Companies, Inc., Glenwood at Hillsborough Street, Raleigh, NC

**Publisher:** 4 audio

**Teacher or Student Material:** Student Cost $23.50 Length lessons

**Grade Level:** Secondary/Collegiate/Adult Suggested Time of Use

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** How to increase your effectiveness in giving instructions verbally and in writing. "Feedback"—how to precondition responses you want, how to interpret it, follow-up action. Misinterpretation—what to do about it and guard against it. Channeling emotions for best results. The value of small meetings—some basic pointers in conducting them.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title: COMMUNICATIONS IN DISTRIBUTION**

**Author:** Thomas Applegate and Everett DeVaul D. E. Materials Lab

**Publisher:** 1885 Neil Avenue, 115 Townsend Hall, Columbus, OH 43210

**Teacher or Student Material:** Teacher Cost $3.00 Length 110 pages

**Grade Level:** Secondary Suggested Time of Use

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A two-part manual featuring written and oral communications. Examples and handouts apply to distributive occupations.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Transparency originals are included.
COMMUNICATIONS -- DOWNWARD AND UPWARD

OBJECTIVES:

SUMMARY DESCRIPTION: The problems of face-to-face communications are covered from a number of angles in this report. Covers the essentials of a sound communications program; what management can learn by listening; a top management view of the problem; getting sales-supporting personnel on the management team; actual communications techniques utilized by stores; practical tips on how supervisors should communicate with employees; and the steps involved in conducting an employee morale survey.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

COMPARATIVE MANAGEMENT AND MARKETING

OBJECTIVES: To understand the differences and similarities between systems of marketing and management used in various nations.

SUMMARY DESCRIPTION: Creates an outline for contemporary studies in international as well as comparative management. It appraises comparative management and marketing in terms of rationale, concepts and frameworks, methodology, product and potential. It analyzes the nature, the development, and the present state of comparative studies with an inquiry into why systems should be compared, what should be compared among them, how this should be done, what already has been accomplished, and what remains to be done.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: A COMPUTERIZED, MULTIPURPOSE RETAIL MANAGEMENT GAME

Author: Robert Earl Schellenberger

Date Pub.: 1963

Publisher: University of North Carolina, Chapel Hill, NC

Teacher or Student Material: Student 

Cost: $1.65

Length: 293 pages

Grade Level: Collegiate

Suggested Time of Use: 1 hen.

OBJECTIVES: The purpose of the study is to provide a training device to be used at all levels of retail management in order to illustrate the operation of a retail store in a complex environment subject to oligopolistic competition.

SUMMARY DESCRIPTION: This paper describes a model of a retail market. This model has been used as a basis for presenting a multipurpose retail management game built around a men's retail clothing market.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: COMPUTERS, MANAGERS, AND SOCIETY

Author: Michael Rose

Date Pub.: 1969

Publisher: Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material: Student 

Cost: $1.65

Length: 267 pages

Grade Level: Collegiate

Suggested Time of Use: 1 hen.

OBJECTIVES:

SUMMARY DESCRIPTION: An account, part technical, part sociological, and part philosophical, of the computer revolution. Computerization presents managers with new opportunities on a structural scale unmatched since the industrial revolution. Many of the standard managerial functions which can be programmed are discussed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A study of General Motors which reveals the managerial principles which have had such a dramatic effect upon the American corporate system, which fostered the emergence of a new class of "knowledge" workers, and which permitted the development of large-scale business enterprise as a central institution of social and economic achievement.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Covers understanding the three "els of direction: managerial, administrative, supervisory. Effectively coping with human nature—finding the approach most likely to succeed with each individual. Handling uncooperative employees and employee friction. Developing capabilities in anticipation of promotion. Why many management opportunities are missed—what to do about them. Your own management success—"insurance" steps everyone should take.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** CORPORATIONS IN CRISIS  
**Author:** Richard A. Smith  
**Publisher:** Anchor Books, Garden City, NY  
**Teacher or Student Material:** Student  
**Cost:** $1.45  
**Length:** 267 pages  
**Grade Level:** Collegiate  
**Suggested Time of Use:** 1 sem.  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Composed of a series of stories written for Fortune magazine during the fifties and early sixties. Each is a case history of a corporation in the middle of a crisis.

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**Title:** DECISION THEORY AND INFORMATION SYSTEMS  
**Author:** William T. Greenwood  
**Publisher:** South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227  
**Teacher or Student Material:** Student  
**Cost:** $11.00  
**Length:** 818 pages  
**Grade Level:** Collegiate  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Presents those theories, methods, and processes of decision making, as well as prevailing decision practices, which are an integral part of the preparation of future business managers. Ties in 47 articles.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
DEVELOPING THE RETAIL EXECUTIVE

Sy Lazarus
National Retail Merchants Association
100 West 31 Street, New York, NY 10001

Student: Cost $6.00 Length: 

Grade Level: Collegiate/Adult Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: A detailed, step-by-step, "how to" approach to retail management development building from the basics of training for newly hired managers to more sophisticated development for senior level management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

DEVELOPMENT OF MANAGERIAL PERFORMANCE...A RESEARCH APPROACH

Mahoney, Jerdee and Carroll
South-Western Publishing Co., 510 Madison Road, Cincinnati, OH 45227

Student: Cost Free Length: 67 pages

Grade Level: Collegiate Suggested Time of Use: 

OBJECTIVES: To seek improved utilization of managerial abilities through increased identification of management potential; improved training and development of this potential, and improved placement and motivation for effective performance.

SUMMARY DESCRIPTION: Management development is discussed. Numerous problems are faced in achieving maximum utilization of management potential. The booklet provides the knowledge and information necessary for improved management organization and development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title _______________________________ DISTRIBUTION CHANNELS: BEHAVIORAL DIMENSIONS

Author _______________________________ Louis W. Stein

Publisher _______________________________ Houghton Mifflin Company, Boston, MA

Grade Level _______________________________ Collegiate/Adult

OBJECTIVES:

SUMMARY DESCRIPTION: This volume of original essays and related readings contains discussions of four important behavioral dimensions of social systems: role, power, conflict, and communication. As demonstrated early in the book, the channel of distribution can and should be viewed as a social system; thus, the transfer of these dimensions to a channel context has been made here.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title _______________________________ DISTRIBUTION COST ANALYSIS

Author _______________________________ Fred W. Kniffin

Publisher _______________________________ Small Business Administration

Grade Level _______________________________ Adult

OBJECTIVES:

SUMMARY DESCRIPTION: This is a bibliography of publications dealing with distribution costs which are all those marketing and administrative expenses of the business firm that arise from making goods available for sale. The publications cited in this section are books and pamphlets issued as a public service by federal agencies.
Title: DISTRIBUTION DILEMMA

Author

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Teacher

Cost: $80.00
Length: 38 slides

Grade Level: Secondary/Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes changes in distribution and how alert retailers are capitalizing on new distribution patterns. Key themes include the sophistication of discounting, impact of electronics, growth of franchising, advent of the "merchandise scramble." Also discussed: catalog selling, the major discount chains, changes in food, drug and variety stores, importance of consumer testing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Commentary and discussion questions are included.

