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ABSTRACT

This annotated bibliography was designed for teachers who instruct students in vocational-technical programs. The first section lists reading materials appropriate for English or reading classes, such as books, programs, and anthologies with high-interest easy-readability and reading games. The second section describes vocational-technical materials such as textbooks related to the various vocational-technical occupations. The third section contains career related material about topics relevant to people entering the world of business. The books in this section may be useful for teachers who wish to identify methods and techniques that will prepare their students for future jobs. The bibliography may also be applicable to student needs for those who wish to read about interviews, available jobs, or general information on careers and attitudes. (MKM)

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READING MATERIALS  
for  
VOCATIONAL-TECHNICAL STUDENTS

An Annotated Bibliography

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December, 1975

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## Introduction

Teachers who instruct students in vocational-technical programs are concerned about identifying reading materials that students will be able to comprehend as well as enjoy. There are many books that future electricians, auto-mechanics, and beauticians will favor over others. The following pages include titles of books that many teachers in Pennsylvania have used successfully in working with vocational-technical students.

This bibliography consists of three sections:

1. Reading Materials: books for leisure reading and anthologies of literature.
2. Vocational-Technical Materials: textbooks and supplemental books related to the various vocational-technical occupations.
3. Career-Related Materials: books about personal relationships and careers.

This bibliography may serve as a catalyst in aiding teachers to gather effective reading materials for use with vocational-technical students.

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A. W. Beattie Northern Area Technical School, Allison Park, Pa.

BOK Area Vocational-Technical School, Philadelphia, Pa.

Carbon County Area Vocational-Technical School, Jim Thorpe, Pa.

Clearfield County Vocational-Technical School, Clearfield, Pa.

Columbia-Mountour Area Vocational-Technical School, Bloomsburg, Pa.

Crawford County Area Vocational-Technical School, Meadville, Pa.

Delaware County Area Vocational-Technical School, Media, Pa.

Eastern Westmoreland Area Vocational-Technical School, Latrobe, Pa.

Huntingdon County Schools Vocational-Technical Education, Millcreek, Pa.

Lawrence County Area Vocational-Technical School, New Castle, Pa.

Lenape Area Vocational-Technical School, Ford City, Pa.

Northumberland County Area Vocational-Technical School, Shamokin, Pa.

Upper Bucks County Technical School, Perkasie, Pa.

Venango County Area Vocational-Technical School, Oil City, Pa.

*Susan M. Gottlieb*

Susan M. Gottlieb

## Part I - Reading Materials

In this section books that have been found to be useful in generating interest in reading are listed. These books were chosen because of the high interest level for vocational technical students and for their easy readability. These books are most appropriate for English classes, reading classes, and as supplemental leisure reading materials. These books and programs are geared to the interests, hobbies, and activities of the vocational-technical student.

American Paperback Services, 507 Jackson Street, Topeka, Kansas 66603  
Sports Techniques Series. Athletic Institute.

These are paperback books on a variety of men and women's sports. The paperbacks include easy-to-follow steps and photo examples.

### Reluctant Readers Series

These are paperback books that were selected for their high-interest and low level vocabulary. Readability levels range from 5th to 7th grades and interest levels are on the high school level.

Bantam Books Inc., New York City, New York. Of Mice and Men. John Steinbeck.

This is an effective novel for slow readers in 11th and 12th grades.

Barnell Loft, Ltd., Baldwin, New York. Following Directions E, F, G.

This book contains specific exercises in following directions.

### Specific Skill Series

This specific skills series is a nonconsumable reading program designed to develop eight crucial reading skills on the six most basic reading levels 1-6, plus an advanced level.

Bowmar, Glendale, California, 91201. Motorcycle Motocross.

A reading game which can be used for practice in building vocabulary and word recognition, understanding sequence, and comprehending instructions. High interest for vocational students - Reading Level - 4.

Cambridge Book Company, New York City, New York. Better and Faster Reading.