Title: DOWNTOWN REVIVED: 22 CASE HISTORIES

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student

Cost: $48.75
Length: 35mm slides

Grade Level: Collegiate/Adult

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Depicts 22 examples of successful downtown renewal projects. Includes cities of all sizes. Explains why and how the results were achieved. Covers parking, beautification, public transportation, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Script included.
Title   EFFICIENT DRUG STORE MANAGEMENT
Author  Frank Ferguson
Publisher  Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003
Teacher or Student Material  Student  Cost $12.50  Length 264 pages
Grade Level  Secondary/Collegiate/Adult  Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Covers every aspect of drug store management, offers advice from site selection to store operation; from financing, personnel, promotion to store layout and the prescription department. Contains a section on merchandising non-drug items; stimulating views on more modern management. Sample forms, for leases, applications, etc., are included, as are many photos of successful displays and arrangements.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title   ELEMENTS OF BUSINESS ENTERPRISE
Author  Charles A. Taff and Dwight L. Gentry
Publisher  The Ronald Press Co., New York, NY
Teacher or Student Material  Student  Cost  Length 624 pages
Grade Level  Collegiate  Suggested Time of Use 1 sem.

OBJECTIVES: To provide the beginning student with the basic knowledge of the field of business.

SUMMARY DESCRIPTION: The scope of business activities, the types of business organizations, the relationships of business, business ethics, and the interdisciplinary approach to the management of business are discussed. The student is also introduced to the concepts of the quantitative and behavioral areas of business management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Current information in employee relations. Regular features include reviews of new union contracts, results of union campaigns, new labor relations legislation, special government agency decisions like Wage-Hour and EEOC, plus current and proposed Federal legislation that relates to employee welfare.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title THE ENVIRONMENT OF BUSINESS: PERSPECTIVES AND VIEWPOINTS
Author James F. Bearden
Publisher Holt, Rinehart & Winston, New York, NY
Teacher or Student Material: Student
Cost
Length 558 pages
Grade Level Collegiate
Suggested Time of Use: 1 sem.

SUMMARY DESCRIPTION: Designed to supplement standard textbooks used in Introduction to Business courses and Personal Finance/Consumer Economics courses. These readings place emphasis upon both "firm-oriented" problems and issues and "consumer-oriented" problems and issues.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Details the present climate of the manpower market and the challenges to be met in the 1970's and possible solutions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: To assist directors and teachers of adult education programs.

SUMMARY DESCRIPTION: Includes a brief consideration of such factors as basic merchandising principles, terminology, budgeting, merchandising mathematics, terms of sale, organization and staffing.
ESTABLISHING AND OPERATING A NEW BUSINESS

Author: Vocational Instructional Materials Laboratory
Publisher: Lindsey Hopkins Education Center, Miami, FL

Teacher or Student Material: Teacher
Cost: Free
Length: 5 pages

Grade Level: Secondary/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Consists of a course outline entitled Inventory, Buying and Cost Controls. A bibliography which lists supplementary references is included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ESTIMATING ECONOMIC CAPACITY

Author: Richard Gift
Publisher: University of Kentucky Press, Lexington, KY

Teacher or Student Material: Student
Cost: $3.90
Length: 56 pages

Grade Level: Collegiate
Suggested Time of Use: 1 week

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to cope with and establish a framework within which a meaningful interpretation of the many concepts of economic capacity can be understood.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
<table>
<thead>
<tr>
<th>Title</th>
<th>THE EXCEPTIONAL EXECUTIVE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Harry Levinson</td>
</tr>
<tr>
<td>Publisher</td>
<td>The New American Library, Inc.</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
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<tr>
<td>Grade Level</td>
<td>Collegiate/Adult</td>
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</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Examination of the true role of top management in fostering corporate and personal growth and vitality. Examines the qualities a successful executive must develop within himself.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

<table>
<thead>
<tr>
<th>Title</th>
<th>EXECUTIVE COMPENSATION IN RETAILING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>National Retail Merchants Association</td>
</tr>
<tr>
<td>Publisher</td>
<td>100 West 31 Street, New York, NY 10001</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
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<tr>
<td>Grade Level</td>
<td>Collegiate/Adult</td>
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</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A look at the seventies and new compensation policies for executives. What are the trends in bonuses? What do the base rates look like at various management levels? Is there a geographic differential? These questions are many more are answered.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
Title: EXECUTIVE DECISIONS

Author: Rossall J. Johnson

Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227

Teacher or Student Material: Student

Cost: $10.45

Length: 640 pages

Grade Level: Collegiate

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 49 cases which present decision-making situations faced by top management. In addition to the traditional policy and control cases, emphasis is given to situations involving leadership, organization, communication, ethical behavior, and social responsibility.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

Title: FINDING AND HIRING THE RIGHT EMPLOYEE

Author: Rudolph Raphelson

Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Student

Length: 4 pages

Grade Level: Adult

OBJECTIVES:

SUMMARY DESCRIPTION: Presents the tools needed for gathering information which the employer needs when he screens job applicants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
THE FOLKLORE OF MANAGEMENT

Charles B. Randall

Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Teacher or Student Material  Student  Cost $0.75  Length 128 pages

OBJECTIVES:

SUMMARY DESCRIPTION: A book that takes issue with a number of myths and stereotypes at the management level.

FRANCHISING

Jack Strietelmier

D.E. Materials Lab

1885 Neil Avenue, 115 Townshend Hall, Columbus, OH 43210

Teacher or Student Material  Teacher  Cost $2.00  Length 30 pages

OBJECTIVES: Students will understand the operation of a franchise and conduct a project applicable to their community.

SUMMARY DESCRIPTION: This study provides background information for the coordinator to develop a unit or for the individual instruction of a student. The manual includes a detailed outline for a student project on franchising and references.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: A study of the early British managerial revolution; of the problems which confronted the first generation of managers and of the complex interactions of mass-production technology and human organization. Analyzes the historical factors which continue to condition the present-day practices of British management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:


AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Teaches the five basic skills of management: reading, remembering, writing, speaking, and a faculty in using facts and figures. The object of developing these skills and working methods is to mature the manager's judgment and to increase his skill in the decisions he makes and the actions taken at his direction.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: (1) To evaluate the sales potential of individual supermarket locations.
(2) To develop a long range store location strategy plan involving a number of stores in a metropolitan area or larger region.

SUMMARY DESCRIPTION: Describes a sound, workable program in store site evaluation and location strategy. Since store location research is complex, there is no simple magic formula and no substitute for informed judgment.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Bibliography lists U.S. Government publications that should assist prospective and current owners of handicrafts and home businesses to plan, organize, direct, coordinate, and control their business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Outlines business conditions which typically are progressive, average, or weak.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: HOW DO YOU MANAGE?

Author: Samuel Feinberg
Date Pub.: 1968

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Teacher or Student Material: Student
Cost: $7.95
Length: 288 pages

Grade Level: Secondary/Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Deals with the inability of many managers to manage. It discusses the universality of managerial problems and solutions. The traits that make a good manager are described.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: HOW DOWNTOWNS GET ACTION ON TRAFFIC, PARKING AND TRANSIT

Author: National Retail Merchants Association
Date Pub.: ___

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student
Cost: $82.50
Length: 35mm slides

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Shows examples of how downtown areas around the country have solved their traffic, parking and transit problems in downtown shopping areas. Provides ideas which can be adapted everywhere.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Script included.
Title: HOW TO GET ACTION ON SUPPLYING DOWNTOWN PARKING

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Teacher or Student Material: Student | Cost: $7.50 | Length: 64 pages

Grade Level: Collegiate/Adult | Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: The results of an NRMA Supplying Downtown Parking Seminar presenting up-dated, factual information and sound and practical ideas on how to get parking action downtown. Covers such topics as Computing Parking Demands, Designing Garages, Techniques of Parking Finance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: HOW TO PROMOTE YOUR SHOPPING CENTER

Author: John H. Fulweiler

Publisher: Chain Store Publishing Corp., 2 Park Avenue, New York, NY 10016

Teacher or Student Material: Student | Cost: $7.95 | Length: 224 pages

Grade Level: Collegiate | Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: A promotion primer explaining how shopping centers with up to 400,000 square feet of leasable area can set up and carry out an effective advertising and promotion program to increase center sales. Includes chapters on budgeting, program planning and direction; advertising and media; the promotion calendar; community involvement; and merchants' association organization. Valuable reference material, including sample programs and bylaws are included in appendices.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** HOW TO SUPERVISE (PART I) AND HOW TO TRAIN (PART II)

**Author:** Instructional Materials Services

**Publisher:** Division of Extension, The University of Texas, Austin, TX 78712

**Teacher or Student Material:** Teacher  
**Cost:** $5.00  
**Length:** 60 pages

**Grade Level:** Adult  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** How to Supervise includes what it means to be a supervisor, how to induct an employee, how to follow up with an employee, how to handle correction and grievances, and a check-up on supervision. How to Train covers the four basic steps in training, how to get ready to train, demonstrations of skill training, demonstrations of training in factual information, and demonstrations of attitude training.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** HUMAN FACTORS IN SMALL BUSINESS

**Author:** Small Business Administration

**Publisher:** U.S. Government Printing Office, Washington, DC 20402

**Teacher or Student Material:** Student  
**Cost:** $1.50  
**Length:** 82 pages

**Grade Level:** Adult  
**Suggested Time of Use:**

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Develops an awareness of the human factors in managing a business.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES: To present human relations as an emerging scientific discipline of study.

SUMMARY DESCRIPTION: Structured readings designed for the basic course in human relations or for the course dealing with the dynamics of organization. The subject matter provides basic or supplementary material for courses in industrial psychology, industrial sociology, and business policies. The 53 articles were selected because they: (1) were written by leading authorities in the field, (2) represent the latest thinking, and (3) provide provocative statements that challenge the reader's thinking.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Organized so that section one covers the external environment of business. Section two discusses the internal management and control of the business enterprise. Section three covers the vital human elements of business. Section four discusses the key areas of marketing and production. Section five consists of accounting and finance. Section six concludes the book with the dynamic area of computers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Review Guide & Workbook
OBJECTIVES: The purpose of this book is to provide an optimal background for the subsequent study of business and economics within the stimulating framework of challenging curricula.

SUMMARY DESCRIPTION: The orientation and content of the text are directed to the internal and external environments of business enterprise. Accordingly, aspects of business analysis and operations are treated within the realistic framework of continuous environmental change, for this is the context within which actual business problems are encountered.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide

SUMMARY DESCRIPTION: Provides a general background to the elements and characteristics of business. By surveying the structure of business, its principal activities, and its typical problems, the text gives a broad understanding of the nature of the business world and a preliminary idea of the various areas of business specialization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Study Guide
OBJECTIVES: To give the student a well-rounded, comprehensive view of the business enterprise.

SUMMARY DESCRIPTION: The chief focus of this book is on the enterprise system, but consideration has been given to the purpose for which the enterprise exists; the economic and social environment; legal, governmental, and ethical relationships.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Workbook

SUMMARY DESCRIPTION: Presented in useful form and understandable language the manner in which business functions and provides the student a wide vocabulary and broad background in business practices, principles, and economic concepts. It shows how to live in and make business through the use of actual business cases, and assists the student with up-to-date career information about occupations in business so he may choose his business career intelligently.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
INVENTORY CONTROL

Author: Kenneth Nathaniel Sherman
Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Both
Trade Level: Adult

OBJECTIVES:

SUMMARY DESCRIPTION: This is a comprehensive list of reader references on the general subject of inventory control. The literature ranges from articles which describe the advantages of inventory control to highly mathematical papers which are of use only to the theoretician.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

ISSUES IN BUSINESS AND SOCIETY

Author: T. Greenwood
Publisher: Houghton Mifflin Co., Boston, MA

Teacher or Student Material: Student
Trade Level: Collegiate

OBJECTIVES:

SUMMARY DESCRIPTION: Presents a variety of contemporary opinions as a catalyst for debate. Whenever possible, both sides of controversial issues have been presented and many of the articles within each section represent the best "pro" and "con" positions from the wealth of periodical literature that is available. Intended to serve as a resource for courses in business and society, business ethics, and business and government.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
### OBJECTIVES:

**SUMMARY DESCRIPTION:** Articles concerning consumerism and market demand.

### AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

<table>
<thead>
<tr>
<th>Title</th>
<th>IAECF RELATIONS HANDBOOK</th>
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<tbody>
<tr>
<td>Author</td>
<td>National Retail Merchants Association</td>
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<tr>
<td>Publisher</td>
<td>155 West 1 Street, New York, NY 10001</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
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<tr>
<td>Cost</td>
<td>Length</td>
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<tr>
<td>Grade Level</td>
<td>College/Adult</td>
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<tr>
<td>Suggested Time of Use</td>
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</table>

**SUMMARY DESCRIPTION:** Labor relations highlights written by leaders in the field.

### AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: The History of Unionization presents a picture of violence, the attainment of improvements of the workers' welfare. Legislation that has affected labor relations over the years is also reviewed. Union Structure provides a message on how unions operate—by illustrating their potential nature. Indicates that it means to a supervisor—showing that he no longer has control when the union board assumes some of his basic functions. Dos and Don'ts covers what to do in an organizing drive and how to recognize the union's techniques. It illustrates specific danger spots and helps the supervisor devise a plan for action. AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Leader's Guide and Script

MAJOR COLLECTIVE BARGAINING AGREEMENTS - ADMINISTRATION OF NEGOTIATED PENSION, HEALTH, AND INSURANCE PLANS

SUMMARY DESCRIPTION: This study is concerned with the administration of collectively bargained single and multiemployer pension, health, and welfare plans.
OBJECTIVES:

SUMMARY DESCRIPTION: The first part of the book develops a general approach: a model for making business decisions. The second part presents basic mathematical techniques useful in business decisions in the analysis stage. It also includes an explanation of each technique and the problems often encountered in using it. The third part of the book summarizes the preceding materials, generalizes on the use of quantitative techniques, and relates decision making to the task of implementing and controlling decisions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MAKING TOOLS FOR MANAGER

Author: Edward Bursk and John Chapman
Date: 1963
Publisher: The New American Library, Inc.

Teacher or Student Material: Student
Cost: $1.25
Length: 413 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Explains the basic theory behind the new mathematical procedures that have revolutionized business administration. Case histories, charts, and illustrations are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MANAGER AIDES FOR SMALL BUSINESS - NO. 1

Author: E. L. White and Edward L. Anthony
Date: 1955
Publisher: U. S. Government Printing Office, Washington, DC 20402

Teacher or Student Material: Student
Cost: $1.25
Length: 184 pages

Grade Level: Collegiate/Adult
Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: The subject matter falls into three classes: business-government relations, internal general management, and external sources of help, advice, and guidance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: The subject matter falls into three classes: business-government relations, internal financial management, and external sources of help, advice, and guidance.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The scope of the chapters is broad, ranging over a diverse assortment of subjects of importance to small firms. The philosophy and statistics have been largely omitted in favor of fundamental concepts and real-life illustrations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To show the owner-manager how to develop a handbook for employees.