This book is concerned with basic reading skills, comprehension, vocabulary and study skills.

Increase Your Vocabulary Books 1-2.

A vocabulary development book. Part I is devoted to new words, synonyms, antonyms and homonyms. Part II is devoted to spelling improvement. The books can be used for 10, 11 and 12th grade students.

Field Educational Publications, San Francisco, California.

The Checkered Flag Series

The Checkered Flag Series provides high interest appeal for both boys and girls. The reading levels range from 2.4 to 4.5 and the stories are best suited for intermediate, and junior high remedial readers. Includes film strips, books, and records.

Follett Publishing Company, Chicago, Illinois. The Lively Art of Writing.

A book designed to help the student improve his written expression. It covers almost every aspect; it is organized into chapters, and meaningful assignments follow each. It is designed for senior high.

Garrad Publishing Company, Champaign, Illinois. Good Reading for Poor Readers. George D. Spache, Ph.d.

Bibliography of reading materials, games, series, books, trade books, etc.

Globe Book Company, 176 Fifth Avenue, New York City, New York 10010. Forms in Your Future.

This book contains variety and explanation of useful forms.

Four Complete True Adventures: Adventure

This book is a condensation of PT 109, Seven Came Through, Crusoe of Lonesome Lake, The Bridge Andau and is best used with 10th and 11th grade students.

Points of View by Ann Elwood & John Raht.

A book of stories depicting various points of view which can be used with language development for teen-age reluctant readers.

Gregg Publishing Division, McGraw-Hill Book Company, New York City, New York. Words

Grolier Educational Corporation, New York City, New York. Reading Attainment System Two

Skill building materials for individualized reading instruction. It can be used with 10, 11, 12th grade students.

Harcourt, Brace and World, Inc., New York City, New York. Composition: Models and Exercises

This text attempts to teach by example. It is thorough and the examples are well chosen. It is in volumes for grades 10, 11 and 12th.

Design for Reading

This book emphasizes comprehension and vocabulary skills.

Harper and Row, Publishers, Inc., 10 East 53rd Street, New York, New York 10022. My Darling, My Hamburger

This book appeals to girls from grades 9-12 because it deals with contemporary problems faced in high school.

Houghton Mifflin Company, Hopewell, New Jersey. Troubleshooter I - II

Troubleshooter I is a non-graded basic language skills program. Troubleshooter II is designed to provide further practice materials in areas of Troubleshooter I and also to develop more advanced language skills.

Imperial International Learning, Kankakee, Illinois 60901. Imperial International Reading Program.

This is a multimedia series of forty lessons which include tapes, story cards, and student activity books. Reading levels range from 2.0 to 9.0. The program is divided into eight units of five lessons each. Each unit has a specific theme.

Learning Skills, Inc., Irvine, California. Reading Skills Development Laboratory.

This book contains activities in vocabulary, comprehension, word structure and research skills.

MacMillan Company, New York City, New York. The MacMillan Spectrum of Skills Vocabulary Development.

This is a vocabulary development series. It gives practice in spelling, prefixes, suffixes, dictionary skills, context clues and meaning. The series can be used with 9 - 10th grade students.

Charles E. Merrill Publishing Company, Columbus, Ohio. Fries, et al. Merrill Linguistic Readers.

Six readers and accompanying workbooks, P-2, are particularly effective with secondary remedial readers for two reasons. One, there are no pictures in the readers, which make them seem less childish to the students, and, two, few elementary schools use them, giving the secondary reading teacher a fresh material to employ.



Reading Independence Through Word Analysis.

A manual designed for the improvement of reading skills in the secondary schools. The manual was devised to serve the needs of the developmental and remedial programs.

New Readers Press, Laubach Literacy, Box 131, Syracuse, New York 13210.  
News For You.

A weekly newspaper with adult format in easy English in two editions (A is easier than B). It can be used for teaching language skills or as supplementary reading.