SUMMARY DESCRIPTION: Points out that a successful handbook should include what employees need to know as well as what the owner-manager wants them to know.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: One of the most important factors in successful business competition is originality in meeting customers' needs and wants. A new application, a new approach, or a whole new concept very often is necessary. Fortunately, for the business, new "ideas" are circulated around the business world all the time. Some businesses have specialists whose main job is to deal with new ideas. However, most small business operators can't afford that kind of staff assistance. This aid has been written to help meet their needs.
OBJECTIVES: To provide a broad background and foundation for management development programs in business and other fields.

SUMMARY DESCRIPTION: The book discusses management past and present, planning, organizing, directing, controlling, and the responsibility of management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Subject presentations and a set of transparencies for the following are available on loan from the sectional offices: The topics are: Success and Failure in Business, Factors Affecting Financial Management, Managing to Sell, The Key to Good Management, Personnel Management, Social Aspects of Business, Protection, Taxation, A Key Factor in Business Decisions, Communication and Control, Major Factors in Small Business, Choosing a Form of Enterprise, Protecting Your Business and Management Succession, Small Business and Street, Vocational Advertising, etc.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: A discussion of the ends of organizations and the means by which managers can effectively achieve these ends. The ends and means of management are presented in their social, ethical, psychological, philosophical, and economic contexts. Deals with the personal and social goals of businessmen, human relations in business, decision-making, and organization theory. It contains capsule descriptions of leading theories and techniques of management, useful diagrams, questions for discussion, suggestions for further reading, and a model for decision making based on a particular case problem.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: To summarize and integrate the central concepts of management.

SUMMARY DESCRIPTION: Discusses the functions and concepts of modern day management in a rapidly changing business society.
SUMMARY DESCRIPTION: This management simulation game is designed to provide an experience in business decision making under uncertainty. It involves the student in the problems of developing and implementing an economic strategy in an ongoing business.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Covers planning, personnel, equipment selection and how to indoctrinate store management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Presents a scientific approach to better management techniques for the smaller independent store. Contains practical and profitable ideas and suggestions. Covers every phase of store management, merchandise control, buying, merchandising, sales promotion, financial analysis, data processing, display, credit, personnel.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: This is a basic approach to management which accomplishes the greatest result with a minimum of resources and within the shortest period of time.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Presents a general background on this management technique which is important to all retail executives. Also reflects the actual experiences and results of four organizations in regard to the realization of this management process and its challenge to management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Combines the familiar and traditional analysis of the management process and the presentation of management principles with the newer systems concept of management to make it truly a systems approach to the management process. The process of management is conceived and analyzed in the usual temporal sequence of planning, organizing, directing, and controlling. Questions and cases are included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual, Examinations Booklet, Achievement Tests and Student Study Experiences ($5.00)
MANAGEMENT AND ORGANIZATIONAL
BEHAVIOR THEORIES--AN INTERDISCIPLINARY APPROACH

Author: William T. Greenwood
Date Pub.: 1965
Publisher: South-Western Publishing Co., 5101 Madison Road, Cincinnati, OH 45227
Teacher or Student Material: Student
Cost: $9.95
Length: 890 pages
Grade Level: Collegiate
Suggested Time of Use: 1 sem.

OBJECTIVES: To aid in the development of a general theory and philosophy of administration.

SUMMARY DESCRIPTION: Structured reading consisting of 52 articles divided into seven parts: management theories and philosophies, planning, decision making, organizing, staffing—personnel, direction and leadership, and controlling.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MANAGEMENT OF THE PERSONAL SELLING FUNCTION

Author: Charles S. Goodman
Date Pub.: 1971
Publisher: Holt, Rinehart & Winston, New York, NY
Teacher or Student Material: Student
Cost: 
Length: 494 pages
Grade Level: Collegiate
Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Focuses on the problems of sales managers with particular concern for problems likely to be critical in a consumeristic society. In the treatment of each problem area, the nature of the problems which confront the sales manager are examined. Thereafter, the types of tools which may be useful for resolving those problems are reviewed.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To describe the elements of the managerial process that are fundamental to the successful operation of various types of enterprises.

SUMMARY DESCRIPTION: Presents a rational synthesis of research and concepts which brings together the mass of detail constituting the subject matter of management. It utilizes a behavioral science point of view that will help the student develop his own approach to management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual

SUMMARY DESCRIPTION: A selection of the principles and methods that determine successful retail operation. An analysis of the proven methods of successful practice are presented as a guide, being developed by leading thinkers in the field.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Elaborates on the tools used in management science and the application of scientific methods to a whole management problem.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a list of publications of special value for the modern business manager. The titles have been listed in alphabetical order by subject matter. Each listing contains the title, source, cost (if any), date of issue and address of publisher.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** MANAGEMENT AND SUPERVISION OF A SALES FORCE  
**Author:** Datn Pi4b  
**Publisher:** Syracuse University, Syracuse, NY  
**Teacher or Student Material:** Student  
**Cost:**  
**Length:** 325 pages  
**Grade Level:** Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** This is a training manual designed for executives of developing countries. Written in such a way that it can be adapted to the changing needs of developing countries throughout the free world.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

<table>
<thead>
<tr>
<th>Title</th>
<th>MANAGEMENT: A SYSTEMS ANALYSIS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Stanley, etc.</td>
</tr>
<tr>
<td>Publisher</td>
<td>Scott, Ferreira and Co., 1234 East Lake Street, Glenview, IL 60025</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Undergraduate</td>
</tr>
</tbody>
</table>

**OBJECTIVES:** To develop a systems awareness of management practices and techniques.

**SUMMARY DESCRIPTION:** An investigation of the design and maintenance of organizational problem-solving systems. Provides the tools required to convert accepted principles or theories of management into operating reality. The primary focus of the text is upon the problem of integrating the new managerial techniques, or sciences, into a single, effective operating system—not only for the individual manager, but also for the organization as a whole.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES:

SUMMARY DESCRIPTION: Equips the reader with a solid background of management knowledge that will make it possible for him to evaluate realistically both current theories and practices and those that may be introduced in the future. The approach is to assume no previous knowledge on the part of the reader but to lead gradually from the simple concepts to the more difficult ideas and techniques and to illustrate abstractions by practical examples.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Techniques of efficient management including concepts, communication skills, performance goals and supervision are covered in a practical case-study format.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Practical, practical guidelines by which management can make informed decisions on topics that serve specific business needs and goals.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title ____________________________
Author _______________ Date Pub. 1968
Publisher ____________________________
Teacher or Student Material ____________ Cost $1.95 Length 430 pages
Grade Level _____________ Suggested Time of Use _________

OBJECTIVES:

SUMMARY DESCRIPTION: This text deals with the process of decision-making within the firm. It uses the economist's concept of utility and maximizing of profit to analyze wide mathematical and statistical techniques a wide range of problems of production and production.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

323-269
MANAGERIAL EFFECTIVENESS -
THE IMPACT OF MANAGEMENT STYLE ON STORE PERFORMANCE

Title
THE IMPACT OF MANAGEMENT STYLE ON STORE PERFORMANCE

Author
J. Sterling Livingston

Publisher
National Retail Merchants Association

Date Pub.
1969

Teacher or Student Material
Student
Cost
$1.50
Length
52 pages

OBJECTIVES:

SUMMARY DESCRIPTION:
Discusses the style of leadership in relation to its effectiveness, characteristics and success on store performance, how the store manager handles levels of performance, communications, management climate, problem solving, individual differences.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

MANAGERIAL PLANNING AND CONTROL

Title
MANAGERIAL PLANNING AND CONTROL

Author
Chase and Bernard H. Sord

Publisher
Division of Extension, The University of Texas, Austin, TX 78712

Date Pub.
1964

Teacher or Student Material
Student
Cost
$6.00
Length
237 pages

OBJECTIVES:

SUMMARY DESCRIPTION:
A picture of the problem of managerial planning and control as viewed by lower levels of supervision. Since the authors have directed this volume to those concerned with the many human problems which arise in managing, this book would prove useful to managers at all levels.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
MANAGERIAL PROCESSES AND ORGANIZATIONAL BEHAVIOR

Allan Co. Filley and Robert J. Heure

Scott, Foresman and Co., 1900 East Lake Street, Glencoe, IL 60025

Stu. 1, Cost $11.95 Length 499 pages

Collegiate

OBJECTIVES: To synthesize existing theory and research from many disciplines by reviewing a selected set of management and behavioral science theories and the empirical evidence relevant to these.

SUMMARY DESCRIPTION: This text is concerned with management as a general process, applied in many different types of organizations, and is based on the conviction that management can be approached, at the outset, by integrating descriptive and prescriptive material with theoretical analysis and empirical evidence.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Guide

THE AMERICANS: A NEW EXAMINATION OF THE ENGLISH, GERMAN, AND AMERICAN EXECUTIVE

Harry S. and Rosemary Stewart

Educational Division, 1301 Avenue of the Americas, New York, NY 10019

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: A perceptive and candid study of the "boss" in modern industry: who he is, what he does, how he got where he is, how he sees himself, and how others see him.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: A staff of management psychologists analyzes the training, personality, philosophy and strategy of the successful executive. Bibliography included.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MATHEMATICS IN MANAGEMENT

Author: Albert Maltersby

Publisher: Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material: Student Cost $1.75 Length 225 pages

Grade Level: College

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Provides a sound basis of knowledge about the methods of operational research now being applied in public industries and services to save resources and reduce expenditures. Among the topics covered are network analysis, simple functions, linear programming, simulation, and electronic computers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MEXICAN LIFE AND EMPLOYMENT

Author: E. W. Rowe

Publisher: American Library, Inc.

Teacher or Student Material: Student Cost $3.50 Length 140 pages

Grade Level: College

Suggested Time of Use:

SUMMARY DESCRIPTION: Analyzes trends in wages, employment, labor, and management in the modern United States economy.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: The articles contained in this book have been selected from a variety of sources to include representative selections of varying degrees of difficulty and to create a natural blending of both theoretical and practical approaches to business administration. Each section of the book is prefaced by a concise introduction that summarizes and highlights the aspect of business under consideration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Features important techniques as value analysis, payoff tables and decision rules, payoff and critical path analysis, and operations research. Also covers developments in human relations, organization, and communications. It considers practical subjects as computers, government relations with business, and economic forecasting.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: MODERN PROCUREMENT MANAGEMENT

Author: Wilbur P. England

Publisher: Richard D. Irwin, Inc., 111 W. Hig. Road, Homewood, IL 60430

Grade Level: Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Includes those recent developments which provide new tools and concepts to further the evolution of the procurement and materials acquisition function from essentially a clerical service oriented business role to a dynamic decision making oriented function with the capacity of contributing directly to the profits of the firm.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: MOTIVATE FOR PROFIT

Author: Pauline J. Turbrink

Publisher: Division, Extension, The University of Texas, Austin, TX 78712

Grade Level: Adult

Suggested Time of Use:

OBJECTIVES: To train the supervisors to be more aware of the productiveness of each employee.

SUMMARY DESCRIPTION: Includes are units on ran and his work, motives and motivation, job attitude factors, motivation techniques, demonstrations of motivation techniques, and a complete bibliography.
SUMMARY DESCRIPTION: Understanding others—what motivates them and how to turn these facts to your advantage. How the adequacy of assumptions determines the adequacy of management. Behavior and its relationship to the satisfaction of needs. Ego needs—what they are and how to satisfy them. Physiologic well-being, security, social relationships—what they mean to motivation. Goals—how to set them for yourself and others. Dealing with unmotivated employees. Attitudes—reading them, when and how to change them to your advantage. The gentle art of "persuasion." Authority—the responsibilities. The "Ham-in-The-Sandwich System."

AVAILABLE INSTRUCTION MATERIAL AND TEXT:

SUMMARY DESCRIPTION: Organized around the functions of the management process. Brings together fifty-two selected readings which provide a look at management and administrative science, reflecting all the major trends in the study of management.
NEW DECISION-MAKING TOOLS FOR MANAGERS: MATHEMATICAL PROGRAMMING AS AN AID IN THE SOLVING OF BUSINESS PROBLEMS

Title

Author

Date Pub.

Publisher

Educational Division, American Library Association, New York, NY 10019

Teacher or Student use

College

Length

413 pages

Grade Level

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-five experts explain the basic theory behind the new mathematical procedures that have revolutionized business administration. Features actual case histories as well as hundreds of examples, charts, and illustrations.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title

Author

Date Pub.

Publisher

100 West 57th Street, New York, NY 10019

Teacher or Student use

College/Unit

Cost

Length

100 slides

Grade Level

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Contains 100 slides showing how malls, pedestrian ways, greenery, street furniture, lighting, building front improvements, etc., are being used to put a new look on Main Street in cities and towns of all sizes.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS
NEW PRODUCTS & DIVERSIFICATION

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the internal development of new products and how it compares to new products born of diversification through mergers and acquisitions. Case histories are presented. Their reasons for success and failure are discussed. The simple and practical guidelines for new-product development and diversification make this text a valuable primer for executives who are thinking of diversifying.

AVAIL. OF RELATED MATERIAL AND TESTS:

ORGANIZATION OF BRANCH STORES

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of detailed case studies on multi-unit store organization, with a special aim such as strong central control, autonomy, an organization in transition, and a giant chain.

AVAIL. OF RELATED MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: This forth powerful conceptual tools drawn from theories of motivation, social exchange, interaction, functional analysis, and government. It applies these tools to a detailed examination of individual and group behavior, organizational structure and stress, and the nature of authority. It then offers application of these discoveries in terms of direct influence, political behavior, and the modification of organizational structure.

AVAILABLE INSTRUCTIONAL MATERIALS AND TEXTS: Instructor's Guide

OBJECTIVES:

SUMMARY DESCRIPTION: This forth powerful conceptual tools drawn from theories of motivation, social exchange, interaction, functional analysis, and government. It applies these tools to a detailed examination of individual and group behavior, organizational structure and stress, and the nature of authority. It then offers application of these discoveries in terms of direct influence, political behavior, and the modification of organizational structure.

AVAILABLE INSTRUCTIONAL MATERIALS AND TEXTS: Instructor's Guide
OBJECTIVES:

SUMMARY DESCRIPTION: Describes the techniques, the methods, the inner spirit found in successful business men and women.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: To prepare the small businessman to manage a store.

SUMMARY DESCRIPTION: Points out that the best approach is for the person to be himself. He should build on his strong points and try to improve his weak spots where he can.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To determine those personality traits of a successful business manager which have contributed substantially to the success of an enterprise.

SUMMARY DESCRIPTION: The results of this study show that certain personal characteristics are important contributors to success and have certain implications for the business community.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: This course has been developed to meet the needs of small and medium-size-1 organizations and to supplement practices in organizations with well-established personnel and training departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: 1. To serve as a guide for introducing the trainee to the functions of the personnel department. 2. To differentiate between the operation of the personnel department in large and small stores. 3. To point out the various welfare activities handled by the personnel department. 4. To give trainees information regarding new trends in personnel training.