Noble and Noble Publishers, Inc., New York City, New York. Everyday English and Basic Word List for Adults.

A vocabulary development book for the Secondary level and adults. It contains over one thousand essential words with numerous practice exercises.

W. W. Norton & Company, Inc., 500 Fifth Avenue, New York, New York 10036,  
Stock Car Racer

W. E. Butterworth has written several novels about automobile racing and this is one of his best.

Perfection Form Company, Logan, Iowa 51546. Micro Classics Series -  
"A Piece of String" - "Occurrence at Owl Creek Bridge"

Cassettes and records plus reading booklet which can be used effectively with slow readers.

Polaksi Company, Inc., Philadelphia, Pennsylvania. The Reading Line.

Comprehension series based on actual textbook selections from various subject areas: mathematics, vocational, science, social studies, etc.

Prentice Hall, Englewood Cliffs, New Jersey. Modern Technical Writing  
2nd Edition by Theodore A. Sherman.

Textbook that can be used effectively with 12th grade technical students. Interesting presentation of all phases of technical writing.

The Pittsburgh Steelers

This book is excellent in its coverage of the famous Pittsburgh Steelers football team, so much admired by local high school students.

Reader's Digest Services, Inc., Educational Division, Pleasantville, New York 10570. Adult Readings.

These books can be used for remedial basic reading skills.

Reader's Digest.

A monthly publication which can be used with 11 - 12th grade students for leisure reading, discussion topics, or composition spring board.

Readers' Digest Skill Builders' Series.

This series contains three levels - primary, intermediate, and adult and includes paperback books with quizzes after each short story. The stories are taken from actual stories in regular Readers' Digests and cassette tapes are available on a number of the stories.

Scholastic Book Services, New York City, New York. Action Library 3

A paperback collection of high interest, low reading level, the content of these books is geared for young adults, though the books are written on grade 2 and 3 levels. Excellent for outside reading or independent work in the remedial reading program.

Scope Visuals Series

This series contains transparencies/duplicating masters of lessons in comprehension, word analysis, study skills, forms, etc.

Scholastic Magazines, Inc., 900 Sylvan Avenue, Englewood Cliffs, New Jersey 07632. Action Books.

High interest, readable, mature material for low reading level students to achieve success with pleasure reading.

Scope/Skillbuilders

These are paperbound booklets for use with reading skills, language skills, study skills with a high interest format.

Science Research Associates, Inc., Chicago, Illinois. Getting It Together.

A reading series developed around a life-problem theme. They are high interest and can be used with teenagers and young adults for remedial reading and bibliotherapy.

How to Become a Better Reader

This book emphasizes improvement of reading rate.

Manpower Laboratory

This is a comprehension skills laboratory with subject matter based on technical/vocational topics and careers.

Vocabulab, III

This is a vocabulary development laboratory.

R. F. U. Laboratories: General and Senior (Reading for Understanding)

This is a critical reading skills program based on general and scientific reading materials.

### We Are Black

One hundred and twenty graded reading selections, ranging from level 2 to 6, are accompanied by comprehension and vocabulary exercises. Content is stimulating and may be used from grades 2-12, with developmental, corrective, and remedial readers. Students of all racial and ethnic backgrounds find the material interesting and informative.

Scott, Foresman and Company, New York City, New York. Accent: The Promised Land.

There are seven stories depicting what life is like in a hostile environment. It can be used in 11th and 12th grades.

### Accent: Variables

These are short stories showing choice and change in a persons life. It can be used with 11th and 12th grade students.

### Accent: Any Human to Another

Short stories depicting stranger and love. It can be used with 11th and 12th grade students.

### Accent: Each His Own.

Short stories depicting heroes - science fiction. It can be used with 11th and 12th grade students.

### Basic Reading Skills

A comprehensive reading skills workbook, from phonics to map reading, this is a good supplementary material at grades 5 and 6 on the elementary level. Secondary students with corrective reading problems will also profit from exposure to these exercises.