SUMMARY DESCRIPTION: Provides an outline for instruction of trainees and an insight into the operation of the personnel department.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Designed to reflect an overall approach to both personnel and labor relations problems. No one procedure is viewed without consideration of procedures elsewhere in a company. Covers Employee Selection, Supervision, Communications, Personnel Policies, Training, Management Development and Organizational Planning, Wage and Hour Administration, Working Conditions, Grievance Procedure, Benefits, Hours, Morale, Federal, State and Local Laws, and Union Organization.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Job descriptions—their importance, how to construct them.
Employment questionnaires—how to screen them. The best ones to meet your needs.
Attitude tests—what they do and do not tell you. Setting the stage for the interview.
"Screening" and "interview" interviews—what to ask, probe for and how to interpret
job applicant's responses. The best way to assess references. How to sharpen your personal
and professional capabilities. Employment techniques to attract men for managerial positions. The
most important step to be problem of getting results from people. The secret of firm but fair discipline.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
BLUEPRINT MANAGEMENT

Title: _______________________________________________________________________
Author: D. E. Roeling __________________________ Date Pub: 1/5, 1971
Publisher: Penguin Books, 7110 Ambassador Road, Baltimore, MD 21207

Teacher or Student Material: Student Cost $3.95 Length 407 pages
Grade Level: College Suggested Time of Use: __________

OBJECTIVES:

SUMMARY DESCRIPTION: A collection of articles focusing on current and coming
problems in personnel management as well as new horizons emerging from both
social concern and technical research. Twenty-nine readings are offered, includ-
ing The Personnel Department and Business Objectives, Ethics for Recruiting
Employees and Executives, Eight Ways to Motivate Plant Employees, Strikes in a
Contemporary Context, and Yardsticks for Measuring Personnel Departments.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: _______________________________________________________________________
Author: _______________________________________________________________________
Date Pub: __________

Publisher: ____________________________________________________________________

Teacher or Student Material: Teacher Cost __________ Length __________
Grade Level: __________ Suggested Time of Use: __________

OBJECTIVES:

SUMMARY DESCRIPTION: Designed to be presented to the businessman in nontechni-
cal language, a new approach to teaching personnel development.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

-354- 358
OBJECTIVES:

SUMMARY DESCRIPTION: This book will equip the student manager with the fundamental knowledge of employee behavior patterns thereby enabling him to deal effectively with recruitment, employment, and staffing problems.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Student Workbook ($3.26)
Teacher's Manual ($5.50)
SUMMARY DESCRIPTION: A quarterly magazine providing retail personnel administrators and training directors with an overview of activities as reported by member stores. Areas covered include new interviewing techniques, management development programs that are productive, sales training, labor relations, compensation programs, new training files and literature. Articles contributed by retailers and non-retailers touch on other problems such as minority hiring and training and the effect of Distribution Education on retailers of the future.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Helps set policy; gives actual samples of how others set policy; determines procedures for implementing policies plus gives many sample forms and other specifics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: In practical view it covers where to locate, negotiating a lease for a two-story store, construction costs and leases in shopping centers, the store structure, negotiating the project, setting bids and awarding contracts, the preparation of a floor plan, selling fixtures, floors, walls, and ceilings, color, interior and exterior lighting, how to read blueprints, the use of vases, and the use of floor plan. Includes illustrations, charts, and floor plans.

AVAILABLE INSTRUCTION, MATERIAL, AND TEXTS:

SUMMARY DESCRIPTION: Practical library requirements, points out some of their advantages, and outlines some steps that can be taken to secure getting the best results.
A PORTFOLIO OF MANAGEMENT STYLES

Author: Patrick M. Hart, Milton Klein and Richard Marse     Date Pub. 1970

Publisher: Prentice Hall, Inc., Englewood Cliffs, New York, N.Y. 10954

Teacher or Student Material: Student. Cost $6.50  Length: 23 pages

Grade Level: College     Suggested Time of Use: 1 day

OBJECTIVES:

SUMMARY DESCRIPTION: Discusses the rapid change which is taking place in the technology that dominates our age and the change in management style. Patrick Hart, Milton Klein, and Richard Marse are three managers whose profiles are the subject of this portfolio.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: PRICE THEORY AND ITS USES

Author: Donald C. Watson     Date Pub. 1963

Publisher: Houghton Mifflin Company, Boston, MA

Teacher or Student Material: Student. Cost $6.50  Length: 420 pages

Grade Level: College     Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Price theory as the economic keystone. Components of an economy, industry and firm's function via price theory.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Reviews common pricing techniques as background for presenting recent developments in decision models, demand-curve estimation, and psychological pricing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Communicating concepts that will give the reader an understanding of the management discipline.

SUMMARY DESCRIPTION: A programmed learning aid designed to supplement basic textbooks in the subject area, or to be used as core or essential material in courses or programs of management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title**: PRINCIPLES OF MANAGEMENT - A MODERN APPROACH

**Author**: Henry H. Albers

**Publisher**: John Wiley & Sons, New York, N.Y.

**Teacher or Student Material**: Student

**Cost**: 

**Length**: 702 pages

**Grade Level**: College

**Suggested Time of Use**: 1 sem.

**OBJECTIVES**:

**SUMMARY DESCRIPTION**: The core of this book is concerned with the basic elements of managerial decision-making, communication, and motivation, with an organized managerial structure. This edition gives more consideration to the systems concept and its relationship to the management process. It draws upon many fields of learning and concerns itself with the functional areas of management, social and environmental forces.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS**:

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**Title**: PROFIT CENTRAL COMUNITY RELATIONS FOR SMALL BUSINESS

**Author**: Robert Miller

**Publisher**: U.S. Government Printing Office, Washington, D.C.

**Teacher or Student Material**: Student

**Cost**: $ .30

**Length**: 36 pages

**Grade Level**: Secondary/Adult

**Suggested Time of Use**: 

**OBJECTIVES**: For a practical and pointed information on how to build and maintain community relations.

**SUMMARY DESCRIPTION**: Deals with the importance and way to build better community relations in the small business.
Title PROGRESS OF MANAGEMENT RESEARCH

Author Edited by Nigel Farrow

Publisher Pelican Books, 7110 Ambassador Road, Baltimore, MD 21207

 Teacher or Student Material Student Cost $1.45 Length 157 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Contains ten articles which originally appeared as a series in "Business Management." Contributors include professors of marketing, business administration, industrial psychology, operational research, and industrial and engineering management, as well as economists and consultants.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title PURCHASING MANAGEMENT

Author I. V. Firs, J. H. Westing and G. J. Zenz

Publisher John Wiley & Sons, New York, NY

Teacher or Student Material Student Cost Length 538 pages

Grade Level Collegiate Suggested Time of Use 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Reflects the role of purchasing in corporate operations and organization. It suggests the movement toward the more comprehensive administration of "materials in motion" without implying more than is factually correct.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

-311-

345
SUMMARY DESCRIPTION: Provides a comprehensive explanation of the management process as it is viewed by management practitioners and scholars. The book is organized into six sections. In the first section, the elements of management that are basic to all management functions are explained. Each succeeding section is devoted to the study of one of the functions of management: planning, directing, controlling, organizing, and staffing.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Action to the new challenge of sales management created by today's changing environment. The selected readings in this book clarify the new and expanded role of the sales manager. The sales manager must in this new role of sales manager adapt to this new role of sales management.
SUMMARY DESCRIPTION: The readings are organized around the sales process framework of planning, selection, training, motivation, supervision, and evaluation; a framework which is particularly helpful to students and sales managers. Discussion, general questions and suggestions for further reading are included in each major section of the book.

AVAILABLE INSTRUCTION MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A manual covering store control procedures and methods. Reinforces control concepts and indicates clearly the relationship of controls to the retail flow of merchandise and the mechanics involved in the prevention of common control problems.
Title: RECRUITING AND DEVELOPING STORE EXECUTIVES

Author: National Retail Merchants Association

Publisher: 100 West 31 Street, New York, NY 10001

Date Pub.: 1967

Student Cost: $3.00 Length: 74 pages

Grade Level: Collegiate/Adult Suggested Time of Use:

OBJECTIVES:

SUMMARY DESCRIPTION: Covers tips on successful campus recruiting; what the junior college graduate has to offer; a description of Filene's college recruiting film and trainee program; how Bamberger's "Prep Squad" for high school graduates works, a thorough analysis of the components of leadership and how to achieve it; Carson's unique executive training program; and the use of work simplification as a training device.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: SALES FORCE MANAGEMENT

Author: Fredrick E. Webster and Kenneth R. Davis

Publisher: Ronald Press, 79 Madison Avenue, New York, NY 10016

Date Pub.: 1968

Student Cost: Length: 764 pages

Grade Level: Collegiate Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Structured to highlight the classical problems faced by sales force management. Drawn from a wide variety of sources to provide a better understanding of how the sales executive should approach his job. Wherever possible, relevant concepts, theories, principles, and research results have been related to the sales force management problem under consideration.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SUMMARY DESCRIPTION: Based on the premise that the success of the selling operation—which determines the success of the firm—depends significantly on the effectiveness of its management. Develops a managerial and strategic framework for thinking about the sales manager's job. It proposes that as a manager of people, money and things, he must think and behave as a manager.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: The articles are intended to provide innovative ideas, information, and techniques which will prove useful to future problem solving and decision making by the sales manager. The introduction focuses on the nature of the sales and marketing environment, with change as the central theme.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
SALES MANAGEMENT: DECISIONS, POLICIES AND CASES

Author: Edward W. Cundiff and Richard B. Still

Publisher: Prentice-Hall, Englewood Cliffs, NJ 07632

Date Pub.: 1969

Summary Description: Analyzes the field of marketing management from the standpoint of one major class of marketing executives; those known as sales executives. Represents an application of the management approach to an analysis of the sales executive's job, his duties and responsibilities, and the various roles he plays as an important participant in making marketing decisions.

Available Instructor Material and Tests:

SALES MANAGEMENT FOR MANUFACTURERS

Author: U.S. Government

Publisher: U.S. Government Printing Office, Washington, DC 20402

Date Pub.: 1966

Summary Description: This is a bibliography of basic sources of information on the subject of sales management for small manufacturers. Special emphasis is placed on periodical articles. This is not intended to be a complete listing of the information available but is composed of literature helpful in the understanding of sales management.

Available Instructor Material and Tests:
<table>
<thead>
<tr>
<th>Title</th>
<th>SALES MANAGEMENT: PLANNING, ACCOMPLISHMENT, AND EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Thomas R. Wotruba</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1971</td>
</tr>
<tr>
<td>Publisher</td>
<td>Holt, Rinehart &amp; Winston, New York, NY</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Collegiate</td>
</tr>
</tbody>
</table>

**OBJECTIVES:**
1. To organize the sales management task within a clear and logical framework.
2. To reflect a widespread and thorough examination of research reports, company experiences, and significant opinions concerning sales management topics.

**SUMMARY DESCRIPTION:** Develops an overall model of the sales force management process. The chapters reveal each part of the model in a systematic and analytical fashion. Several new tools for sales management are discussed in nontechnical terms from the viewpoint of their applicability to real problem-solving situations.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

<table>
<thead>
<tr>
<th>Title</th>
<th>SALES MANAGEMENT: THEORY AND PRACTICE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Author</td>
<td>Milton Alexander and Edward H. Mazze</td>
</tr>
<tr>
<td>Date Pub.</td>
<td>1965</td>
</tr>
<tr>
<td>Publisher</td>
<td>Pitman Publishing Corporation; 6 East 43 Street, New York, NY 10017</td>
</tr>
<tr>
<td>Teacher or Student Material</td>
<td>Student</td>
</tr>
<tr>
<td>Grade Level</td>
<td>Collegiate</td>
</tr>
</tbody>
</table>

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Integrates salesmanship with sales management and planning. Applying the general functions of management to the selling structure of the organization, the book treats sales management as a subsystem within the total marketing framework. From an analytical, managerial orientation, the book examines the interdisciplinary aspects of selling, communications, and motivation; managerial problems in selling; and management applications to diverse selling situations.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:** Teacher's Manual ($ .50)

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-317-251
OBJECTIVES:

SUMMARY DESCRIPTION: The student visits by proxy shopping centers of all types and sizes across the nation and gives him background information on operational details as well. Set I focuses on the range of types of stores being drawn to shopping centers while Set II explores the special merchandising and promotion techniques and esthetic features unique to shopping centers.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Covers small business operations with balance between business functions (sales, production, procurement, personnel, and finance) and managerial functions (planning, organizing, actuating, and controlling). Examples of actual business situations used to emphasize important principles.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor’s Manual and Tests, Student Supplement ($4.05)
OBJECTIVES:

SUMMARY DESCRIPTION: Discusses small business management with detailed information for every phase of operation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title__SMALL BUSINESS MANAGEMENT__
Author__William W. Joes, Jr. and Raymond T. Hubbard__Date Pub._1967__
Publisher__Delmar Publishers Inc., Albany, NY 12205__
Teacher or Student Material_Student__Cost___Length_303 pages__
Grade Level__Secondary/Adult__Suggested Time of Use___

OBJECTIVES:

SUMMARY DESCRIPTION: Points for successful small business management, problems and how to solve them.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Teacher's Manual & Key, Student's Workbook
SUMMARY DESCRIPTION: Describes how the manager can increase his store's potential.

SUMMARY DESCRIPTION: Discusses the nature of growth and the management skills required in small stores. The pros and cons of physical expansion and the various methods and sources of financing that the small business owner can call upon are described.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
**Title:** SOURCES OF ASSISTANCE AND INFORMATION  
**Author:** Irving Maness, Wendell O. Metcalf, Anthony S. Stasio and George C. Willman  
**Publisher:** U.S. Government Printing Office, Washington, D.C. 20402  
**Teacher or Student Material:** Teacher  
**Cost:** $1.50  
**Length:** 68 pages  
**Grade Level:** Secondary/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** A study in the ways of meeting the small business management needs of the small communities and very small businesses in poverty areas. It includes lesson plans, lectures, visual aids, case studies, and handout material.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**

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**Title:** STARTING AND MANAGING A SMALL BUSINESS OF YOUR OWN  
**Author:** Wendell O. Metcalf  
**Publisher:** U.S. Government Printing Office, Washington, D.C. 20402  
**Teacher or Student Material:** Student  
**Cost:** $0.75  
**Length:** 49 pages  
**Grade Level:** Secondary/Collegiate/Adult  
**Suggested Time of Use:**  

**OBJECTIVES:**

**SUMMARY DESCRIPTION:** Guidelines for those interested in starting a new business or buying existing ones. Risks as well as opportunities are considered. It provides insights into the special requirements of a business such as laws and regulations involved, taxes, and types of insurances.