### Tactics in Reading, I and II

This book is a general review of comprehension and word attack/analysis skills.

Selchow & Righter Company, Bay Shore, New York 11706. Scrabble and Scrabble Sentence Cube Game.

This game is used for vocabulary development and dictionary usage.

South-Western Publishing Company, Cincinnati, Ohio. Word Studies

Technical Publications Department of Philco Corporation, Philadelphia, Pennsylvania. Technical Writing Guide.

This book teaches the student to write a technical report. It is quite practical and gets right to the subject.

Troll Associates, 320 Rt. 17, Mahwah, New Jersey 07430. Sports Action Skill Kits

This is a complete kit on 3 areas - baseball, football, and basketball. Each kit contains 10 soft cover books.

Webster Division, McGraw-Hill Book Company, New York City, New York. Themes in Science Fiction

An anthology of science fiction. It can be used with 11th and 12th grade students.

The Short Story

An anthology of short stories in the classic mode. It can be used best in the 12th grade.

Conquests in Reading

A remedial workbook building phonetic and structural analysis skills in reading and spelling for grades 4-9.

Additional Books:

Call of the Wild. Jack London.

This book can be used (American Literature) with juniors.

The Red Badge of Courage. Steven Crane.

This book can be used (American Literature) with juniors.

The Last of the Mohicans. J. F. Cooper.

This book can be used (American Literature) with juniors.

## Part II - Vocational-Technical Materials

In this section are books that relate to the various vocational-technical trades. These books are the actual textbooks that are used in many of the Pennsylvania vocational-technical schools. The books will be most helpful to teachers of vocational-technical courses who wish to identify textbooks that may be on a more realistic readability level for their students.

American Technical Society, 5608 Stony Island Avenue, Chicago, Illinois 60637. Food Preparation for Hotels, Restaurants, and Cafeterias by R. G. Haines.

This book provides the student with basic knowledge in all aspects of the food industry. (Grades 10-11-12)

### Fundamentals of Carpentry

This book teaches practical procedures which should form the background of every carpenter. It includes Volume I with workbook for students 9-12 and Volume II with workbook for students 10-12.

### Machine Shop Operations and Setups

Machine shop practices including diagrams and pictures.

### Sheet Metal Shop Practice

A practical book for sheet metal students. It contains many examples and pictures.

Theodore Audel and Company, Division of Howard W. Sams & Company, Inc., 4300 West 62nd Street, Indianapolis, Indiana 46206. Plumbers and Pipe Fitters Library.

Three volumes that deal with general information that is valuable to the plumber or pipe fitter.

Charles A. Bennett, Peoria, Illinois. Metrics in Career Education by John R. Lindbeck.

Of the many metric booklets and booklets coming into print, this shows itself to be one of the better organized manuals for vocational-technical students, and is designed to assist students and teachers in career education programs to learn some of the basics of the metric system as it is and will be used in "metric America." Its eight chapters cover areas from "Metrics in Metalworking" to "Metrics in Home Economics." A valuable appendix contains conversion charts and tables of use to the vo-tech oriented individual.

Chilton Book Company, Radnor, Pennsylvania. Chilton's Auto Repair Manual 1975: American Cars from 1968 to 1975.

Called "the ultimate repair manual for the automotive do-it-yourselfer," this book is of top interest to vocational-technical students in all areas, but especially to those working in the automotive technology field. Repair procedures and specifications are given for all the popular American cars, including Jeep and Volkswagen. There are many engrossing supplementary sections; and over 3,000 illustrations complement the text.

Creative Selling, Inc., One Parkway Center, Pittsburgh, Pennsylvania 15220. Automotive Safety Inspection Procedures (Pa.) by Earl A. Niehaus, 1973.

This program, authored by A. W. Beattie Area Technical School's automotive technology instructor consists of six filmstrips, three cassette tapes and a 79-page instructor's manual, dividing the Pa. auto inspection process into five parts. It is used to teach automotive mechanics all areas of the State Inspection Code needed for their certification as auto inspectors. The color filmstrips and cassette narrative are skillfully coordinated to reinforce each 15 minute instructional session. Each segment is followed by questions and answers, both in the instructor's manual and at the end of each filmstrip, so that more than one method of testing student feedback is feasible.

Delmar Publishers, 50 Wolf Road, Albany, New York 12205. Blueprint Reading and Sketching for Carpenters-Residential, by McDonnell.

This book is designed to meet the needs of Technical Day Trade, Apprentice and Journeyman Extension Programs with construction prints (Grades 10-11-12).

Bricklaying: Books 1, 2, and 3

A good basic book for bricklaying. This book has been used with 9th thru 12th grade students and adult evening classes.

Drafting Technology by Horton and Rotmans

This text provides a well-rounded course in drafting for use without further preparation on the part of the instructor. There are complete drawings for all assignments. (Grades 10-11-12)

Health Assistant

This is a textbook for Nurse's Aides.

Plumbing I by Harry Slater

This book provides the students with an understanding of basic plumbing principles and how they relate to the wide variety of existing pipe systems, fixtures and appliances (10th, 11th, and 12th grade).

Principles of Air Conditioning

A book that can be for any student interested in air conditioning.

Dover Publishing, Inc., 180 Varick Street, New York, New York 10014.

Elementary Metallurgy and Metallography

This book is an 11th - 12th grade level book and a good technical introduction to metallurgy.

Goodheart-Willcox, 123 West Taft Drive, South Holland, Illinois 60473

Auto Mechanics Fundamentals

How and why of the design, construction and operation of automotive units. It can be used with 9-12 grades and is ideal as a reference manual.

Auto Mechanics Fundamentals by Martin W. Stockel

This book is used to teach auto mechanics fundamentals to beginners (10th, 11th, and 12th grade).

Modern Carpentry by Willis H. Wagner

An easy-to-understand encyclopedia of basic information on modern building methods and materials (10th, 11th, and 12th grade).

Diesel Fundamentals, Service, Repair by Bill Tobolt

This book provides the student in the rapidly growing diesel engine field with a thorough knowledge of diesel mechanics (10th, 11th, 12th grade).

Modern Welding by A. D. Althouse

This book provides up-to-date coverage of entire welding field, including processes used in aerospace and other modern industries.

Stockel Auto Mechanics Fundamentals

This book is a good basic book to have in instructing the students.

Gregg Division, McGraw-Hill Book Company, New York City, New York.

Business English and Communications

Legal Office Procedures

Textbook containing such divisions as general office duties, noncourt documents, court documents, litigation, appeals and other court actions, special office duties, and a reference section.

A set of five cassettes consisting of either stenographic or non-stenographic simulations can accompany the text and have proved to be very valuable.

### Medical Office Procedures

Textbook containing information about dealing with patients, financial and legal responsibilities, related professional activities, specialization in medicine and a reference section.

A set of five cassettes consisting of either stenographic or non-stenographic simulations can accompany the text and have proved to be very valuable.

### Retail Selling

New concept of teaching retailing with use of photography to illustrate key principle of retail selling.

Industrial Press, 200 Madison Avenue, New York City, New York 10016.

#### Machinery's Handbook.

This book is considered the Bible of the mechanical industries.

#### Die Design Fundamentals

This book is an introduction to the design of small stamping dies.

The Lincoln Electric Company, 22801 Sinclair Avenue, Cleveland, Ohio 44117.

#### New Lessons in ARC Welding.

ARC welding information from the elementary on to the construction of buildings. Examples of equipment, beads, and charts shown clearly.

Lippincott Company, Philadelphia, Pennsylvania. The Human Body in Health and Disease.

This book contains information on anatomy and physiology.

McFarland Company, 1716 E. Second Street, Scotch Plains, New Jersey 07076.

#### Automotive Refinishing Principles and Techniques.

This book is the best and most up to date available. The techniques are well explained on auto refinishing only.

McGraw-Hill Book Company, New York City, New York. The Accounting Process.

#### Advanced Diemaking

This is an excellent book for beginning students in machine shop.

#### Auto Body Repair and Refinishing

This book explains the basic ways used and is very good for first year students.



Automotive Mechanical Specialization Seventh Edition

This is a description of complete mechanical parts of an automobile.

Consumer Economics

Gives the student an understanding of our economic system and how to derive the most benefits from the system. Such as the consumer role in the economy - and help in making wise decisions.

Fiber to Fiber

Vocational needs for students entering in the field of retailing, needs of consumers, and provide teachers with basic textile course.

Engineering Drawing and Graphic Technology

Basic drafting book recognized throughout industry.

Introduction to Computer Science

Know Your Merchandise

This book is designed for two groups of students preparing for careers in retailing.

Manufacturing Engineers Manual

These are reference sheets for metalworking.

McGraw-Hill Encyclopedia of Science and Technology. 15 volumes.

This is probably the finest general encyclopedia of science and the technologies currently in print. It is kept up-to-date with yearbooks. It is especially useful to students in nuclear/metallurgy as well as those working in physics and the many areas of chemistry and electronics. It comes with a fine index volume, well cross-referenced. It can be used equally well with 11th and 12th graders as with adults.

Mechanical Drawing

This book is all about basics of mechanical drafting.

The Nurse Aide. by Joan E. Donovan, et al.

This concisely written, large, combination text/workbook is of special value as a supplemental text and general reference in such courses as health or medical assistant, with its emphasis on nursing aide skills. It is well illustrated with drawings and photographs. Pages are three-hole punched and removable for workbook use.

Technology of Machine Tools

This book is for students in 11th - 12th or higher, good text for technical book for machinists or tool and die apprentices.

### Your Job in Distribution

This book identifies distribution jobs in distribution, future outlook and students information in relation to careers.

McKnight & McKnight Publishing Company, Bloomington, Illinois 61701.

### Home and Building Maintenance

A text ideal for maintenance jobs at home, in commercial establishments and in institutions which can be effectively done by the average person. Many illustrations are found in the book. It can be used with 10-12 grades.

### Machine Tool Technology by Willard J. McCarthy and Robert E. Smith

This book provides the student with an understanding of the basic concepts of machine shop, and build into the more complex aspects of the trade. (Grades 10-11-12)

### Photo-Offset Fundamentals

Basic procedures in offset printing. Examples: cameras, work, stripping, plate making, operations of 1250 and AB Dick 360 presses.

MacMillan Company, New York City, New York. The MacMillan Handbook of English by John M. Kierzek and Walter Gibson.

A combined rhetoric and handbook, and useful to the vo-tech student whose grasp of English grammar of rhetoric may not be up to par. It is basically divided into two parts: 1) The Expression and Communication of Thought, and 2) A Handbook of Writing and Revision.

Milady Publishing Company, 3829 White Plains, Bronx, New York. Standard Textbook of Cosmetology

This book contains a description of the entire Cosmetology Course.

### Workbook for Beauty Culture Theory

This book is a workbook used by students in relation with main textbook.

### Practical Beauty Culture Workbook

This book is a workbook used by students in relation with main textbooks.

Monticello Books. The Welding Encyclopedia.

A complete encyclopedia on welding, A to Z listing, an excellent reference book.

Moore Special Tool Company. Holes, Contours, and Surfaces.

This book is for students in 11th and 12th or higher, excellent reference or textbook for Jig boring and Jig grinding.

Motor, 1790 Broadway, New York City, New York. Automobile Engines and Electrical Systems

This is a complete engine and electrical system of an automobile.

Pitman Publishing Corporation, New York City, New York. Printing and the Allied Trades.

This is an introduction to the printing trade and illustrations of type and the machinery used in the printing process.

Porter, Lascoe, Nelson. Machine Shop Operations and Setups.

This is an excellent book for beginning shops in machine shop.

Prentice-Hall, Inc., Englewood Cliffs, New Jersey. Automatic Data Processing Principles and Procedures.

Appliance Service Handbook.

A good book either for general reading for an appliance repair student or as a text for an appliance repair course.

Encyclopedia of Accounting Systems. edited by Robert I. Williams and Lillian Doris. 5 volumes.

These very inclusive volumes are excellent reference works not only for accounting students and instructors, but for those in distributive education as well as in any of the 67 professions and businesses covered in the encyclopedia, from "Advertising Agencies," "Airports," "Architects" to "Funeral Directing," "Hospitals," "Machine Shops," and finally ending with area no. 67, "Women's Coates and Suits (Manufacturing)."

Each section is divided into similar segments: "Characteristics that affect the accounting system;" "Functional organization;" "Principles and objectives of the system;" "Peculiarities of procedures. . .;" etc.

Carpentry in Residential Construction

Good book for students interested in carpentry. Covers all basics of home construction.

Facts About Merchandise

This book includes fundamental up to date information about merchandise. The contents are practical and basic.

Principles of Autobody Repairing

This is a basic autobody repair manual with good up-to-date information.

Reinhold Book Corporation, Lettering for Advertising.

S. A. E. Motors Automatic Transmission Manual. Motor Auto Repair Manual.

Howard W. Sam & Company, Inc., 4300 W. 62nd Street, Box 558, Indianapolis, Indiana 56206. Practice Problems In Number Systems, Logic, and Boolean Algebra.

Sheridan House, Inc., Box 254, S. Station, Yonkers, New York 10705.  
Cosmetology; The Keystone Guide to Beauty Culture.

A basic guide to beauty culture covering most aspects of beauty culture in easy to understand descriptions. Excellent drawings are included.

Southwestern Publishing Company, Cincinnati, Ohio. Advertising and Displaying Merchandise.

Description presents fundamental principles and practices of merchandising through advertising and display.

#### Business Behavior

This book contains information on developing a winning personality using project method giving step by step plans for improving.

#### Fundamentals of Selling

This book includes knowledge of creative selling with emphasis on consumers behavior, why the consumer acts as he does, basic fundamentals in selling techniques and activities in sales management.

#### Marketing, Sales Promotion and Advertising

#### Retail Merchandising

This book includes all the activities and principles of retailing in preparing the student for a career in retailing.

#### Secretarial Procedures and Administration

Textbook containing all the fundamentals of secretarial work including word processing, mail processing, use of transmittal services, record keeping, travel arrangements, handling of business data, financial and legal aspects, and reference guide.

An accompanying kit offering nine simulated office situations is also extremely helpful.

Tudor Publishing Company, 31 W. 46th Street, New York City, New York 10036.  
Commercial Art Techniques

Union Carbide Corporation, Linde Division. The Oxy-Acetylene Handbook.

This is a complete book on the oxy-acetylene welding-process history, processes, application.

Viking Press, New York City, New York. Graphic History of Architecture  
John Mansbridge.

This is a thoughtfully constructed volume covering all of Western architecture from Greek and Roman origins to present day development in the United States and Europe. As well as being an excellent guide for the general reader, it is heavily used as a reference in courses of Architectural Drafting and in Drafting and Design. The extensive and well-executed illustrations have also made it useful to students of commercial art.

Brick Institute of America, 1750 Old Meadow Road, McLean, Virginia 22101.  
Bricklaying Vocational Training, by William F. Roark and Harry C. Plummer.

This book provides the students with an understanding of bricklaying principles, trade projects, and the latest procedures used in bricklaying. (Grades 10-11-12).

### Part III - Career Related Materials

This section consists of a list of books about topics relevant to people entering the world of business.

These books may be useful for teachers who wish to identify methods and techniques that will prepare their students for future jobs. The bibliography may also be applicable to student needs for those who wish to read about interviews, available jobs, or general information on careers and attitudes.

Allied Education Council, Distribution Center, Gallien, Michigan 49113.  
Career Education: Vocational-Technical Automotive Series.

A work text which provides a basic automotive vocabulary through use of picture-word association and writing exercises. It can be used for remedial work with automotive students.

The Mott Basic Language Skills Program, Word Bank. Chapman, et al.

This book is recommended for any secondary student who needs work in developing a reading vocabulary of common foods, tools, and household objects. Teachers utilizing a multi-sensory approach will find the format especially helpful.

Consumer Buying - Basic Numbers and Money.

This material helps the student read and understand newspaper ads and assists him in using numbers and handling money. The advertising copy used in this book is from current newspapers, and provides real-life situations in basic word problems. It can be used from grades 4-12, and it ought to be a part of any functional literacy program.

ARCO Publishing Company, American Paperback Services, 507 Jackson Street, Topeka, Kansas 66603. Career Guidance Series.

This straight-talking series was written by men and women prominent in their career fields. Twenty-five paperback books on twenty-five different careers.

Delmar Publishers, Albany, New York. Understanding Human Behavior

This book is about interpersonal relationships.

J. E. Ferguson Publishing Company, 100 Park Avenue, New York City, New York 10017. Encyclopedia of Careers and Vocational Guidance. 2 volumes.

Outlines many careers in detail with respect to type of work performed, wages one can expect, requirements for employment and sources for additional information.

The Interstate Printers and Publishers, Inc., Danville, Illinois.  
Essential Aspects of Career Planning and Development.

Gregg Publishing Division, McGraw-Hill Book Company, New York City, New York.  
Fitting Yourself for Business.

How to Improve Your Personality

McGraw-Hill Book Company, New York City, New York. Drug Scene.

This book deals with the effects that various drugs have on the human nervous system.

McKnight and McKnight Publishing Company, Bloomington, Illinois. Succeeding in the World of Work.

This book describes the different qualifications needed in obtaining and holding a job.

Morton Adelberg, Philadelphia Naval Shipyard. So You Want to Find a Job.

This book contains information on how to obtain meaningful jobs in the labor market.

Science Research Associates, Inc., Chicago, Illinois. About You.

This book is about understanding yourself and others in work and materials.

Your Attitude is Showing.

Special Service Supply, Huntington, New York. Fundamental Forms Skill Text. Hunt

This book is useful in grades 5-12 for any instruction in filling out forms. Material from authentic banks, businesses, and agencies is presented.

United States Department of Labor, Washington, D.C. Occupational Outlook Handbook - 1975-76.

This book is similar to Encyclopedia of Careers and Vocational Guidance.

Additional Materials

Tests: Office of Curriculum and Instruction. The Assessment of Functional Literacy in High School. Philadelphia School District, Philadelphia, Pennsylvania, 1974.

The student must fill in forms, read labels, follow directions, and utilize a newspaper, among other reading tasks in this test. This test gives the teacher a very clear picture of those students with severe reading problems. Grades 5-12.

Staff Developed Materials: Bok A.V.T. Trade Vocabulary Program, 8th and Mifflin Streets, Philadelphia, Pennsylvania.

Through the cooperative efforts of the trade teachers and the reading department, a vocabulary list of the most important terms used in shop, has been developed for every shop or trade in the school. Students with low reading levels, but high career interest are taught these terms within the meaningful context of their shop work. Pre-and post-tests are also available for each trade area.

#### Conclusion

The preceding pages give a starting point in locating reading materials for vocational-technical students. There are many more books available and perhaps as teachers find certain books and programs successful they will add to this original list. This is one small step in the effort to eradicate illiteracy in Pennsylvania.