**AVAILABLE INSTRUCTOR MATERIAL AND TESTS:**
OBJECTIVES: To acquaint the small businessman with effectively controlling stock.

SUMMARY DESCRIPTION: The kind and amount of paperwork necessary for effective stock control depends largely on the type of merchandise. Emphasizes unit control rather than control by merchandise classification. Unit control provides information about breadth of assortment, depth of assortment, number of brands stocked, and quality of line stocked.

SUMMARY DESCRIPTION: This bibliography is presented with a view toward providing a central listing of sources—Federal and commercial, trade and educational—which can in some way assist the established retailer, or the newcomer, with his location problems.
OBJECTIVES:

SUMMARY DESCRIPTION: The basic principles and accepted practices of successful store organization are presented in such a way as to make them useful, both to store operating executives and to classroom students of the subject. The material on store organization has been carefully analyzed and condensed to bring it into better balance with current practices and developing trends.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Recent management concepts are woven into the basic analytical framework of the book. The central theme is "corporate strategy." Attention is given to the impact of computers, changing technology, and new products. Chapters on social responsibility and central management, selecting company strategy, research and development, mergers and acquisitions, multinational business and managing conglomerates. Cases are used throughout.

AVAILABLE INSTRUCTOR MATERIALS: Instructor's Manual
Title STORiES AND SHOPPING CENTERS: AN ARCHITECTURAL RECORD

Author James S. Hornbeck Date Pub. 1962

Publisher Gregg/McGraw-Hill Book Company, Highstown, NJ 08520

Teacher or Student Material Student Cost Length 181 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Describes the latest developments in the design of stores and their interiors, as well as shopping centers; both suburban and urban. This book is a compact and orderly reference to the latest in store and shopping center design.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title STUDIES IN MANAGERIAL PROCESS AND ORGANIZATIONAL BEHAVIOR

Author Raymond Date Pub. 1971

Publisher Scott, Foresman and Co., 1925 First Lake Street, Glenview, IL 60025

Teacher or Student Material Student Cost $6.50 Length 544 pages

Grade Level Collegiate Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Provides material relevant to consideration of both theoretical underpinnings and certain aspects of organizational behavior. Reflects the diversity of this study and practice of management by presenting both introductory and advanced readings. Opportunities are presented for in-depth analyses as a logical extension of fundamentals.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
Title: TO STUDY ADMINISTRATION BY CASES

Author: Andrew R. Towe

Publisher: Harvard University, Boston, MA

Cost: $7.00
Length: 340 pages

Grade Level: Collegiate

Suggested Time of Use: 1 sem.

OBJECTIVES:

SUMMARY DESCRIPTION: Based on a report of the Visiting Professors Case Method Program, which brought together professors and deans from schools of business administration for 6 weeks each summer from 1955 through 1965. This book focuses on the use of cases. Its greatest usefulness will be to those who wish to begin or to improve their own use of case materials.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title: SUCCESSFUL LABOR RELATIONS

Author: Neel Arnell Levin

Publisher: Fairchild Publications, Inc., 7 East 12 Street, New York, NY 10003

Cost: $12.00
Length: 348 pages

Grade Level: Collegiate

Suggested Time of Use: 

OBJECTIVES:

SUMMARY DESCRIPTION: Offers effective techniques for achieving a good working relationship with labor, from conditions before any union exists, through election and contract negotiation, to the daily problems of negotiation, arbitration and settling grievances. Includes a controversial study of joint funds and fringe benefits and chapters on subcontracting and plant relocation.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: To demonstrate to the potential supervisor that proficiency in management will better equip him to contribute more effectively to the overall goals of his organization.

SUMMARY DESCRIPTION: Deals with the first-level supervisor as a manager with applications to all supervisory positions. The five managerial functions—planning, organizing, staffing, directing and controlling—are presented. A separate unit on labor relations is included. Case problems of actual situations are used.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: Instructor's Manual

OBJECTIVES: To practice in and exchanges ideas about skills of goal and priority setting and of communications with superiors. A didactic game.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES: 1. To promote consideration of job study in distributive occupations. 2. To promote effective job analysis.

SUMMARY DESCRIPTION: A leader's guide for use in training executive and supervisory personnel in the technique of job analysis. It may also be used as a reference by consultants in job analysis. It has been developed to meet the needs of small and medium organizations as well as large ones.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:

SUMMARY DESCRIPTION: Beneficially interpreting employee feelings, expressed and unexpressed. The art of delegation—how to use it, controls and safeguards. The decision-making process. Getting more time to develop new ideas. Personnel counseling, programmed instruction and other training vehicles. What you must know to select and train employees. Disciplinary actions—what, where, when and how.

AVAILABLE INSTRUCTIONAL MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: Twenty-one top business executives and teachers discuss what liberal education can do to develop present and future executives for high level management positions.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

SUMMARY DESCRIPTION: A standard reference source, discussing all levels of training from apprentices to top executives.
OBJECTIVES:

SUMMARY DESCRIPTION: Uses a systems approach. Objectives are first defined and then training theories and techniques are used to reach them. Economic and behavioral aspects of training are discussed and many new techniques such as sensitivity training, motivational training, and human relations training are critically evaluated.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES: Give the student a basic understanding of the three main types of business organization.

SUMMARY DESCRIPTION: An individual student package of 9 lessons designed to give a basic understanding of the three main types of business organization. This 51 page booklet has practice exercises or a project for each section.
WALTER DILL SCOTT: PIONEER IN PERSONNEL MANAGEMENT

Title

Author

Date Pub.

Publisher

Introduction Materials Services

Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material

Student

Cost $1.50

Length 51 pages

Grade Level

Collegiate

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Walter Dill Scott is recognized as the man, who during World War I, first conceived the idea of using psychology in the classification and assignment of the millions of men taken into the army. The first section of this book is concerned with the development of personal management prior to World War I, with consideration of its scope, acceptance and quality. The second section deals with Dr. Scott's cumulative experience in applying psychology to business problems over the same period.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

Title

UNAH. FACTORS FOR JOB SATISFACTION

Author

Edwin C. Lynch

Date Pub.

1968

Publisher

Instructional Materials Services

Division of Extension, The University of Texas, Austin, TX 78712

Teacher or Student Material

Student

Cost $1.50

Length 51 pages

Grade Level

Collegiate

Suggested Time of Use

OBJECTIVES:

SUMMARY DESCRIPTION: Need satisfaction in retail management during initial years of employment is the topic of this study. A detailed survey of 4 major department stores and chain operations results in some interesting and thought provoking statistics.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVE:

SUMMARY DESCRIPTION: A detailed analysis of the tremendous growth of shopping centers during the 1950's, and its potential for the business world. Using actual case histories, it delves into the planning, promotions and operation of a shopping center.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: The results of an opinion survey given to personnel executives, part-time store employees, full-time store employees and a comparison of their answers. This includes their reasons for working, their opinion of their fellow workers, of store management, and recommendations for improving the relationship between these groups.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:
OBJECTIVES:

SUMMARY DESCRIPTION: A description of the new young executive of today. Explains who he is and what characteristics he has.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS:

OBJECTIVES:

SUMMARY DESCRIPTION: Provides basic checklists on market analysis and site selection, financing and leases, planning and building the store, keeping branch store figures, the branch store staff, branch store promotion, credit promotion and control, transfers and communications, and a bibliography of source material on branch store construction, design and management.

AVAILABLE INSTRUCTOR MATERIAL AND TESTS: