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ABSTRACT Listings of guides, newsletters, magazines, textbooks, multimedia kits, filmstrips, cassettes, and films are included in this collection of consumer education materials intended to provide teaching-learning resources for preview and evaluation. All entries are grouped according to the type of medium, with each entry including a title, ordering address, and price (where applicable). Entries for filmstrip kits also describe the kinds of materials included in each kit. The 16mm film entries include an annotation, grade level, and length of the film; video cassette entries are also annotated and note the length of the cassette. Textbook entries cover the elementary, secondary, postsecondary, higher education, and adult education levels. (SH)

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Consumer Education Resources

ED135972



- Bibliographies
- Textbooks
- Guidelines
- Multi-Media Kits
- Newsletters
- Filmstrips, Cassettes
- Magazines
- Films

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Michigan Consumer Education Center

October, 1976

Dear Consumer Educator:

The Michigan Consumer Education Center maintains a growing collection of teaching-learning resources. The purpose of this collection is to provide resources for preview and evaluation.

A basic package of consumer education materials was purchased by a grant to the Michigan Consumer Education Center for the Regional Educational Media Centers in the fall of 1975. A map and addresses of the REMC offices are on page 3 and 4 of this catalog.

To preview materials from the Michigan Consumer Education Center, educators may:

- (1) Come to the Center. Office hours are 8 a.m. to 5 p.m. Monday through Friday. Evenings and weekends by appointment.
- (2) Request that selected materials be sent on a short term loan. Items are shipped via U. S. Postal Service. Previewers are asked to pay return postage and insurance. Specific dates cannot be honored.

After previewing materials from the Center, educators should:

- (1) Select items appropriate for classroom use, and
- (2) Make purchase recommendations to the local school media center or to the Regional Educational Media Center.

The Center and its media services are funded by the U. S. Office of Consumers' Education, Michigan Department of Education and Eastern Michigan University.

Sincerely,

Rosella Bannister

Rosella Bannister, Director

Sandie Jones

Sandie Jones, Secretary-Librarian

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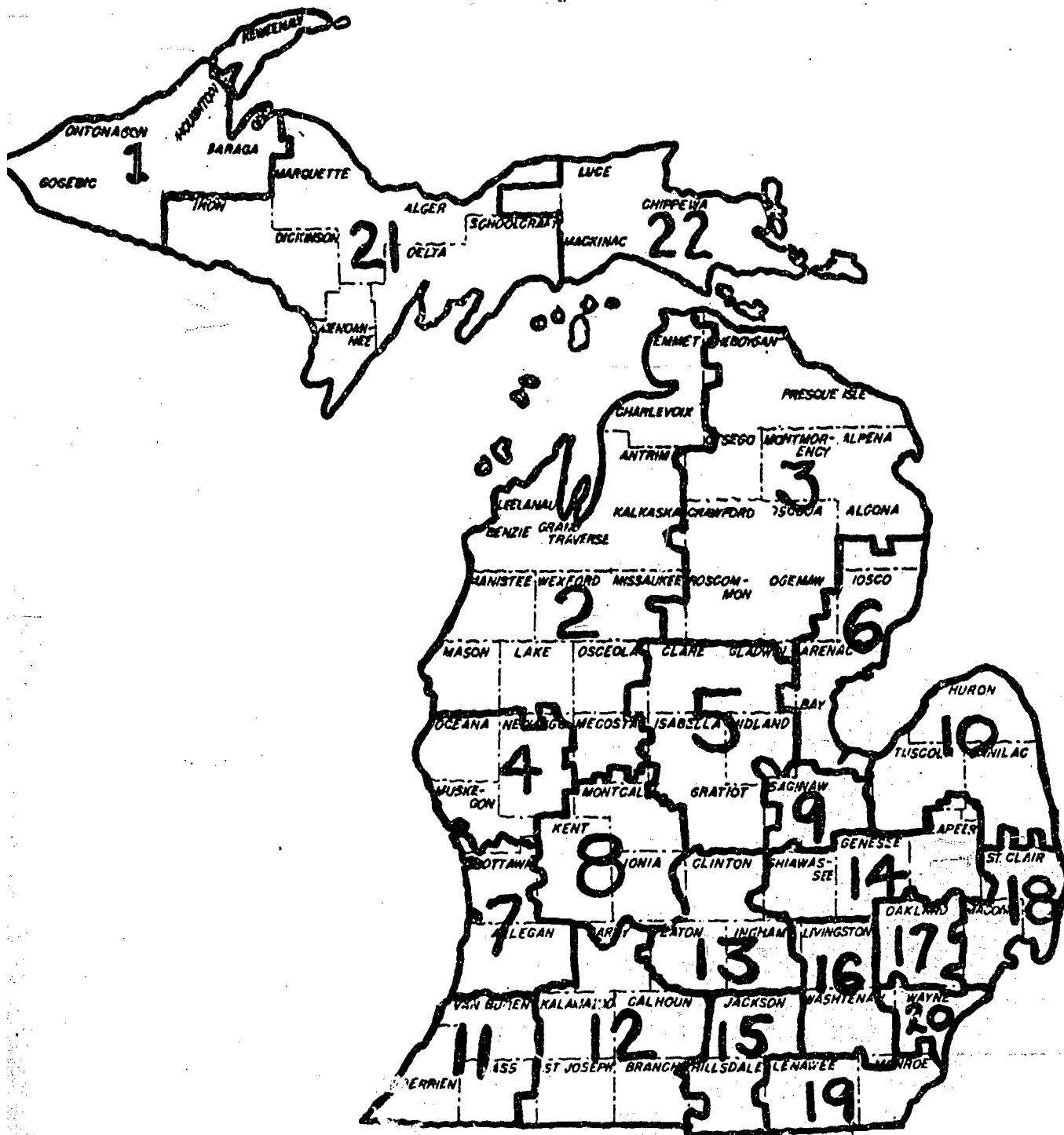
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Michigan Department of Education
Regional Educational Media Center
Area Designations



MULTI MEDIA LISTS BY SUBJECT

The following list identifies titles under specific subjects. For further information, refer to the yellow section for Multi Media Kits, Filmstrips, Cassettes, Records and Games. Films are listed in the pink section of this guide. Video tapes are in the orange section.

M = Media Kit
 F = Film
 C = Cassette only
 FS = Filmstrip only
 G = Game

FACTORS AFFECTING CONSUMER BEHAVIOR

American Consumer: Issues and Decisions C28	Inflation G7
American Family and Values C25	Introduction to Value Clarification M29
America's Changing Lifestyles M226	It's Your Money M56
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<u>Challenge of Consumer Education C21</u>	<u>Learning to be a Wise Consumer M244</u>
Choosing What to Buy ML76	Let the Buyer Prepare M42
Community, The M112	Lifestyle G12
Complete Consumer M56	Marriage and Money M150
Consumer G5	Measures, Values and Bargains M3
Consumer Defense Mechanisms M12	Mrs. Smith Decides M14
Consumers as an Individual M20	Modern Trends in Consumerism M19
Consumer Power and Social Change M108	<u>Money and Lifestyle M240</u>
Consumer in Society M20	Money Talks M21
Consumer Spending M119	Money Tree F4
Consumer Values M119	Our Role as Consumer M39
Consumerism: Seller Beware F39	Our Values M24
Consumerland: How High the Mountain M127	Priorities, Decisions, Security M88
Consumers in Action M39	Rational Decision-Making Process M75
Consumers World: It's Your Decision M207	Revelations of a Register Tape M93
Custom and Tradition M112	Responsibility M24
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Decision Making M235	Sharing M24
<u>Decisions, Decisions M17</u>	<u>Singles Life VC3</u>
Developing Values M47	Something in Common M20
Doing Without M190	Success M24
Dynamic Consumer Decision Making M14	Teaching Consumer Education C22
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Equality M24	Toy Store M156
Exploited Generation M2	Trendsetter F56
Fairness M24	Use of Leisure Time M19
Family, The M112	Using Money Wisely F1
Family Decisions G1	Values Clarification M177
Family Values M161	Where Does Your Allowance Go? M133
Forum's Forum on Values C13	Wise and Responsible Consumership F66
Garden, The M156	Why Do You Buy? F2
Getting Ahead of the Game M17	Why You Need Consumer Know-How M37
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How Value Clarification Affects Consumer Behavior C23	

MONEY MANAGEMENT AND CREDITIncome (including Low Income)

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 Careers in Consumer Affairs M237
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 Financial Security M181
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 Getting Ahead of the Game M17
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 Investments and Retirement Planning M19
 Money Management M53
 Money is the Medium M13
 Nickels, Dimes and Dollars M218
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Priorities, Decisions, Security M92
 Putting Your Savings to Work M130
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 Installment Buying F3
 Just Sign Here M4
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 Money is the Medium M13
 Money Tree F4
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 Personal Money Management M140
 Poor Credit Rating M231
 Poor Pay More F11
 Price of Credit M9
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 To Borrow or Not To Borrow R1
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Visual Education Kit on Credit M94
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 And Now a Word From Your Sponsor M125, M
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MULTI-MEDIA

Available for free loan from the Center. Addresses and prices are included for those interested in purchasing a copy from the manufacturer.

- M1 - Setting Goals. Filmstrip and cassette. 1973. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$41.50.
- M2 - The Exploited Generation. Filmstrip and cassette. 1969. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$41.50.
- M3 - Let the Buyer Beware. Six filmstrips and cassettes. 1971. Use, Quality, and Service: Is It Safe!; Johnny Has One!; Measures, Values and Bargains; Buying: Not What It Appears to Be; Can You Believe Advertising? Eye Gate House, 146-01 Archer Ave., Jamaica, N. Y. 11435. \$47.50. Elementary level.
- M4 - Managing the Family's Affairs. Twelve filmstrips and cassettes. 1971. The Family and the Community; Help! This is an Emergency; The Family and Its Legal Responsibilities; Protecting What the Family Has; As the Family Grows; The Family and Its Legal Rights; How to Shop; Just Sign Here; The Budget--Today and Tomorrow; Cash and Credit; Learning to Live Together; The New Home. Eye Gate House, 146-01 Archer Ave. Jamaica, N. Y. 11435. \$111.00.
- M5 - Caritis. 43 slide set, tape and narrative guide. 1972. Agricultural Extension Service, University of Tennessee, P. O. Box 1071, Knoxville, Tenn. 37901. \$12.00.
- M6 - Buyer Beware. Filmstrip and record. 1972. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$25.00.
- M7 - Making Ends Meet. Filmstrip and cassette. 1972. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$25.00.
- M8 - Money Well Spent. Filmstrip and cassette. 1972. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$25.00.
- M9 - Price of Credit. Filmstrip and cassette. 1972. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$25.00.
- M10 - Consumer Education. Part one: 4 filmstrips and cassettes. Money Management; Food; Credit and Contacts; Housing. Part two: 4 filmstrips and cassettes. Clothing; Furniture and Appliances; Transportation; Buying Protection. 1971. Hanna-Barbera Productions, Education Division, 3100 Cahuenga Blvd., Hollywood, Ca. 90068. \$130.00. (\$65.00 for each part)
- M11 - Consumer at Large. 6 filmstrips, cassettes and teacher's guide. 1972. Budget Blues, Buying the Big Ones, Cash or Credit, Everyday Shopping Savvy, Nurturing a Nest Egg, Shopping for Services. Coronet Instructional Materials, 65 E. South Water St., Chicago, Ill. 60601. \$73.00.

- M12 - Consumer Defense Mechanisms. Filmstrip, 33 1/3 record, commentary. Educational and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10019. \$4.50.
- M13 - Consumer Education Series. 6 filmstrips, 6 cassettes, teacher's guide. 1972. Consumer and the Government, How to Buy Clothes, How to Buy Food, How to Buy a Used Car, Let the Buyer Beware, Money is the Medium. McGraw-Hill Films, 1221 Avenue of the Americas, New York, N. Y. 10019. \$90.00.
- M14 - Dynamic Consumer Decision Making. 2 cassettes, 20 slides, 7 transparencies, educator core. 1972. Educational and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10019. \$11.50.
- M15 - Dollar Victory/Savings for Security. 2 filmstrips, 2 33 1/3 records, teacher's guide. 1970. International Film Bureau, 332 S. Michigan Ave., Chicago, Ill. 60604. \$30.00. (\$16.00 for each)
- M16 - Youthful Consumer. Filmstrip, 33 1/3 record, discussion manual. 1972. Educational Division, New York Times, 229 W. 43rd St., New York, N. Y. \$10.00.
- M17 - Consumer Education Series. 6 filmstrips, 6 cassettes, teaching guide. All American Consumer, Decisions, Decisions, Getting Ahead of the Game, How to Be a Buyer, Law and Your Pocketbook, Your Money -- Now You See It, Now You Don't. Doubleday Multimedia, Box 11607, 1371 Reynolds Ave., Santa Ana, Ca. 92705. \$99.50. 1972.
- M18 - Modern Consumer Education. 24 cassettes, 2 filmstrips, teaching booklets, record books, instructor's manual. 1972. Cars, Furniture and Appliances; Food, Clothing and Shelter; Protecting Family Health and Security; Ways to Handle Money; Ways to Shop; You and the Law. Grolier Education Corp., Instructional Systems Div., 845 Third Ave., New York, N. Y. 10022. \$311.00.
- M19 - Modern Consumer Education .. Supplement One. 5 filmstrips, 5 cassettes. 1973. Budgeting, Investments, Modern Trends in Consumerism, Product Safety, Use of Leisure Time. Grolier Education Corp., Instructional Systems Div., 845 Third Ave., New York, N. Y. 10022. \$74.50.
- M20 - Buyer Beware. 6 filmstrips, 6 cassettes, teacher's guide. Alternatives in the Marketplace, Consumer as an Individual, Consumer Responsibilities, Consumer Rights, Consumer in Society, Something in Common. Westinghouse Learning Corp., 100 Park Ave., New York, N. Y. 10017. \$91.50. 1971.
- M21 - Money Management Filmstrip Library. 5 filmstrips, 2 cassettes, student booklets, teaching guide. 1972. Be Credit Wise, Money Talks, Spending Your Food Dollars, You the Shopper, Your Wardrobe and You. Money Management Institute, Household Finance Corp., Prudential Plaza, Chicago, Ill. 60601. \$10.00.
- M22 - Our Economy. 6 filmstrips, 6 cassettes, teacher's guide. Mediums of Exchange; Labor and Its Value; Supply and Demand; Free Enterprise; Taxes; Banks, Loans and Interest. Westinghouse Learning Corp., 100 Park Ave., New York, N. Y. 10017. \$91.50. Elementary Level.

- M23 - Great Nutrition Robbery or Who Emptied All the Calories. 3 filmstrips, with cassettes. 1973. Westinghouse Corp., 100 Park Ave., New York, N. Y. 10017. \$59.50.
- M24 - Our Values. 6 filmstrips with cassettes. 1971. Success, Honesty/ Personal Integrity, Equality, Fairness, Sharing, Responsibility. Westinghouse Learning Corp., 100 Park Ave., New York, N. Y. 10017. \$91.50. Elementary level.
- M25 - The Corporation. Filmstrip and cassette. 1969. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$48.50.
- M26 - Our Credit Economy. Filmstrip and cassette. 1969. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$48.50.
- M27 - The National Health Problem. Filmstrip and cassette. 1971. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$48.50.
- M28 - Our Money System. Filmstrip and cassette. 1967. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$48.50.
- ~~M29 - Introduction to Value Clarification. Transparencies, teacher's guide. 1972. Educational and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10036. \$8.75.~~
- M30 - Credit: A Consumer Resource. Filmstrip, case studies, worksheets, teacher's guide. 1970. Education and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10036. \$4.25.
- M31 - Anatomy of a Sale. Filmstrip, 33 1/3 record, study guide. Sears Consumer Information Services, Dept. 703, Public Relations, Chicago, Ill. 60611. 1972. \$5.00.
- M32 - Your Space Age Kitchen. Filmstrip, student booklets, script. 1969. Sears Consumer Information Services, Dept. 703, Public Relations, Chicago, Ill. 60525. \$5.00.
- M33 - How to Select Window Treatment. Filmstrip, student booklets, script. 1970. Sears Consumer Information Services, Dept. 703, Public Relations, Chicago, Ill. 60525. \$5.00.
- M34 - Fashions in Dining. Filmstrip, student booklets, script. 1969. Sears Consumer Information Services, Dept. 703, Public Relations, Chicago, Ill. 60525. \$5.00.
- M35 - Let's Decorate the Bathroom. Filmstrip, student booklets, script. 1970. Sears Consumer Information Services, 512 Burlington Ave., Chicago, Ill. 60525. \$5.00.
- M36 - Decorating Made Easy. Filmstrip, student booklets, script. 1970. Sears Consumer Information Services, 512 Burlington Ave., Chicago, Ill. 60525. \$5.00.

- M37 - Getting Your Money's Worth. 6 filmstrips, 6 cassettes, teacher's guide. 1971. Why You Need Consumer Know-How, A Blueprint for Money Management, Buying Wisely, Making Credit Work for You, Saving to Reach Your Goals, Let the Buyer Beware. Singer-Society for Visual Education, 1345 Diversey Parkway, Chicago, Ill. 60614. \$57.50.
- M38 - Great American Sell. Filmstrip, cassette, discussion manual. Educational Division, New York Times, 229 W. 43rd Street, New York, N. Y. \$9.75.
- M39 - Consumer Filmstrip Series. 3 filmstrips. 1968. Our Role as a Consumer, Consumers in the Marketplace, Consumers in Action. Institute of Life Insurance, 277 Park Ave., New York, N. Y. 10017. \$10.00.
- M40 - Getting the Things You Want. Filmstrip, cassette, teacher's guide. Photo Lab, Inc., 3825 Georgia Ave., Washington, D. C. \$8.50. Elementary level.
- M41 - Learning About Consumer Education. 4 filmstrips, 4 cassettes. 1972. Mail Order Coupons, Novelty Buying, Commercials on Television, Department Store Shopping. AIDS, 24-20 Little Neck Blvd., Bayside, N. Y. 11360. \$65.00. Elementary level.
- M42 - Let the Buyer Prepare. Filmstrip and record. Professional Services, Div., Procter and Gamble Dist., 2150 Sunnybrook Dr., Cincinnati, Ohio 45237. One copy free.
- M43 - A Metric America. 6 filmstrips and records. AIMS Instructional Media Services, P. O. Box 1010, Hollywood, Ca. 90028. \$59.50.
- M44 - Environment: Changing Man's Values. Filmstrip and cassette. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. 1972. \$48.50.
- M45 - The Farm Question. Filmstrip and cassette. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. 1969. \$48.50.
- M46 - The American Poor: A Self Portrait. Filmstrip and cassette. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. 1972. \$48.50.
- M47 - Developing Values. Filmstrip and cassette. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. 1973. \$48.50.
- M48 - Paycheck Puzzle. Filmstrip and cassette. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. \$48.50.
- M49 - How Would You Like to Be Old? Filmstrip and cassette. Guidance Associates, 41 Washington Ave., Pleasantville, N. Y. 10570. 1973. \$48.50.
- M50 - Ads, Ads, Ads, - All Aimed at Us. Slides, cassette, teaching aids. Iowa State University, Media Resources Center, 121 Pearson, Ames, Iowa 50010. \$32.00.
- M51 - Insurance. Resource kit, four units. Insurance, Life Insurance, Health Insurance, Property and Liability Insurance. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$79.50.

- M52 - Money Management. Resource kit, five units. Budgeting, Saving, Borrowing, Spending, Earning. 1970. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$59.50.
- M53 - Marketplace. Resource kit, three units. Advertising, Avoiding Gyms and Frauds, Safeguards for Shoppers. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$49.50.
- M54 - Consumer Law. Resource kit, four units. Right to be Informed, Right to Safety, Right to Choose, Right to be Heard. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$79.50.
- M55 - Saving and Investing. Resource kit, four units. Making Your Money Grow, Saving, Investing, Your Financial Program. 1973. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$79.50.
- M56 - Consumer Sense. 10 cassettes, student booklets, teacher's guide. Before You Sign, Complete Consumer, Consumer Game, Fact or Fluff, It's Your Money, One Born Every Minute, See You in Court, \$64,000 Question, Up to Your Ears, Your Consumer Quotient. Coronet Instructional Materials, 65 E. South Water St., Chicago, Ill. 60601. 1972. \$85.00.
- M57 - Hard Facts About Easy Credit. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M58 - New Rules That Protect Your Credit Rating. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M59 - How on Earth Do Working Wives Manage? 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M60 - Jobs: An Updated Look into the Future. 40 copies of an article from Changing Times, transparency, teaching guide. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M61 - Warning! Double Check Those Charge Accounts. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M62 - The Art of Buying a Car. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$10.00.

- M63 - How a Practical Family Managed Its Money. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$10.00.
- M64 - How to Pay Less for an Auto Loan. 40 copies of an article from Changing Times, transparency, teaching guide. 1972. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M65 - The Best Place to Put Your Savings. 40 copies of an article from Changing Times, transparency, teaching guide. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M66 - High Cost of Driving and What to Do About It. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M67 - Landlords versus Tennants: Rules of the Game are Changing. 40 copies of an article from Changing Times, transparency, teaching guide. 1972. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M68 - Choose Your Bank Carefully, Then Use It Right. 40 copies of an article from Changing Times, transparency, teaching guide. 1971. Changing Times Education Services, 1729 H Street, NW, Washington, D. C. 20006. \$8.00.
- M69 - So You Want to Use Credit. 2 filmstrips, 2 33 1/3 records. 1972. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$47.50.
- M70 - So You Want Wheels. 2 filmstrips, 2 33 1/3 records. 1970. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$47.50.
- M71 - Let's Go Shopping. Filmstrip, cassette, teacher's guide. 1973. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$47.50.
- M72 - Typical Gyps and Frauds. 2 filmstrips, 2 cassettes. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$47.50.
- M73 - Consumerism: Getting Your Money's Worth. 48 slide set with script. 1972. Fairchild Visuals, 7 East 12th Street, New York, N. Y. 10003. \$100.00.
- M74 - Food Buymanship. Filmstrip, teaching aids. No date. Kraft Foods, Educational Dept., 500 Peshtigo Ct., Chicago, Ill. 60690. \$6.50.
- M75 - Rational Decision Making Process. Transparencies, instruction units. 1968. 3M Corp., Box 33344, St. Paul, Minn. \$35.00.
- M76 - Truth in Lending. Transparencies, instruction units. 1971. 3M Corp., Box 33344, St. Paul, Minn. \$35.00.

- M77 - Dollar Stretching Practices. Transparencies, instruction units. 1969. 3M Corp., Box 33344, St. Paul, Minn. \$35.00.
- M78 - Using Credit with Understanding. Transparencies, instruction units. 1968. 3M Corp., Box 33344, St. Paul Minn. \$35.00.
- M79 - Stopping Leaks in Family Spending. Transparencies, instruction units. 1969. 3M Corp., Box 33344, St. Paul, Minn. \$35.00.
- M80 - Evaluating Advertising. Transparencies, instruction units. 3M Corp., Box 33344, St. Paul, Minn. \$35.00.
- M81 - Be Informed Series. Resource kit covering Credit, Transportation, Housing, Insurance, Taxes, Banking, Nutrition, Ecology, Drugs, Wise Buying. 1970. New Readers Press, Div. of Luabach Literacy, Inc., Box 131, Syracuse, N. Y. 13210. \$25.00.
- M82 - Smart Spending. Filmstrips and record. 1971. Olcott Forward, Inc., 1 Claremont Ave., Thornwood, N. Y. 10594. \$65.00.
- M83 - Insurance for the Home. Filmstrip, 33 1/3 record, teaching booklets. 1972. Insurance Information Institute, 110 William St., New York, N. Y. 10038. \$5.00.
- M84 - Automobile Insurance. Filmstrip, 33 1/3 record, teaching booklets. 1972. Insurance Information Institute, 110 William Stree, New York, N. Y. 10038. \$5.00.
- M85 - Economics of Pollution. Filmstrip, cassette, teacher's guide. 1970. Joint Council on Economic Education, 1212 Avenue of the Americas, New York, N. Y. 10036. \$14.50.
- M86 - A Primer for Consumer Thinking. 10 transparencies, instructor's guide. 1970. Educational Services Div., Consumers Union, 256 Washington St., Mt. Vernon, N. Y. 10550. \$15.00.
- M87 - Teaching Social Living Skills: Getting Credit. Filmstrip, cassette, 25 33 1/3-records, 10 transparencies, teacher's manual. 1968. National Education Association, 1201 16th Street, NW, Washington, D. C. 20036. \$18.00.
- M88 - Priorities, Decision, Security. 2 filmstrips, teacher's guide, game. Priority Planning, The Sixth Sense. 1971. Education Div., Institute of Life Insurance, 277 Park Ave., New York, N. Y. 10017. \$10.00.
- M89 - Be a Better Shopper. 100 slides, record sheets, evaluation form, teacher's guide. No date. Cornell University, Mailing Room, Building 7, Research Park, Ithaca, N. Y. 14850. \$20.00.
- M90 - You Take the Credit/Your Money Matters. 2 filmstrips, 2 33 1/3 records, scripts, teacher's guide. 1969. National Consumer Finances, Education Services Div., 1000 Sixteenth Street, NW, Washington, D. C. 20036. \$20.00.

- M91 - Truth in Lending. Filmstrip, 33 1/3 record. No date. Public Services, Div. of Administration, Federal Reserve System, Washington, D. C. 20551. \$10.00.
- M92 - Introductory Economics. 4 filmstrips and cassettes. The Economy and You, How to Manage Your Income, Comparative Economic Systems, Personal Economic Security. 1972. McGraw-Hill Films, 1221 Avenue of the Americas, New York, N. Y. 10020. \$71.75.
- M93 - Revelations of a Register Tape/Shopper's Guides. Revelations: 71 slide set, teacher's guide. Shoppers: 57 slide set, teacher's guide. 1972. Photography Division, U.S. Dept. of Agriculture, Washington, D. C. \$18.50.
- M94 - Credit: Deluxe Demonstration Kit. 4 filmstrips. Credit Sources, Charge It Please, The Installment Contract, Credit Concepts plus teaching aids. 1969. Visual Education Consultants, Madison, Wisc. 53701. \$27.95.
- M95 - Protecting the Consumer. Filmstrip, 33 1/3 record, teaching guide. 1969. New York Times, Book and Education Div., 229 West 43rd Street, New York, N. Y. 10036. \$9.75.
- M96 - Consumer Protection. 79 slide set, cassette. 1972. Media Resources Center, Iowa State University, 121 Pearson, Ames, Iowa 50010. \$21.50.
- M98 - Using Your Money. 6 filmstrips, 6 records, instructor's guide. Buying Clothing, Buying a House, Guarantees-Warranties-Service, Making the Best Buy in Foods, Using Someone Else's Money, When You Buy a Car. 1970. Journal Films, Inc., 909 W. Diversey Parkway, Chicago, Ill. 60614. \$120.00.
- M99 - What's Happening to Food Prices? 153 slide set, cassette. 1973. Photography Division, Office of Communication, USDA, Washington, D. C. 20250. \$35.00.
- M100- The Kilos Are Coming. Slides and overheads. Mrs. Virginia Jodoin, Consumer Education, Program Assistant, Extension Service, Terrill Hall, University of Vermont, Burlington, Vt. 05401. \$17.00.
- M101- Deceptive Packaging. 24 slide set, script. Consumers' Research, Inc., Washington, N. J. 07882. \$30.00.
- M102- Business and the Public Interest. Filmstrip and cassette. 1972. Joint Council on Economic Education, 1212 Avenue of the Americas, New York, N. Y. 10036. \$14.50.
- M103- Debt: The Flip Side of Paradise. Slides and tapes. Associated Credit Bureaus, Inc., 6767 Southwest Freeway, Houston, Tex. 77036.
- M104- Inflation: On Prices and Wages and Running Amok. Filmstrip and record. 1973. Economic Stability Program, Cost of Living Council, Washington, D. C.

- M105- Consumer Be Warned: Frauds and Deception. Filmstrip and cassette. 1973. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$30.00.
- M106- Buying Basics: Food and Clothing. Filmstrip and cassette. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$30.00.
- M107- Advertising and the Consumer. Filmstrip and cassette. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$30.00.
- M108- Consumer Power and Social Change. Filmstrip and cassettes. 1972. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$30.00.
- M109- Wheels and Deals: Buying Cars and Motorcycles. Filmstrip and cassettes. 1973. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$30.00.
- M110- Consumer and Credit. Filmstrip and cassettes. No date. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$30.00.
- M111- Health: Can We Afford It? Filmstrip and cassettes. 1972. Current Affairs, 24 Danbury Rd., Wilton, Conn. 06897. \$22.00.
- M112- Our Society. 6 filmstrips and cassettes. The Family: No Place Like Home, The Government: Jimmy Gets the Picture, The School: Angela's Strange Journey, Custom and Tradition: Why Do I Have To . . .?, The Economy: Breaking into Business, The Community: A Lot to Do. 1972. Westinghouse Learning Corp., 100 Park Ave., New York, N. Y. 10017. \$91.50. Elementary level.
- M113- Advertising and Consumer Motivations. Filmstrip and record. 1972. Educational and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10019. \$4.50.
- M114- Metrification of America. Filmstrip and cassette. 1973. Westinghouse Learning Corp., 100 Park Ave., New York, N. Y. 10017. \$59.50.
- M115- Consumer Advertising. Filmstrip and record, teacher resource manual, teacher idea piece, student materials. Procter & Gamble Educational Services, P. O. Box 599, Cincinnati, Ohio 45201. \$7.00.
- M116- The Finance Company. Filmstrip and cassette. 1968. BFA Educational Media, 2111 Michigan Ave., Santa Monica, Ca. 90404. \$15.00.
- M117- How You Can Cut the Cost of Food . . . Become an Executive Shopper. 17 color slides with 5 minute tape recording and pamphlets. National Canners Assoc., 1133 20th Street, NW, Washington, D. C. 20036. \$10.00. 1973.
- M118- Where the Action Is. Slide set and cassette prepared by the Consumer Education Class of Avondale High School, Auburn Heights, Michigan. 1971.
- M119- Caveat! 5 filmstrips, 5 cassettes, transparencies and teaching guides. Consumer Values, One Third of Your Life, Consumer Spending, Consumer Action, Launching Love. Lippincott Co., Ed. Publ. Div., E. Washington Square, Philadelphia, Pa. 19150. \$128.00. 1974.

- M120 - Food, Clothing and Shelter. Modern Consumer Education. Cassette, instructor's manual, poster, teaching units, key cards and workbooks. Grolier Education Corp., Instructional Systems, 845 Third Ave., New York, N. Y. 10022. \$237.00 for set of 6 (M120-M125) 1974.
- M121 - Cars, Furniture, and Appliances. Modern Consumer Education. 2 cassettes, instructor's manual, teaching units, key cards and workbooks. In Need of Repairs, Buying a New Car. Grolier Education Corp., Instructional Systems, 845 Third Ave., New York, N. Y. 10022. \$237.00 for set of 6 (M120-M125) 1974.
- M122 - Protecting Family Health and Security. Modern Consumer Education Center. 3 cassettes, instructor's manual, poster, teaching units, key cards and workbooks. Regular Health Care, Medical Help -- Fast!, Quacks and Medical Frauds. Grolier Education Corp., Instructional Systems, 845 Third Ave., New York, N. Y. 10022. \$237.00 for set of 6 (M120-M125) 1974.
- M123 - You and the Law. Modern Consumer Education. Cassette, instructor's manual, teaching units, key cards and workbooks. Grolier Education Corp., Instructional Systems, 845 Third Ave., New York, N. Y. 10022. \$237.00 for set of 6 (M120-M125) 1974.
- M124 - Ways to Handle Money. Modern Consumer Education. Cassette, instructor's manual, poster, teaching units, key cards and workbooks. Grolier Education Corp., Instructional Systems, 845 Third Ave., New York, N. Y. 10022. \$237.00 for set of 6 (M120-M125) 1974.
- M125 - Ways to Shop. Modern Consumer Education. 4 cassettes, 2 filmstrips, instructor's manual, teaching units, key cards and workbooks. It is the Policy of This Store, How to Deal with Salesmen, The Language of Labels, And Now a Word from Our Sponsor. Grolier Education Corp., Instructional Systems, 845 Third Ave., New York, N. Y. 10022. \$237.00 for set of 6 (M120-M125) 1974.
- M126 - Economics. 3 filmstrips, 3 cassettes and teachers' study guides. Economic Decision Making: What, How and for Whom; Mixed Economy of the United States; Mexico: An Economy in Transition. Doubleday Multimedia, Box 11607, 1371 Reynolds Ave., Santa Ana, Ca. 92705. \$42.50. 1972.
- M127 - Consumerland: How High the Mountain. Filmstrip, cassette, teaching guide. Argus Communications, 7440 Natchez Ave., Niles, Ill. 60648. \$20.00. 1972.
- M128 - The Pull of the Marketplace. Slide set with cassette and script. Photography Div., Office of Communications, USDA, Washington, D. C. 20250. \$40.00.
- M129 - Business and You. Set 1. 6 filmstrips and 6 cassettes. Birth of an Idea; The Nature of Business; Our Free Enterprise System; Role of Government; Money, Credit and Banks; The Bank and the Community. McGraw-Hill Book Co., Gregg/Community College Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$425.00 for set of 3 (M129-M131) 1972.
- M130 - Business and You. Set 2. 6 filmstrips and 6 cassettes. Managing Your Money; The Satisfied Customer; Buy Now, Pay Later; Substitutes for Cash; Putting Savings to Work; Sharing Economic Losses. McGraw-Hill Book Co., Gregg/Community College Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$425.00 for set of 3 (M129-M131) 1973.

- M131 - Business and You. Set 3. 6 filmstrips and 6 cassettes. Earning an Income; Planning for a Career; Unions and Management; Taxes, Taxes, Taxes; Environment; Citizenship Responsibilities. McGraw-Hill Book Co., Gregg/Community College Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$425.00 for set of 3 (M129-M131) 1973.
- M133 - You, the Consumer. 4 filmstrips, cassettes and teachers guide. It All Works Together; Where Does Your Allowance?; Blue Jeans, Bubble Gum, and Comic Books; The Commercial. Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Ill. 60614. \$42.00. 1974. Jr. High level.
- M134 - Our Incredible Shrinking Food Dollar. Filmstrip, record, script. General Mills, Inc., P. O. Box 1113, Minneapolis, Minn. 55440. \$5.00. 1974.
- M136 - The Food Stamp Program. Filmstrip and cassette. Photo Lab, 3825 Georgia Ave., NW, Washington, D. C. 20011. \$10.50. 1973.
- M137 - Environment: Earth in Crisis. Record, student books, teachers' guide, posters, log books. Scholastic Magazines & Book Services, 904 Sylvan Ave., Englewood Cliffs, N. J. 07632. \$19.50.
- M138 - Behind the Doors on Main Street. 60 slides, cassette, 1973. Media Resources Center, 121 Pearson, Iowa State University, Ames, Iowa 50010. \$16.50. 1973.
- M139 - Ads and You. 26 slides, cassette. Media Resource Center, 121 Pearson, Iowa State University, Ames, Iowa 50010. \$8.00. 1973.
- M140 - Personal Money Management. 5 cassettes, transparencies, blank checks. Buying Habits and Money Management; Using Credit as a Tool; The Cost of Credit; Credit Instruments; Money Problems and How to Avoid Them; Mastering Your Money; Protecting Buy Power; Checking Accounts and How to Use Them; Using a Savings Account; The Full-Service Bank. Paul S. Amidon & Associates, Inc., 5408 Chicago Ave., South, Minneapolis, Minn. 55417. \$69.50.
- M141 - Banking Series. 5 filmstrips, cassettes and teacher's manual. What is Banking?, Savings Accounts, Check Stub, Checking Account I, Checking Account II. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$119.00. 1973.
- M142 - Budgeting Series. 5 filmstrips, cassettes and teacher's manual. What is a Budget?, Why Budget?, What are Expenses?, How to Budget, Budget Help. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$119.00. 1973.
- M143 - Consumer Education Series. 5 filmstrips, cassettes and teacher's manual. Understanding Tags and Labels, Bargain Hunting, Shopping Tips, How to Read Ads, How to Judge Shopping Values. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$74.00. 1973.

- M144 - Transportation. Filmstrip, cassette and teacher's manual. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$14.95. 1973.
- M145 - Applying for Credit. Filmstrip and cassette. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$14.95. 1973.
- M146 - Insurance: You and Your Car. Filmstrip, cassette and teacher's manual. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$14.95. 1973.
- M147 - Making Change. Filmstrip, cassette and teacher's manual. Interpretive Education, Div. of Illinois Envelope Co., 400 Bryant, Kalamazoo, Mi. 49001. \$14.95. 1973.
- M148 - Housing. Resource kit with transparencies. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$79.50. 1974.
- M149 - Justice in the Marketplace. Filmstrips, cassettes, teacher's manual. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. \$47.50. 1974.
- M150 - Marriage and Money. Filmstrip and cassette. Institute for Life Insurance. 227 Park Ave., New York, N. Y. \$4.00. 1973.
- M151 - Dollars and Sense. Transparency and slide masters, workbooks, test books, teachers guide, posters. Homemaking Research Laboratories, Tony, Wisc. 54563. \$74.50. 1974.
- M152 - Young Fashion Forecast. Filmstrip and Kaleidoscope magazine. Consumer Information Services, Sears, Roebuck and Co. D/703, Sears Tower, Chicago, Ill. 60684. Free. (Issued each January and September.) Spring, 1974.
- M153 - Getting It All Together(Boys)/Young Fashion Forecast(Girls). 2 filmstrips and ~~A&B~~ Kaleidoscope magazine. ~~Consumer Information Services, Sears, Roebuck and Co.,~~ D/703, Sears Tower, Chicago, Ill. 60684. Free. Fall, 1974 and Fall, 1975.
- M154 - Stop the Short Change Artist. 2 filmstrips and cassette. Mafex Associates, Inc., 111 Barron Ave., Johnstown, Pa. 15906. \$45.00. 1973.
- M155 - Contracts in Everyday Life. Cassette with 10 readers. Mafex Associates, Inc., 111 Barron Ave., Johnstown, Pa. 15906. \$18.00. 1971.
- M156 - Economics for Primaries. 4 filmstrips, 4 cassettes, teacher's manual plus printed fifth unit. The Toy Store, The Doghouse, The Breakfast, The Garden. Mafex Associates, Inc., 111 Barron Ave., Johnstown, Pa. 15906. \$71.50. 1973. Elementary level.
- M157 - Johnny and His Friends Go Shopping. Filmstrip and record. Mafex Associates, Inc., 111 Barron Ave., Johnstown, Pa. 15906. \$12.60. 1974. Elementary level.

- M158 - Energy. Filmstrip, cassette and game. Scholastic Magazine and Book Service, 904 Sylvan Ave., Englewood Cliffs, N. J. 07632. \$19.50. 1974. Later Elementary.
- M159 - Consumerism. Filmstrip, cassette, record and game. Scholastic Magazine and Book Service, 904 Sylvan Ave., Englewood Cliffs, N. J. 07632. \$19.50. 1974. Later Elementary.
- M160 - You Are Important. Learning unit: think-study sheets and transparencies. Paul Amidon and Assoc., 4329 Nicollet Ave., South, Minneapolis, Minn. 55409. \$9.50. 1970. Elementary and Jr. High.
- M161 - Family Values. Filmstrip, cassette and game. Scholastic Magazine and Book Service, 904 Sylvan Ave., Englewood Cliffs, N. J. 07632. \$24.50. 1974. Elementary Level.
- M162 - Interact I: Budgeting and Credit. Two filmstrips and cassettes with Activity Books. Pitman Publishing Corp., 6 East 43rd St., New York, N. Y. 10017. 1974. \$69.50.
- M163 - Interact II: Advertising and Comparison Shopping. Two filmstrips and cassettes with Activity Books. Pitman Publishing Corp., 6 East 43rd Street, New York, N. Y. 10017. 1974. \$69.50.
- M164 - Interact III: Caveat Emptor and What Can I Do? Two filmstrips and cassettes with Activity Books. Pitman Publishing Corp., 6 East 43rd St., New York, N. Y. 10017. 1974. \$69.50.
- M165 - The Energy Crisis. Three filmstrips and cassettes. Westinghouse Corp. 100 Park Ave., New York, N. Y. 10017. \$59.50. 1974.
- M166 - What Everyone Should Know About Business. Set of transparencies, volume 1. McGraw Hill Book Co., Gregg Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$90.00. 1973.
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- M167 - You as a Consumer - Now. Set of transparencies, volume 2. McGraw Hill Book Co., Gregg Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$90.00. 1973.
- M169 - You as a Worker and a Citizen. Set of transparencies, volume 4. McGraw Hill Book Co., Gregg Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$90.00. 1974.
- M170 - Consumer Behavior: Advertising and the Psychology of Buying. Set of transparencies, volume 1. McGraw Hill Book Co., Gregg Div., 1221 Avenue of the Americas, New York, N. Y. 10020. \$90.00. 1971.
- M171 - Persuasion Box. Filmstrip, filmshort (advertisement), book (I Can Sell You Anything), 2 games (Propaganda & Claim Game), teaching guide. Learning Seed Company, 145 Brentwood Drive, Palantine, Ill. 60067. \$38.50. 1974.
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- M172 - Classroom Money Management Kit. Game (Managing Your Money), cassettes (People in Trouble with Credit, The Dynamics of Credit, The Credit Decision, Shopping for Money, Lending Institutions, The Lender/Creditor Relationship, Bankruptcy, Laws that Protect the Credit Consumer), pamphlets and teaching guides. Cuna Mutual Insurance Society, P. O. Box 391, Madison, Wisc. 53701. \$9.95. 1972.
- M173 - People Profession: Careers in Home Economics - Consumer Education. Filmstrip, cassette, discussion guide. Guidance Associates, 757 Third Ave., New York, N. Y. 10017. \$26.00. 1974.
- M174 - Safe Toy Environments. Filmstrip, cassette, script. Educational Relations, J. C. Penney Co., Inc., 1301 Avenue of the Americas, New York, N. Y. 10019. \$5.25. 1975.
- M175 - Nutrition: What's In It for You. Filmstrip and cassette, units on nutrition and weight control. Educational Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10019. \$14.27. 1974.
- M176 - Consumer Education for the Elementary Grades. 3 filmstrips and cassettes: Advertising and You, Choosing What to Buy, Consumership: Getting More for Your Money. Centron Educational Films, 1621 W. Ninth, Lawrence, Kansas 66044. \$49.50. 1974. Elementary Level.
- M177 - Values Clarification. Module of Systems V. 4 filmstrips, cassettes, records, leader step-by-step cards. Changing Times Education Service, Dept. CLM, 1729 H St., N.W., Washington, D. C. 20006. \$289.00. 1974. Teacher Education.
- M178 - Inquiry. Module of System V. 3 filmstrips, cassettes, records, leader step-by-step cards. Changing Times Education Service, Dept. CLM, 1729 H St., N.W., Washington, D. C. 20006. \$289.00. 1975. Teacher Education.
- M179 - Banking and Banking Services. 2 filmstrips, records and cassettes. Changing Times Education Service, Dept. CLM, 1729 H St., N.W., Washington, D. C. 20006. \$43.50. 1974.
- M180 - Consumer Survival Kit. 2 games: Consumer IQ and Resolution; teaching materials. Dept. of Consumer Affairs, Survival Kit, Box 310, Sacramento, Ca. 95814. \$10.00. 1974.
- M181 - Contemporary Consumer. 8 filmstrips, cassettes. Understanding the Marketplace; Money Management; Financial Security, Housing, Furniture and Appliances; Food and Clothing; Transportation; Health, Education and Recreation; Protection and the Law. Gregg/McGraw-Hill, Manchester Road, Manchester, Mo. 63011. \$200.00. 1975.
- M182 - To Buy or Not To Buy. Filmstrips, cassette and teaching materials. Random House Inc., Order Entry Dept., 400 Hahn Rd., Westminster, Md. 21157. \$99.00. 1975.

- M183 - Consumer Credit and Money Management. 6 filmstrips and cassettes. BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404. \$110.00. 1974.
- M184 - Money Management. 6 filmstrips and cassettes. BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404. \$90.00. 1968.
- M185 - Questioning. 4 filmstrips, cassettes, records, leader step-by-step card. Changing Times Education Service, 1729 E St., N.W., Washington, D. C. 20006. \$289.00. 5. Teacher Education.
- M186 - Ecology. 2 filmstrips and game. VEC, Inc., P. O. Box 52, Madison Wisc. 53701. \$27.00. 1974.
- M187 - Personal Finance: Budgeting Payday to Payday. Filmstrips and cassette. Cardinal Learning Systems, Box 313, Troy, Michigan 48084. \$79.00. 1973.
- M188 - Making Do. Filmstrip and cassette. Teaching Resources Films, an Educational Service of the New York Times, Station Plaza, Bedford Hills, New York 10507. \$11.50. 1975.
- M189 - Health for All. Filmstrips and cassette. Teaching Resources Films, an Educational Service of the New York Times, Station Plaza, Bedford Hills, New York 10507. \$11.50. 1975.
- M190 - Doing Without. Filmstrip and cassette. Teaching Resources Films, an Educational Service of the New York Times, Station Plaza, Bedford Hills, New York 10507. \$11.50. 1975.
- M191 - Modern Economy in Action. Transparencies. Laidlaw Brothers, Thatcher and Madison, River Forest, Ill. 60305. \$66.21. 1968.
- M192 - Taxes, Taxes, Taxes: Who Pays the Bill? 2 filmstrips and cassettes. Educational Manpower, Inc., P. O. Box 4272-C, Madison, Wisc. 53711. \$39.00. 1973.
- M193 - Youth and Media Marketing. 4 filmstrips with cassettes. Development of media Marketing, Marketing Man's View, Youth: A Marketing Target, Individual Action. Universal Education and Visual Arts, 100 Universal City Plaza, Universal City, Ca. 91608. \$60.00. 1975.
- M194 - Agencies That Protect the Consumer. 6 filmstrips and cassettes. Food and Drug Administration; Federal Trade Commission; The Post Office Dept.; Dept. of Agriculture; State, County, City and Independent Services, Problem-Centered Review. Universal Education and Visual Arts, 100 Universal City Plaza, Universal City, Ca. 91608. \$70.00. 1970.
- M195 - The Checkbook. 2 filmstrips and cassette. Your Own Checking Account, Balancing Your Checkbook. Universal Education and Visual Arts, 100 Universal City Plaza, Universal City, Ca. 91608. \$25.00. 1975.

- M196 - Money, Checks and Bills. 6 filmstrips and cassettes. Nature of Money, Services of a Bank, Clearing Account, Travels of a Check, Reconciling Your Bank Balance, Federal Reserve System. Universal Education and Visual Arts, 100 Universal City Plaza, Universal City, Ca. 91608. \$72.00. 1970.
- M197 - Buying Health Care. 2 filmstrips and cassettes. Changing Times Education Service, 1729 H Street, N.W., Washington, D. C. 20037. \$47.50. 1975.
- M198 - Before You Buy. 4 cassettes with teaching materials. People in Trouble with Credit, Dynamics of Credit, Credit Decision, Shopping for Money, Lending Institution Lender/Creditor Relationship, Bankruptcy, Laws That Protect the Credit Consumer. Universal Education and Visual Arts, 100 Universal City Plaza, University City, Ca. 91608. \$85.00. 1971.
- M199 - Problems for Young Consumers. 6 filmstrips. The False Package; What Do You Pay?; The Big Sale; The Come On; Buy Now, Pay Later; The Street Vendor. Sterling Educational Films, 241 East 34th Street, New York, N. Y. 10016. \$41.00. 1972. ELEMENTARY LEVEL.
- M200 - The Price Is Right or Is It? 4 filmstrips and cassettes. Get Your Money's Worth, Let's Make a Deal, Big Sister and the Lemon, Super Snooper. Sterling Educational Films, 241 East 34th St., New York, N. Y. 10016. \$63.00. 1972. ELEMENTARY LEVEL.
- M201 - Real Facts on Food. Slides and cassette. Photo Lab, Inc., 3825 Georgia Ave., Washington, D. C. 20011. \$15.00.
- M202 - The Credit Generation. Slides, cassette and reel-to-reel tape. Associated Credit Bureaus, Inc., 6767 Southwest Freeway, Houston, Tex. 77036. \$41.50. 1973.
- M203 - Selecting and Buying a Mobile Home. Filmstrip and cassette. Photo Lab, Inc., 3825 Georgia Ave., N.W., Washington, D. C. 20011. \$17.00. 1974.
- ~~M204 - Meat Prices: A Search for Answers. Filmstrip and record. National Live Stock and Meat Board, 30 South Wabash Ave., Chicago, Ill. 60603. 1974.~~
- M205 - Mixed Economy of the United States. Filmstrip and cassette. Doubleday Multimedia, Box 11607, 1371 Reynolds Ave., Santa Ana, Ca. 92705. \$17.50. 1972.
- M206 - Breakfast Cereal in Today's Lifestyles. Filmstrip and record. Cereal Institute, Inc., 135 S. LaSalle St., Chicago, Ill. 60603. 1973.
- M207 - Consumer's World: It's Your Decision. 6 filmstrips and cassettes. Buying a Car, Buying Clothing, Renting an Apartment, Buying Food, Buying Home Furnishings, Buying Trouble. Globe Filmstrips, 175 Fifth Avenue, New York, N. Y. 10010. \$94.00. 1974.

- M208 Death. To provide the "situation mood" for discussing the consumer decisions that must be made while people are suffering grief. React module, cassette, activity sheets, teachers' guide. Relevant Productions Inc., 319 Gulf Boulevard, Indian Rocks Beach Fla. 33535. \$9.95. 1976
- M209 Toward a Quality of Living. 2 filmstrips, cassettes and modules. Teaching unit in Family and Economics, Family and Ecosystem and Family and Quality of Living. J. C. Penney Co., 1301 Avenue of the Americas, New York, New York 10019. \$19.00. 1976.
- M210 How Money Works. 4 filmstrips and cassettes. The Value of Things, Money -- What It Is, Other Types of Money, Getting Value. Learning Tree Filmstrips, P. O. Box 1590, Boulder, Co. 80302. \$48.00. 1974.
- M211 Metrics in the Home. 2 filmstrips and cassettes. Sewing the Metric Way and Cooking the Metric Way. Clearvue, Inc., 666 North Oliphant Ave., Chicago, Ill. 60631. \$31.00. 1975.
- M212 The History of the Consumer Movement in America. Filmstrip, cassette, picture cards, skit, teaching materials. Teachers' Library, Inc., 15 Columbus Circle, New York, N. Y. 1976.
- M213 Consumer Education: Buying Right. 6 filmstrips and cassettes. Deciding To Buy, How to Shop, Traps to Stay Out Of, Getting What You Really Want, Recognizing Real Bargains, How to Buy. Eye Gate, 146-01 Archer Ave., Jamaica, N. Y. 11435. \$64.00.
- M214 Consumer Math. 2 filmstrips, cassettes, newspointer. Calculating Cost, Measuring Quantities. Newsweek Educational Program, Newsweek Building, Livingston, N. J. 07039. \$55.00. 1976.
- M215 Personal Finance: You and Your Money. 6 filmstrips, cassettes, Money Book. The Money Game, Life on a Budget, Credit: Buy Now/Pay Later, Taxes: Paying for America, Insurance: Sharing Risks, The Consumer and the Law. Butterick Publishing, P. O. Box 1945, Altoona, Pa. 16603. \$195.00. 1975.
- M216 Housing and Home Furnishings. 4 filmstrips and cassettes. Different People, Different Homes; You and Your Living Space; Housekeeping Up Keep; Spending Your Housing Dollars. Butterick Publishing, P. O. Box 1945, Altoona, Pa. 16603. \$85.00. 1975.
- M217 Food and Nutrition: Dollars and Sense. 4 filmstrips and cassettes. The Food We Eat, Nutrition Sense, Getting It Together, Spending Your Food Dollars. Butterick Publishing, P. O. Box 1945, Altoona, Pa. 16603. \$85.00. 1975.
- M218 Nickels, Dimes and Dollars. 4 filmstrips and cassettes. Earn and Save, Shop With Care, Fix It Yourself, Make It Yourself. ACI Productions, Inc., 35 W. 45th Street, New York, N. Y. 10036. \$68.00. 1975. ELEMENTARY LEVEL.

- M219 Family Finances/Money and Credit Management. 5 filmstrips and records. A. Family Finances section - Money Has Meaning, Money Makes Cents, Money Needs Managing - ELEMENTARY LEVEL. B. Money and Credit Management - Your Money Matters and You Take the Credit - Secondary Level. National Consumer Finance Association, 6th Floor, Solar Building, 2000 16th Street, N. W., Washington, D. C. 20036. 1969.
- M220 Economic Survival for the Future. Slides and cassette. Project FACT, Wayne State University, Detroit, Michigan 48202. 1976
- M221 Simulation Gaming. Film, 3 filmstrips, cassettes, 4 modules, 10 participants manuals, 3 records. Success with Simulation Games in the Classroom, What's in a Game, Teaching with Games, Tailored to Fit. Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006. \$396.00. 1976. TEACHER EDUCATION.
- M222 Role Playing. 4 filmstrips, cassettes, modules, participant manuals, records. Shopping for a Pet, Initiating Role Playing, Guiding Role Playing, Learning from Role Playing. Changing Times Education Service, 1729 H Street, N. W., Washington, D. C. 20006. \$289.00. 1975. TEACHER EDUCATION.
- M223 Food Dollars and Sense. Filmstrip and cassette. Money Management Institute, Household Finance Corp., Prudential Plaza, Chicago, Ill. 60601. \$4.50. 1975.
- M224 Consumer Protection. Slides and script. Michigan Consumers Council, 414 Hollister Building, Lansing, Michigan 48933. 1976,
- M225 Energy: Impact on Values and Lifestyles. Filmstrip and cassette. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$22.00. 1974.
- ~~M226 America's Changing Lifestyles. Filmstrip and cassette. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$22.00. 1973.~~
- M227 Big Government and Private Enterprise in the 70's. Filmstrip and cassette, Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$22.00. 1972.
- M228 The Dollar in Today's World. Filmstrip and cassette. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$22.00. 1972.
- M229 The U. S. Economy: the Challenge of Change. Filmstrip and cassettes. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$22.00. 1975.
- M230 The American Taxpayer: Privileged or Exploited? Filmstrip and cassette. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$22.00. 1974.

- M231 Post Credit Rating. Cassette, experience sheets and teacher's guide. Relevant Productions, Inc., P. O. Box 68, Indian Rocks Beach, Fla. 33535. \$9.95. 1976.
- M232 Over-Charge. Cassette, experience sheets and teacher's guide. Relevant Productions, Inc., P. O. Box 68, Indian Rock Beach, Fla. 33535. \$9.95. 1976.
- M233 Violated Consumer Rights. Cassette, experience sheets and teacher's guide. Relevant Productions, Inc., P. O. Box 68, Indian Rocks Beach, Fla. 33535. \$9.95. 1976.
- M234 Overdrawn Checking Account. Cassette, experience sheets, teacher's guide. Relevant Productions, Inc., P. O. Box 68, Indian Rock Beach, Fla. 33535. \$9.95. 1976.
- M235 Decision Making. Cassette, student books, skill development sheets, teacher's guide. Relevant Productions, Inc., P. O. Box 68, Indian Rocks Beach, Fla. 33535. \$14.95. 1975.
- M236 Buyer's Rights. Cassette, student books, skill development sheets, teacher's guide. Relevant Productions, Inc., P. O. Box 68, Indian Rocks Beach, Fla. 33535. \$14.95. 1975.
- M237 Careers in Consumer Affairs. 4 filmstrips and cassettes, teaching guide. Education and Advocacy, Information and Consultation, Protection, Getting from Here to There. Butterick Publishing, 161 Sixth Avenue, New York, N. Y. 10013. \$68.00. 1975.
- M238 The Consumer's World. 20 cassettes, moderator's guide, activity sheets, module books, mini quizzes. Innovative Sciences, Inc., 300 Broad St., Stamford, Conn. 06901. \$95.00. 1975.
- M239 At Home With Metric Measuring. Filmstrip, cassette, teacher's guide, metric measuring devices. Butterick Publishing, P. O. Box 4001, Terminal A, Toronto, Ontario, Canada M5W 1H9. \$75.00.
- M240 Money and Lifestyle. 2 filmstrips and cassettes, linemasters, exercises, teaching guide. Changing Times Education Service, 1729 H Street, N. W. Washington, D. C. 20006. \$47.50. 1976.
- M241 Buying. 2 filmstrips and cassettes. Buying Values, Needing to Buy: 1945-Present. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$48.00. 1976.
- M242 Teenage Nutrition: the Picture of Health. 2 filmstrips and cassettes. Getting Fit and Staying Fit. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$48.00. 1976.

- M243 The Housing Crisis: A Place to Live? Filmstrip, cassette, discussion guide. Current Affairs, 24 Danbury Road, Wilton, Conn. 06897. \$24.00. 1976.
- M244 Learning to be a Wise Consumer. 4 filmstrips and cassettes. Who Is a Consumer?, Consumer Choices, Buying Wisely, The Two R's: Rights and Responsibilities. Guidance Associates, 757 Third Avenue, New York, New York 10017. \$79.50. 1975.
- M245 The Social Sciences: What is Economics? 2 filmstrips and cassettes. Guidance Associates, 757 Third Avenue, New York, New York 10017. \$48.50.
- M246 Inflation. Filmstrip and cassette. Guidance Associates, 757 Third Avenue, New York, New York 10017. \$26.00.
- M247 Unemployment. Filmstrip and cassette. Guidance Associates, 757 Third Avenue, New York, New York 10017. \$26.00.

FILMSTRIPS (not listed with a kit)

- FS2 - Money Makes Cents. Filmstrip. 1966. National Consumer Finance Association, 1000 Sixteen St., NW, Washington, D. C. 20036. \$6.00. Elementary level.
- FS3 - Money Needs Managing. Filmstrip. 1966. National Consumer Finance Association, 1000 Sixteenth St., NW, Washington, D. C. 20036. \$6.00 Elementary level.
- FS4 - Money Has Meaning. Filmstrip. 1966. National Consumer Finance Association, 1000 Sixteenth St., NW, Washington, D. C. 20036. \$6.00. Elementary level.
- FS5 - Selecting and Buying Food for the Young Family. Filmstrip. No date. Photo Lab, Inc., 3825 Georgia Ave., NW, Washington, D. C. 20011. \$5.50.
- FS6 - How to Buy Beef. Filmstrip. No date. Photo Lab, Inc., 3825 Georgia Ave., NW, Washington, D. C. 20011. \$5.50.
- FS7 - How to Buy Eggs. Filmstrip. No date. Photo Lab, Inc., 3825 Georgia Ave., NW, Washington, D. C. 20011. \$5.50.
- FS8 - Innovative Techniques in Teaching Consumer Education. Filmstrip. No date. Major Appliance Consumer Action Panel, 20 North Wacker Drive, Chicago, Ill. 60606. \$4.00.
- FS9 - Warranties and the Consumer. Filmstrip. No date. Major Appliance Consumer Action Panel, 20 North Wacker Drive, Chicago, Ill. 60606. \$5.00.
- FS10 - Freezing . . . What's It All About. Filmstrip. No date. Reynolds Metals Co., Elliott-Patterson Assoc., Inc., New York, N. Y. 10017.

CASSETTES (not listed with a kit)

- C1 - Consumer Education -- Today and Tomorrow. Cassette. Fredrick Waddell, Director of Education and Research Credit Counseling Centers. No date. Association of Home Appliance Manufacturers, Chicago, Ill. \$2.00.
- C12 - Conversion to Metric System -- Order or Chaos. No date. American Home Economics Association, 2010 Massachusetts Ave., NW, Washington, D. C. 20036. \$8.50.
- C13 - Forum's Forum on Values. Cassette. Spring, 1972. Educational and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10019. \$1.60.
- C14 - Forum's Forum on Consumerism: What is the Issue? Cassette. Fall, 1972. Educational and Consumer Relations, J. C. Penney Co., 1301 Avenue of the Americas, New York, N. Y. 10019. \$1.60.
- C15 - Phosphates and Detergents. Cassette. No date. Association of Home Appliance Manufacturers, 20 North Wacker Drive, Chicago, Ill. 60606. \$2.50.
- C16 - Consumer Organizations: Public and Private. Cassette. No date. Association of Home Appliance Manufacturers, 20 North Wacker Drive, Chicago, Ill. 60606. \$2.50.
- C17 - Avoiding Deceptive Selling Practices. Cassette. No date. Association of Home Appliance Manufacturers. 20 North Wacker Drive, Chicago, Ill. 60606. \$2.50.
- C18 - Council of Better Business Bureaus -- Its Activities in Consumer Service. Cassette. No date. Association of Home Appliance Manufacturers, 20 North Wacker Drive, Chicago, Ill. 60606. \$2.50.
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- C19 - Educating Tomorrow's Homemakers. Cassette. No date. Association of Home Appliance Manufacturers, 20 North Wacker Drive, Chicago, Ill. 60606. \$2.50.
- C20 - Consumer Voice: A Discovery of Dialogue. Cassette. No date. Association of Home Appliance Manufacturers, 20 North Wacker Drive, Chicago, Ill. 60606. \$2.50.
- C21 - The Challenge of Consumer Education. Nader, Ralph. New Jersey Consumer Education Conference. February 1974. Visual Education Corp., 364 Nassau St., Princeton, N. J. 08540. \$7.50.
- C22 - Teaching Consumer Education. Lee, Dr. Stewart. New Jersey Consumer Education Conference. February 1974. Visual Education Corp., 364 Nassau St., Princeton, N. J. 08540. \$7.50.
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- C23 - How Value Clarification Affects Consumer Behavior. Graham, Todd, Guthrie. New Jersey Consumer Education Conference. February 1974. Visual Education Corp., 364 Nassau, Princeton, N. J. 08540. \$7.50.
- C24 - Forum's Forum on Values. Spring/Summer '72. J. C. Penney, Inc., 1301 Avenue of the Americas, New York, N. Y. 10019. \$1.60.
- C25 - The American Family and Values. Lerner, Max. American Home Economics Association, 2010 Massachusetts Ave., NW, Washington, D. C. 20036. 1974.
- C26 - Don't Pass the Buck. Juel Ranum, V.P. Whirlpool Corp., 1974 Michigan Consumer Education Conference. Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Mich. 48197. \$2.50.
- C27 - Consumers Should Have a Bill of Rights. Robert Leonard, Pros. Atty., Flint. Michigan Consumer Education Conference, 1974. Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Michigan 48197. \$2.50.
- C28 - The American Consumer: Issues and Decisions. Herbert Jelley, Professor Oklahoma State U. Michigan Consumer Education Conference, 1974. Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Michigan 48197. \$3.15.
- C29 - Future Directions in Consumer Education. Gorton Reithmiller, President, Michigan State Board of Education, 1974. Michigan Consumer Education Conference, 1974. Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Mi. 48197. \$2.50.
- C30 - Consumer Credit: How Much is Too Much, and Who Should Decide. Al Horner, President, Credit Counseling Centers. Michigan Consumer Education Conference, 1974. Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Mi. 48197. \$2.50.
-
- C31 - Low Income Consumer. Ray Dakoske, Elizabeth Mathis and Ursula Gordon. Team discussion at the Michigan Consumer Education Conference, 1974. Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Mi. 48197. \$2.50.
- C32 - Man's Material Welfare. Rich de Vos, President, Amway Corp. 1974. Amway Corp., Ada, Michigan.
-
- R1 - On Account of Savings/To Borrow or Not to Borrow. 33 1/3 record. National Consumer Finance Association, 6th Floor, Solar Building, 1000 Sixteenth St., NW, Washington, D. C. 20036. \$2.50

GAMES (not listed with a kit)

- G1 - Family Decisions. Simulated choice/chance game. Cooperative Extension Service, Washington State University, Pullman, Wash. \$6.00.
- G2 - Ghetto. Simulation game. 1969. Western Publishing Co., 150 Parish Drive, Wayne, N. J. 07470. \$24.00.
- G3 - Economic System. Simulation game. Western Publishing Co., 150 Parish Drive, Wayne, N. J. 07470. \$25.00.
- G4 - Sharp Shopper. Game. 1971. Gillum Book Co., Box 4504, Kansas City, Mo. 64124. \$5.25. Elementary level.
- G5 - Consumer. Simulation game. 1969. Western Publishing Co., 150 Parish Drive, Wayne, N. J. 07470. \$24.00.
- G6 - Charge. Simulation game. 1972. Paul Amidon & Associates, Inc., 5408 Chicago Ave. South, Minneapolis, Minn. 55417. \$20.00.
- G7 - Inflation. Simulation game. 1972. Paul Amidon & Associates, Inc., 5408 Chicago Ave. South, Minneapolis, Minn. 55417. \$20.00.
- G8 - Wheels. Simulation game. 1970. Paul Amidon & Associates, Inc., 5408 Chicago Ave. South, Minneapolis, Minn. 55417. \$40.00.
- G9 - Managing Your Money. Simulation game. 1970. Cuna Mutual Insurance Society, P. O. Box 391, Madison, Wisc. 54701. \$3.21.
- G10 - Marketplace. Simulation game. 1968. Joint Council on Economic Education, 1212 Avenue of the Americas, New York, N. Y. 10036. \$75.00.
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- G11 - Beat Detroit. Game for up to six players. Dynamic Games by Antler Productions. J. L. Hudson Co., Woodward Ave., Detroit, Mi. \$8.00. 1972.
- G12 - Lifestyle. Game played in twos. Educational Methods, 500 N. Dearborn Street, Chicago, Ill. 60610. \$19.95. 1974.
- G13 - Beat the Market. 5 game series. Love Bugs: Limited Market; Poncho: Limited Competitive Market; Wall Street: Competitive Exchange Market; Peanuts: Competition or Subsidy; Apartment Rental: Competition or Control. Southwestern Publishing Co., 5101 Madison Rd., Cincinnati, Ohio 45227. 1973.
- G14 - Date With Your Future, A. Game played in teams. Institute of Life Insurance, 277 Park Ave., New York, N. Y. 10017. \$12.00.
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- G15 - Paying Your Way. Game of decision-making related to managing a stated income. For six players. Gregg/McGraw Hill, 1221 Avenue of the Americas, New York, N. Y. 10020. \$15.95. 1975.

- G16 - FLIP. Game with all members of class participating on Budgeting.
Educational Manpower, Inc., P. O. Box 4272-C, Madison, Wisc. 53711.
\$45.00. 1970.
- G17 - Stock Market Game. Game equipped for four players. Educational
Manpower Inc., P. O. Box 4272-C, Madison, Wisc. 53711. \$10.00.
1970.
- G18 - Fill Your Grocery Cart with Nutrition. Classroom simulation game.
Division of Home Economics Education, University of Illinois,
Urbana-Champaign, Ill. 1973.

16 mm FILMS

Available for free loan from the Michigan Consumer Education Center. Addresses and prices are included for those interested in purchasing a copy.

F1 USING MONEY WISELY

Grade level: Secondary and Adult
Color, 18 minutes, 1970

The film begins with "easy credit" signs flashing on the screen and in the background, we hear people explain some of the financial traps they, and millions of others, have fallen into. The film explains agencies which provide help for those who are overextended.

Journal Films, Inc., 909 W. Diversey Parkway, Chicago, Ill. 60614. \$240.00

F2 WHY DO YOU BUY?

Grade level: Jr. High, Sr. High and Adult
Color, 9½ minutes, 1971

~~Exploring the motivation for our buying habits is the theme of this film.~~
Sex appeal, hero identification and popularity etc, are shown to be a major influence on our choice of products. The film points out the importance of buying to satisfy needs, not dreams.

Journal Films, Inc., 909 W. Diversey Parkway, Chicago, Ill. 60614. \$125.00

F3 INSTALLMENT BUYING

Grade level: Jr. High, Sr. High and Adult
Color, 13 minutes, 1971

This film dramatizes both the benefits and the dangers of buying on the installment plan. By viewing two sisters involved in buying a car, every facet of installment buying is explored. Down payments, interest charges, maximum load limits and many other important factors are studied.

BFA Educational Media, Div. of Columbia Broadcasting System, 2211 Michigan Avenue, Santa Monica, Ca. 90404. \$155.00

F4 MONEY TREE

Grade level: Secondary, College and Young Adult
Color, 20 minutes, 1972

This is a contemporary film about a young couple who fall into the credit traps that face all Americans -- young and old. The quest for the "good life" leads to the tragic crumbling of their marriage. The lack of any suggested solution to their problems provides an excellent vehicle for post-viewing class discussion. An excellent introduction to a consumer education class.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$285.00.

F5 IN THE PUBLIC INTEREST

Grade level: Jr. High, Sr. High, College and Adult
Color, 20 min., 1972

The film begins with people expressing their dissatisfaction with shoddy products, practices and unscrupulous advertising. The functions of the Better Business Bureaus are then explained including the collection of information about businesses, checking the validity of advertisements, consumer referral and complaint handling.

Council of Better Business Bureaus, 845 Third Ave., New York, N. Y. 10022.
\$75.00.

F6 BANKS AND THE POOR

Grade level: Secondary and Adult
Black and white, 59 minutes, 1971

This film thoroughly explores four major problems facing low-income consumers in dealing with banks and Savings and Loan companies: (1) mortgages and real estate, (2) personal loans, (3) the "Holder in Due Course" laws and (4) the banking lobby.

NET Films Service, Audio-Visual Center, University of Indiana, Bloomington, Ind., 47401. \$265.00.

F7 THE OWL WHO GAVE A HOOT

Grade level: Late Elementary, Jr. High, Sr. High and Adult
Color, 15 minutes,

An animated film with background music that students will enjoy. The Pidgeon family is seen being systematically "taken" by unscrupulous businessmen such as the landlord, grocer, used car salesman and others. Mr. and Mrs. Owl however, are a "different bird." They exert their rights as consumers, shop around for a better deal from reputable firms and refuse to do business with the disreputable merchants. Their actions lead to a program of consumer awareness that is responsible for putting the disreputable merchants out of business.

National Audio Visual Center, Washington, D. C. \$42.00

F8 HOW TO BUY A USED CAR

Grade level: Secondary, College and Adult
Color, 12 minutes, 1968

This "how to" film explains three main tests every person should use when purchasing a used car. The first examination is the "look test." The viewer is shown what to look for as the car sits on the lot. In the dry-run test, the viewer learns how to examine the car while it is running. Finally, the road test points out details the buyer should check while driving the car. The film ends on a commercial note with a picture of the Chevrolet "OK" used car symbol.

Teletape-Detroit, Corp., 2900 E. Grand Blvd., Detroit, Mi. 48211. \$85.00

F9 CONSUMER POWER: ADVERTISING

Grade level: Secondary, College and Adult
Color, 22 minutes

Mr. Ralph Nader, well-known consumer advocate, and Mr. Ted Factor, an advertising executive, address themselves to a set of very provocative questions regarding advertising's effect on our daily lives.

BFA Educational Media, 2211 Michigan Avenue, Santa Monica, Ca. 90404.
\$285.00

F10 SO YOU WANT TO BUY A GOOD USED CAR

Grade level: Secondary, College and Adult
Color, 15 minutes, 1965

This film was produced for the consumer who intends to buy a used car. It examines the reasons for buying a used car and proceeds to explain what to look for in a used car using the BELTS test. (brakes, exhaust, lights, tires and steering)

Ford Film Library, The American Road, Dearborn, Michigan 48121. \$50.00

F11 THE POOR PAY MORE

Grade level: Secondary, College and Adult
Black and white, 60 minutes, 1967

Provides a close look at the special hardships faced by the poor in the area of consumer purchasing. The pricing practices of supermarket chains, the techniques of food freezer salesmen, and the methods of the furniture and appliance stores and their association with the finance companies are examined. Officials from various private and government programs outline these problems and show how they are attempting to alleviate them.

Indiana University, Audio-Visual Center, Bloomington, Ind. 47401. \$265.00.

F12 THERE IS A LAW AGAINST IT

Grade level: Secondary, College and Adult
Color, 8 minutes

Four familiar consumer problems are introduced in this film; garnishment of wages, unauthorized auto repair work, payment demanded for a debt already paid, and a housewife pressured into signing a purchase contract by a door-to-door salesman. The film then dramatizes how new consumer laws in one state (California) protect the consumer in each case. It explains provisions of laws, responsibilities of the businesses involved, and the steps the consumer should take.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$130.00

F13 YOUR RIGHT TO A HEARING

Grade level: Secondary, College and Adult
Color, 9½ minutes

Stresses the debtor's right to a hearing before such creditor actions are taken as repossessions and garnishments of wages. The film then shows the hearing of an 18-year-old unable to pay off a purchase. The case is used to point up the pressures and confusion of sales techniques, the responsibilities inherent in the new legal status of the 18-year-old, and the help he is given at the hearing by a young legal services attorney.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$130.00

F14 READ BEFORE YOU WRITE

Grade level: Secondary, College and Adult
Color, 6¼ minutes

A young couple considers a typical installment purchase (a TV set). The film follows them from their obvious enchantment outside the store window to a new awareness when they learn to really examine a contract before they sign it. About to sign a contract, a consumer education program appears on "their" TV explaining what a properly drawn installment contract should include such as specific description of the purchase, written confirmation of special aspects of the sale, details on interest and other charges, how to renegotiate the contract, etc.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$100.00

F15 FOOT IN THE DOOR

Grade level: Secondary, College and Adult
Color, 10 minutes

A potential victim of consumer fraud tells how a door-to-door salesman tried to sell her a color TV at her home. She tells how her awareness of fraud came about because, as a resident of a low-income housing project, she had been victimized by a similar pitch a year earlier. Her alertness in the present case results in arrest of the salesman. The film continues with a police lieutenant, familiar with fraud, who describes several pitches that can entrap people and lists basic questions to ask ourselves before signing a contract.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$140.00

F16 MAGICAL DISAPPEARING MONEY

Grade level: Secondary, College and Adult
Color, 11 minutes

A cheerful, slightly scatterbrained "food expert witch" appears in a supermarket and works her magic to draw the customers around her. Then, item by item, she explains, with accompanying magic, why certain purchases by the customers are unwise.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$145.00

F17 THIS IS FRAUD

Grade level: Secondary, College and Adult
Color, 18½ minutes

A car advertised on TV has "just been sold" and the customer is steered to more costly buys — bait and switch. A door-to-door salesman secretly spills additional dirt on the floor to make his machine seem better. A woman reminds a contractor that he said his stucco job would last "as long as the house" -- he says there is nothing like that in the contract she signed. Methods of recourse for such common consumer fraud cases are described.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$115.00

F18 TOMMY'S FIRST CAR

Grade level: Secondary
Color, 11 minutes

Tommy is ready to buy his first car. At the used car lot, his father shows Tommy where to look for clues that can indicate the car's condition and possible necessary repairs. Tommy learns the proper way to test the car's breaks, steering and general condition of the engine.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$145.00

F19 BUY LINE

Grade level: Secondary, College and Adult
Color, 14 minutes

Opens with a rapid montage of contemporary visual advertising. We examine each ad, learning about psychological seduction, disclaimers, false and misleading statements, etc. Actual ads are presented (with product names masked) to illustrate how they use fantasy appeals to power, sexuality, popularity and status to get the consumer to buy the product.

Filmfair Communications, 10900 Ventura Blvd. Studio City, Ca. 91604.
\$180.00.

F20 ON YOUR OWN

Grade level: Secondary, College and Adult
Color, 23¹/₂ minutes

Introduces the surprising diversity of subjects covered in high school consumer education classes, e.g. comparative shopping, perpetual styles in clothing, home ownership vs. renting, learning to bake bread at 10¢ a loaf, using consumer pressure to improve retailing practices, fixing old furniture, ~~operating child-care centers on high school campuses,~~ reaching out to the community with student-run research programs and a mobile consumer ed information unit, credit and money management, marriage and family relations, etc.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$300.00

F21 HARRY J. WOODS IS AT THE DOOR

Grade level: Secondary, College and Adult
Color, 13 minutes,

Harold J. Woods is a skillful and effective door to door salesman. But, unlike representatives from legitimate companies, Harry is a con-man whose unscrupulous tactics can fool an unaware consumer. His first sale is to a couple, who, as Harry himself says, "didn't even know they wanted rock siding until they met up with me." His next call is on a harried housewife whom he convinces to buy a super deluxe sewing machine instead of the one advertised.

Communications Group West, 6335 Homewood Ave., Suite 204, Hollywood, Ca. 90028. \$170.00

F22 NOT YOU TOO?!?

Grade level: Jr. High, Sr. High, College, Adult
Color, 10 minutes

Many varieties of consumer fraud and "legal" ways of coercing the consumer into purchasing what he or she doesn't need or can't afford are: unnecessary repairs, mail order schemes, high pressure sales pitches, phone solicitations, etc. Solutions to consumer fraud are suggested.

Communications Group West, 6335 Homewood Ave., Suite 204, Hollywood, Ca. 90028.
\$100.00

F23 CREDIT CART BOUQUET

Grade level: Jr. High, Sr. High, College and Adult
Color, 10½ minutes

Jonathon's view of the marketplace and its participants is unique -- he sells flowers from his cart in a busy shopping mall and has time to listen to people's experiences. Sally, a salesgirl, has just been turned down on a bank loan for a new car because of her age, marital status and lack of well established employment. Mario, a construction worker, belongs to a company credit union and consequently can borrow enough to pay the bills for his family. Sarah is a wise consumer who pays attention to contracts and billing procedures thus saving money. Ted, the impulsive buyer, is the one most likely to misuse credit.

Communications Group West, 6335 Homewood Ave., Suite 204, Hollywood, Ca. 90028.
\$130.00

F24 CONSUMER POWER: CREDIT

Grade level: Secondary, College and Adult
Color, 20 minutes

To what extent does credit encourage customers to buy more than they need or can afford? How can the consumer protect himself from the exorbitant charges and/or interest? How can the wise use of credit benefit the individual and our economy? Ralph Nader, and such people as consumers, businessmen, car dealers and bankers explore these and many more questions which face us daily.

BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404.
\$275.00

F25 CONSUMER POWER: WHISTLEBLOWING

Grade level: Secondary, College and Adult
Color, 23 minutes

Who is responsible for our society? What can we do to right the wrongs we perceive? This film directs the viewers' attentions to these questions. Ralph Nader addresses himself to provocative questions. Informed citizens who have formed other points of view provide data and stir controversy designed to cause viewers to think and discuss problems,

RFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404.
\$310.00

F26 DANGER-POISON

Grade level: Elementary
Color, 13 minutes

Observing an ordinary family, the classroom viewer learns the identity, and the proper use and storage, safe practices and respect for dangerous products likely to be encountered in his home. The most common poisonous plants are included.

ATMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$285.00

F27 GIVE EARTH A CHANCE

Grade level: Secondary, College and Adult
Color, 50 minutes, 1970

The problems of overpopulation, industrial pollution, waste disposal and pesticides are closely examined in this film. Middle-aged parents of a typical American family are convinced by the end of the film that "we are in trouble." Mr. and Mrs. Weeders meet with many experts and discuss the various environmental problems facing us today. Through these interviews and on-site visits, Mr. and Mrs. Weeders become convinced that something must be done if there is to be a tomorrow for future generations.

Westinghouse Learning Corp., 100 Park Ave., New York, N. Y. 10017.
\$550.00

F28 ON GUARD - BUNCO!

Grade level: Secondary, College and Adult
Color, 27 minutes, 1970

The various "con games" and swindles practiced on the public are exposed in this film. The "take" from these fraudulent schemes is estimated to be around \$4 billion a year. This film will give consumers a better idea of various frauds and schemes designed to relieve them of their money.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$355.00.

F29 A METRIC AMERICA

Grade level: Secondary, College and Adult
Color, 16 minutes

Animated film highlights reasons for U.S. metric conversion and introduces the meter, liter, kilogram and celsius. Emphasis is placed on prefixes such as "centi" "milli" and "kilo." Repeated stress is placed upon the decimal nature of the metric system.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$240.00.

F30 CONSUMER EDUCATION: BUYING IN A SUPERMARKET

Grade level: Secondary, College and Adult
Color, 15 minutes

Helpful hints as to how to select products and for what purpose; quality or quantity. With the great variety of products available, hints as to how to get the best value for your money. Film has a humorous approach, although it clearly points out the psychological effect advertising has on the average consumer.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$220.00

F31 ECONOMICS -- IT'S ELEMENTARY

Grade level: Elementary
Color, 10 minutes

A family with young children learn basic concepts about the free enterprise system while on a summer vacation. Day to day activities illustrate needs, goods, services, buying and selling, saving and specialization in work.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$145.00.

F32 NUTRITIONAL QUACKERY

Grade level: Jr. High, Sr. High, College and Adult
Color, 20 minutes

Built around a health quack expounding the four favorite myths of nutritional quackery: diet-disease myth, soil depletion myth, over-processing myth and the subclinical-deficiency myth. Although the quack sounds confident, convincing, sincere and scientific, each of his arguments is systematically and scientifically demolished so that the student is left with the argument -- and the answer.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$285.00

F33 LABEL LOGIC

Grade level: Jr. High, Sr. High, College and Adult
Color, 18 minutes

Demonstrates that even seasoned, experienced shoppers make unwise value judgments, because they allow themselves to be swayed by attractive labeling, advertising, reduced prices or bargains, and even popular demand; and because they do not make careful price-to-weight comparisons. Shows exactly what the label should tell the consumer under the provisions of the Food and Drug Act and the Fair Packaging and Labeling Act.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca. 91201.
\$255.00.

F34-F38 FOOD STAMPS
BUYING FOOD
CREDIT
BUYING A USED CAR ON TIME
FROM PAYDAY TO PAYDAY

Grade level: Adult
Black and white, 30 minutes, each

This series of "stretching the buck" films deals with each of the above topics. They are produced and directed toward the low-income adult consumer.

Consumer Education Development Co., Box 424, Storrs, Conn. 06268. \$100.00 per film

F39 CONSUMERISM: LET THE SELLER BEWARE

Grade level: Secondary, College and Adult
Color, 22 minutes, 1973

Illustrates many of the faults of the marketplace as seen by Ralph Nader. In the interspersed interviews with Mr. Nader, he points out problems such as auto safety, product durability, deceptive advertising, adulterated foods, money spent on valueless products and the lack of buyer knowledge.

Mr. Richard Loth, Manager, Education Division, Document Associates, Inc.
573 Church St., Toronto 285, Ontario, Canada. \$300.00

F40 THE ENERGY DILEMMA

Grade Level: High School, College and Adult
Color, 19 minutes, 1973

More people, more gadgets and the "plug-in age" are shown to be the reasons behind the increased demand for more and more energy. The film looks at two solutions to the demand for more energy; additional sources such as new wells, new dams, new nuclear plants, geothermal energy, tidal energy and solar energy vs. limiting our energy appetite. The main question of the film is: Can we realistically hope to satisfy our projected energy demands?

Films Incorporated, 1144 Wilmette Ave., Wilmette, Ill. 60091. \$250.00

F-41 THE CONSUMER GAME

Grade Level: Junior High, Sr. High, Adult
Color, 20 minutes, 1973

Arte Johnson, the star of the television "Laugh In" series, provides important tips on comparison shopping. Questions are asked about where to buy, which brand, what the labels say, grading and packaging.

The film also provides information about finance charges and guarantees, both expressed and implied.

Pyramid Films, Box 1048, Santa Monica Calif. 90406 \$280.00

F-42 FOOD AND MONEY

Grade Level: High School, Adult
Color, 23 minutes, 1973

The reasons for rising (or sometimes falling) food prices are explained by changes in the supply, demand or production costs of a food item.

The film shows the relationship of how a shortage of anchovies off the coast of Peru directly affects the meat supply on our dinner tables. A simple "supply-demand" model to explain the cost of food items is expanded to show the add on value of food costs due to transportation, packaging, etc.

Cost of Living Council, School Project, Washington, D. C. in cooperation
with Byron Motion Pictures, 65 K Street NE, Washington, DC 20002 \$88.16

F43 YOU'LL EARN IT

Grade Level: High School, College and Young Adult
Color, 24 minutes, 1973

What do 18 year age of majority laws mean for the young adult? What can young people do to spend, borrow and save money wisely? How can the individual contribute to consumer protection efforts in his community? These are some of the subjects probed in this film using real case studies involving a boy dealing with a bankrupt used car dealer, a consumer protection agency, a girl renting her first apartment and a consumer education class exploring the steps involved in the decision making process.

Cuna Mutual Insurance Society, P. O. Box 391, Madison, Wisc. 53701. \$90.00.

F44 BUDGETING

Grade Level: Senior High School, Junior College and Adult

Color, 11 minutes

This film examines the reasons for setting up a budget, how it can help you plan financially from month to month, and why a budget is really a family matter. It also explains a procedure for actually setting up a budget based on your income and your fixed and flexible expenses.

Isabell Russell, Film Librarian, Public Relations and Advertising Dept. D-A,
~~Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06115. \$110.00.~~

F45 BANKING

Grade Level: Senior High School, Junior Colleges and Adult

Color, 18 minutes

This film discusses the two main types of bank accounts -- checking and savings -- and how each may be used to manage your money, both now and for the future. The risk and yield aspects of a savings account are emphasized and explained. A full service bank is described, including how it handles and invests depositors' money and the services it offers. Finally, alternative places to save and borrow money are briefly mentioned.

Isabell Russell, Film Librarian, Public Relations and Advertising Dept. D-A,
Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06115. \$110.00.

F46 CREDIT

Grade Level: Junior and Senior High School, Junior College and Adult

Color, 18 minutes

This film explains some of the various types of credit -- borrowing, charging, and financing -- and the interest you have to pay for using each type, as well as how each relates to personal money management. The film also examines why you need credit, where to get it, what requirements you have to meet, and how to establish and maintain credit.

Isabell Russell, Film Librarian, Public Relations and Advertising Dept. D-A, Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06115. \$110.00.

F47 BUYING

Grade Level: Junior and Senior High School, Junior College and Adult

Color, 13 minutes

This film discusses managing your money in terms of the general rules for buying -- quality, quantity, and the best time -- and how they are the keys to getting your money's worth. A large part of the film is concerned with buying a home, including the advantages and disadvantages, the responsibilities, costs, and the important decisions involved in making this investment.

Isabell Russell, Film Librarian, Public Relations and Advertising Dept. D-A, Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06115. \$110.00

F48 INSURANCE

Grade Level: Junior and Senior High, Junior College and Adult

Color, 16 minutes

This film is devoted to insurance. It discusses the four main types of personal insurance -- Life, Health, Automobile and Homeowners -- and the nature of the protection provided by each. Group insurance and social security and their relationship to insurance needs are briefly discussed. The film also explains and emphasizes the need for an insurance estate as part of a personal financial plan which takes into account your present assets and expenses as well as your future needs.

Isabell Russell, Film Librarian Public Relations and Advertising Dept. D-A, Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06115. \$110.00.

F49 SECURITIES

Grade Level: Junior and Senior High, Junior College and Adult

Color, 19 minutes

This film discusses the three major types of securities -- bonds, stocks, and mutual funds -- and the nature of each. Risk, yield, growth, income, and other aspects of securities investment are considered. When, where, and how you can invest in securities is explained in terms of making securities part of a financial plan. This includes a description of the activities of the broker, the exchange, stock transactions, and stock quotations in the investment process.

Isabell Russell, Film Librarian Public Relations and Advertising Dept. D-A, Aetna Life and Casualty, 151 Farmington Ave., Hartford, Conn. 06115. \$110.00. (When the 6 films F44 through F49 are purchased as a set, cost is \$600.00 for all 6)

F50 YOUR CREDIT IS GOOD

Grade Level: Junior and Senior High, College and Adult

Color, 15 minutes, 1972

This film examines some of the benefits of using credit as well as the hazards. Two cases, a young man buying a used car and a young woman signing up at a health studio, point out some common areas to investigate when using credit. Some of the areas mentioned are: extra charges, different sources and costs of credit, high pressure (sign now for the discount), the contract itself and the selling of a credit instrument (holder-in-due-course).

Journal Films, Inc., 909 W. Diversey Parkway, Chicago, Ill. 60614.
\$175.00.

F51 MAN BUILDS, MAN DESTROYS

Grade Level: High School, College and Adult

Color, 27 minutes, 1973

Three stories about man working to improve his environment are reported in this film. The first deals with one man's effort to reduce the noise pollution in New York City. The second incident involves the people of a small Japanese city and their battle with a large chemical plant over the dumping of mercury into the water where the fish they eat are taken. Finally, the third incident is the story of a small town in Connecticut and its battle with the Gypsy Moth which led to the eventual banning of the use of DDT in the state of Connecticut.

Great Plains National Instructional Television Library, Box 80669, Lincoln, Neb. 68501. \$240.00.

F52 SHOPLIFTING--IT'S A STEAL!

Grade Level: Jr. High and Sr. High
Color, 15 minutes

Hard facts about teenage shoplifting--its social cost, penalties and prevention.

Betty Crocker Teaching Aids, 9200 Film Center, Box 1113, Minneapolis, Minn. 55440. \$125.00 or free loan from the above address. Up to 100 booklets free from Betty Crocker Teaching Aids.

F53 READ THE LABEL, SET A BETTER TABLE

Grade Level: Jr. High and Sr. High
Color, 13 minutes

Dick Van Dyke narrates this partially animated film on the value of labeling. Mr. Van Dyke explains how to determine the nutritional value of the particular item, the proportion of ingredients and the number of servings per package, etc.

National AV Center, Sales Branch, Washington, D. C. 20409. \$58.25.

F54 MONEY TO BURN

Grade Level: Secondary to Adult
Color, 15 minutes

Tips on saving energy and money in your home. Some of these money and energy saving tips concern home insulation, storm windows, cooking, washing and many others.

American Gas Assoc., 1515 Wilson, Arlington, Va. 22209. \$110.00.

F55 CAUGHT

Grade Level: Secondary to Adult
Color, 25 minutes, 1972

The monetary, social and personal costs regarding shoplifting are illustrated and discussed by leading investigators in the field. A typical shoplifter is viewed from "temptation" to "prosecution." What business establishments are doing to alleviate the problem is examined.

Cinematic Concepts Corp., 1817 Union Street, San Francisco, Cal. 94123. \$260.00.

F56

TRENDSETTER

Grade Level: Elementary to Adult
Color, 6 minutes, 1970

The Trendsetter's every attempt at individuality in this animated film is doomed by the following of the mindless crowd. His unique hat, his tree-top residence, his every pacesetting trick soon become outrageously common. Finally, he devises a scheme to escape his followers: he feigns suicide. True to form, his loyal followers do the same. Now there is no one left to follow him. His joy is shattered by the realization that his phony individuality actually depends upon a crowd.

Pyramid Films, Box 1048, Santa Monica, Ca. 90406. \$90.00.

F57

BEFORE YOU TAKE THAT BITE

Grade Level: Upper Elementary to Senior High
Color, 14 minutes, 1974

An overweight teen-ager begins her day by missing a substantial breakfast ("in a hurry") and later substitutes quick, sweet junk foods. At lunch in the school cafeteria, she chooses desserts over foods with nutritional value ("they taste good") and later at a basketball game again snacks on empty foods ("I'll start my diet tomorrow"). Besides weight problems, other consequences of an unbalanced diet are illustrated by school friends -- such as skin problems, tooth decay, etc. In addition, the film provides information on the relative nutritional values of certain foods, and encourages a balanced diet as a primary step to good physical and emotional health. Finally, the film advises viewers to "read the label" and thus use their nutrition knowledge before taking "that bite."

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604.
\$185.00.

F58

STEERING CLEAR OF LEMONS

Grade Level: Secondary to Adult
Color, 16 minutes, 1975

Drawn from Consumer Reports for TV, this film is like an audiovisual edition of Consumer Reports magazine, providing practical information and education on a variety of subjects. The seven topics covered in the film are: Grade Labeling: Aid or Rip Off?; Pain Relievers: What's in a Name?; Low-Cost Stereos/Product Testing: What Can It Tell You?; Fair Trade Laws: Is Fair Trade Fair?; Bicycles: Why a 10-Speed? and Steering Clear of Lemons; Diet Cottage Cheese: You Can Call It Diet But . . .; and Aerosols: Safety or Convenience?

Consumers Union Educational Films, Box XA-50, 256 Washington St., Mount Vernon, N. Y. 10550. \$200.00.

F59

CHEMICAL FEAST

Grade Level: Intermediate to Adult
Color, 11 minutes, 1973

In chef's clothes and surrounded by an array of chemicals and modified foods, the comedian Marshall Ephron, in his memorable satire, merrily concocts a supermarket synthetic "lemon pie" using the ingredients listed on its label. Then Ephron takes four known brand food products, notes their chemical additives, and calculates their price by the pound.

Benchmark Films, Inc., 145 Scarborough Road, Briarcliff Manor, N. Y. 10510. \$165.00.

F60

BRAND NAMES AND LABELING GAMES

Grade Level: Intermediate to Adult
Color, 9 minutes, 1973

This is a guessing game you play every time you shop for food. The affable comedian, Marshall Ephron, asks you if a brand name product priced much higher than an unknown name for aspirin, a food flavor enhancer, and a bleach is any better. The answer in each case is no, they're exactly the same. Now you are asked to match wits with the U. S. Dept. of Agriculture --can you tell from their official descriptions for olive sizes used on labels how to grade: "giant," "mammoth," "jumbo," "colossal," etc.?

Benchmark Films, Inc., 145 Scarborough Road, Briarcliff Manor, N. Y. 10510. \$145.00.

F61

BUY, BUY

Grade Level: Junior and Senior High
Color, 20 minutes

An examination of the nature of television commercials as seen by the ad men and producers who make them. During the production of laxative the cosmetic commercials, ad men voice strong opinions both justifying and condemning what they do. They are sometimes defensive, sometimes cynical.

Churchill Films, 662 N. Robertson Blvd., Los Angeles, Ca. 90069.
\$250.00.

F62 ADVERTISING: INFORMATION, PERSUASION OR DECEPTION

Grade Level: Intermediate to Adult
Color, 12½ minutes, 1973

This film tries to help students distinguish between the informational and manipulative uses of advertising.

Journal Films, Inc., 909 W. Diversey Prkwy., Chicago, Ill. 60614.
\$155.00.

F63 FOOD LABELING: UNDERSTANDING WHAT YOU EAT

Grade Level: Intermediate to Adult
Color, 11 minutes, 1973

By examining the process of labeling foods, this film raises questions concerning nutrition. How can you know what you are eating? What should you be looking for in a given product, and how can a label help you find it? What isn't on the label and is it important?

Journal Films, Inc., 909 W. Diversey Prkwy., Chicago, Ill. 60614.
\$145.00.

F64 Budgeting.

Grade Level: Secondary to Adult
Color, 30 minutes, 1974

Television Quiz-Show Host Allen Ludden leads a contest between two couples competing for the top score. The audience is invited to participate and match skills and knowledge of budgeting with the contestants.

Consumer Education Development Company, Box 424, Storrs, Ct. 06268.
\$200.00.

F65 Consumer Education: Retail Credit Buying.

Grade Level: Jr. High to Adult
Color, 11 minutes

Two teenage sisters are seen on a shopping spree with their first earnings. Their father helps them understand the proper use of credit and how to allocate income to repayment of indebtedness. Points brought out include: how to compute the cost of credit in terms of true annual interest, distinction between thirty-day and revolving charge accounts, function of the Retail Credit Association and the meaning of a "good credit rating."

BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404.
\$135.00

F66 Wise and Responsible Consumership.

Grade level: Elementary
Color, 13 ½ minutes, 1973

Deals with the pitfalls of impulse buying, acquaints young consumers with various merchandising and promotional tactics used by retailers, illustrates bait-and-switch and deceptive packaging and pricing, examines product labeling, and discusses product guarantees.

Centron Educational Films, 1621 W. Ninth Street, Lawrence, Kansas
76044. \$185.00.

F67 Money for Sale.

Grade level: Junior and Senior High
Color, 18 minutes, 1974

A clever cartoon approach to analyzing truth in lending, finance charges and annual percentage rates. Restraint in borrowing is stressed.

AIMS Instructional Media Services, 626 Justin Ave., Glendale, Ca.
91201. \$205.00.

16 mm FILMS

(Supplementary to those listed in Consumer Education Resources)

Available for preview and evaluation from the Michigan Consumer Education Center. Addresses and prices are included for those interested in purchasing a copy.

F68 EAT, DRINK AND BE WARY.

Grade Level: Secondary to Adult
Color, 21 minutes

Shoppers, cooks, kids and critics vent their views on our eating habits and on processed foods which make up much of our diet. The nutritional losses from processing and refining are explored. Controversies over the increased use of food additives are examined. The role of advertising in changing our food habits is illustrated.

Churchill Films, 622 North Robertson, Los Angeles, Ca. 90069.
\$265.00.

F69 PUT YOUR MONEY WHERE YOUR GOALS ARE.

Grade Level: Secondary to Adult
Color, 25 minutes

Consumers share what they have learned from experience in money management. Emphasis is on importance of assessing spending pattern, then planning ahead and sacrificing luxuries to reach long and short term goals.

National Consumer Finance Association, 601 Solar Building,
1000 16th Street, N.W., Washington, D. C. 20036. \$85.00

F70 ANALYZING ADVERTISING.

Grade Level: Upper Elementary through Eighth
Color, 13 minutes

Acquaints young consumers with some of the techniques used by commercial advertisers to influence consumers to buy certain products or services. Familiarization with these techniques will help students begin to separate the important factual material necessary for making a valid buying decision.

Centron Education Films, 1621 W. 9th Street, Lawrence, Ka. 66044.
\$195.00.

F71

PROFIT: OR WHAT EVER HAPPENED TO ALL THAT BREAD?

Grade Level: Secondary
Color, 13 minutes, 1975

Following the businesses involved in producing a loaf of bread; gross profit, net profit and middleman costs are explained. Enables students to understand the total economic cycle.

Universal Education and Visual Arts, 100 Universal City Plaza,
Universal City, Ca. 91608. \$130.00.

F72

MEET MARGIE.

Grade Level: Intermediate to Adult
Color, 11 minutes, 1976

College student, living on a dollar-figure poverty level, travels by bike, belongs to a food co-op, trades chores and appliances with neighbors and barter her skills for someone else's, by-passing the need for money.

Filmfair Communications, 10900 Ventura Blvd., P. O. Box 1728,
Studio City, Ca. 91604. \$140.00.

F73

FAD DIET CIRCUS.

Grade Level: Secondary to Adult
Color, 11 minutes,

With over 50% of the U. S. population overweight, our citizens are a diet conscience group. Health quackery in exercising devices and crash diet falacies are explored with emphasis on the Dr. Adkins ' Diet Revolution.

Sterling Educational Films, 241 E. 34th Street, New York,
New York 10016. \$190.00.

F74 IF IT DOES'T WORK . . . COMPLAIN.

Grade Level: Intermediate to Adult
Color, 12 minutes, 1975

Introduction to the avenues open to insure the value of purchases. Illustrated with one person in process of complaining and another who has already taken action on a faulty product.

Journal Films, 930 Pitner, Evanston, Ill. 60202. \$195.00.

F75 IN THE BOX.

Grade Level: Intermediate to Adult
Color, 13 3/4 minutes, 1976

Two young people meet inside a box that is symbolic of the financial crisis each is in. The two are given a "parole" to seek help. They find it through Chapter XIII of the federal bankruptcy law and through a community-based credit counseling center.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604. \$180.00.

F76 A DAY IN THE LIFE OF HARVEY McNEILL.

Grade Level: Intermediate to Adult
Color, 9 minutes, 1976

Despite the continuing financial problems due to a lay-off of the family bread-winner, the McNeills still find an enriching life because they seek out and use community resources -- largely free.

Filmfair Communications, 10900 Ventura Blvd., Studio City, Ca. 91604. \$135.00.

F77 IT'S NEW, IT'S NEAT, IT'S OBSOLETE.

Grade Level: Intermediate to Adult
Color, 14½ minutes

"Honest" Louie explains "confidentially" how fashion and gimmickry create obsolescence and how we can use commonsense to get the most for our money.

BFA Educational Media, 2211 Michigan Ave., Santa Monica, Ca. 90404. \$195.00.

F78

ALL AMERICAN MEAL.

Grade Level: Intermediate and Secondary
Color, 11 minutes

Explores the sociological and nutritional significance of the "fast food" stand. Good nutrition demands an understanding of all of our body's needs and a real concern for good health.

Barr Films, P. O. Box 5667, Pasadena, Ca. 91107. \$165.00.

F79

HOW TO BUY A USED CAR: OR KICKING TIRES IS NOT ENOUGH.

Grade Level: Secondary to Adult
Color, 16 minutes, 1976

What teen-agers often look for in a car includes good mileage and performance to style and speed. The film shows on-the-lot tests as well as on-the-road tests. Practical hints are given for figuring what a used car's price tag really is.

Consumer Reports Films, Box XT-23, Mt. Vernon, N. Y. 10550.
\$220.00.

F80

THE CONSUMER AND THE SUPERMARKET.

Grade Level: Secondary to College
Color, 15 minutes

Combines consumer interviews with an analysis of the products and merchandising techniques used in the market. Explores the role of advertising, store layout, packaging and labeling to influence our package decision. Provides tips to help consumer buy for nutritional value at lowest cost.

Barr Films, P. O. Box 5667, Pasadena, Ca. 91107. \$225.00.

F81

YOU ARE WHAT YOU EAT.

Grade Level: Elementary
Color, 10 minutes

Animated film showing importance of choosing of choosing foods from all of the basic food groups. Explains how proteins, carbohydrates, fats, vitamins and minerals are used in our bodies.

Barr Films, P. O. Box 5667, Pasadena, Ca. 91107. \$160.00.

F82 LEARNING TO USE MONEY.

Grade Level: Intermediate
Color, 10½ minutes

Not many people get more money than they can use, so it's important to get the most for your money. Young consumers learn that shopping for the best price, checking sizes, comparing quality and availability all relate to decisions about how much money to spend.

Coronet Instructional Media, 65 E. South Water St., Chicago, Ill. 60601. \$142.00.

F83 MONEY: HOW ITS VALUE CHANGES.

Grade Level: Intermediate to College
Color, 13½ minutes

Though it may look the same, a dollar does not always have the same value. Explains how changes in the value of a dollar are related to concepts such as cost of living, recession, depression, supply, demand and inflation.

Coronet Instructional Media, 65 E. South Water St., Chicago, Ill. 60601. \$182.00.

F84 CONSUMER SKILLS: BUYING ON CREDIT.

Grade Level: Intermediate and Secondary
Color, 12½ minutes

Introduces such credit terms as finance charges, bank loans, down payments, interest, and installment payments, and defines the three C's of credit: character, capacity and capital.

Coronet Instructional Media, 65 E. South Water St., Chicago, Ill. 60601. \$168.00

F85 THE DAY BUSINESS STOOD STILL.

Grade Level: Intermediate and Secondary
Color, 20 minutes, 1974

Helps students better understand and appreciate the economic structure of the American business system. It tells in graphic and realistic terms how this free enterprise system works.

Illinois State Chamber of Commerce, 20 North Wacker Drive, Chicago, Ill. 60606. \$150.00.

F86

CONSUMER SKILLS: BUYING SERVICES.

Grade Level:
Color, 13½ minutes

Involved in an automobile accident, a student learns what medical, legal, insurance, repair and other services are available to him. Advice is given on what determines prices, how to evaluate the needed services. A consumer buys both private and public services.

Coronet Instructional Media, 369 W. Erie Street, Chicago,
Ill. 60610. \$196.00.

F87

CONSUMER SKILLS: BUYING FOR IMMEDIATE USE.

Grade Level: Intermediate and Secondary
Color, 13½ minutes

Three young consumers in everyday shopping situations make typical purchases in food, clothing, drug and variety stores. Stresses skills a person has to develop in buying wisely for immediate use.

Coronet Instructional Media, 369 W. Erie Street, Chicago,
Ill. 60610. \$196.00.

F88

CONSUMER SKILLS: BUYING FOR LONG TERM USE.

Grade Level:
Color, 11½ minutes

When purchasing furniture, jewelry, major appliances, television or stereo components, consideration should be given to its expected lengthy use. A panel of consumers turn back the clock a year to tell how accurate their predictions about last year's purchases have been.

Coronet Instructional Media, 369 W. Erie Street, Chicago,
Ill. 60610. \$167.00.

VIDEO CASSETTES

Available for preview and evaluation from the Michigan Consumer Education Center. Addresses and prices are included for those interested in purchasing a copy.

- VC1 New Cars. The 'real' cost of a new car. New cars vis used cars. What the new car dealer can offer you. Claims to watch out for. "Discount" deals. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Maryland 21117. \$90.00.
- VC2 Retirement Planning. How soon is soon enough to plan for retirement. Social Security: what it owes you and what it won't do for you. Investments for retirement. Where to live. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC3 Singles Life. Bachelors and single girls. "Swingers." Rights of the single person. Companionship. The old standards vis the new. The new tax laws for singles. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC4 Tenant's Rights. What to expect from your landlord. What to do with bad neighbors. Insurance for apartments. A tenant's obligations as a renter. Plumbing, heating, lighting problems: what to do about them. Tenant's organizations. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC5 Funerals. The true expenses of dieing. Alternatives to immediate burial. Cremation. Planning ahead for the inevitable. Purchasing cemetery lots. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC6 Divorce. "No-fault" divorce laws. Risks of "quickee" foreign divorces. Choosing an attorney. The role of the "family law" specialist. The complications of a settlement agreement. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC7 Nursing Homes. How to select a good home. Common signs to look for in your evaluation. Private vis church or public nursing homes. The patient's rights. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC8 Income Taxes. Selecting a tax practitioner, doing-it-yourself, dealing with the IRS. What to do if you're audited. Special tax credits. Deductions you may not know about. Common tax errors to avoid. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.
- VC9 Life Insurance. How to determine which policy best fits your needs. Group coverage. Insuring your child; is it wise? "Whole life" and "term" coverage. Premiums. Face value. Death benefit. Forced savings and policy loans. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.

VC10

Small Claims Court. "Sue me!"; how easy is it to get results. Your complaint strategy. Legal necessities and what to avoid. Subpoenas, summonses, and affidavits. How to collect on a judgment. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.

VC11

Mobile Homes. How inexpensive are mobile homes? Can they really be moved? Playing the dealer-lot game. Joist spacing, insulation, and what to look for. Manufacturer's certificates. 30 minutes. Maryland Center for Public Broadcasting, Owings Mills, Md. 21117. \$90.00.

CURRICULUM GUIDELINES AND CASE STUDIES

Consumer Education Curriculum Guides available to review at the Michigan Consumer Education Center include:

California
 Canada
 Detroit Public Schools
 Florida
 Georgia
 Hawaii
 Illinois
 Indiana
 Iowa
 Maryland
 Massachusetts, Dept. of Education
 Massachusetts, Framingham State College
 Michigan, Credit Counseling Centers
 Michigan, Department of Education
Michigan Student Expectations
 Michigan, Waterford School District
 Michigan, Wayne-Westland
 New Jersey
 New York
 North Dakota Spiral Process Approach
 Ohio
 Oklahoma
 Oregon
 Pennsylvania
 South Carolina
 Tennessee
 Texas
 U. S. Office of Consumer Affairs
 University of California
 University of Maryland
 University of Nebraska
 Virginia
 Washington

An Approach to Consumer Education for Adults. 1973. Office of Consumer Affairs, New Executive Office Building, Washington, D. C. 20506. Single copy free. Bulk orders: Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. 85¢ a copy.

Consumer Education in an Age of Adaptation. 1971. Consumer Information Services, Dept. 703 - Public Relations, Sears, Roebuck and Co., 303 E. Ohio Street, Chicago, Ill. 60611. \$2.00.

Consumer Education Materials Project. 1972. Consumers Union of U.S., Inc., Mt. Vernon, N. Y. 10550. \$3.00, one book; \$15.00 boxed set of 6 books.

Early Childhood Consumer Education.
 Elementary level Consumer Education.
 Secondary level Consumer Education.
 Consumer Education in Junior and Community Colleges, Post
 Secondary, Vocational and Technical Institutes.
 Adult Consumer Education.
 Preparing the Consumer Educator.

Actual case studies of consumer education at different education levels.

Consumer Education, Parts I & II. (for high school) Home Economics
 Instructional Materials Center, College of Home Economics, Texas Tech.
 University, P. O. Box 4065, Lubbock, Tex. 79409. \$6.50 for each part.

Consumer Education, Curriculum Guide for Ohio, Grades K-12. 1971. The
 Instructional Materials Laboratory, The Ohio State University, 1885
 Neil Avenue, Columbus, Ohio 43210. \$2.50.

<u>Home Economics Supplement</u>	\$2.40.
<u>Social Studies Supplement</u>	\$2.40.
<u>Business Education Supplement</u>	\$2.40.

Guide for Evaluating Consumer Education Programs and Materials. 1972.
 American Home Economics Association, 2010 Massachusetts Ave., NW,
 Washington, D. C. 20036. \$1.25.

Guide to Federal Consumer Services. Latest edition. Office of Consumer
 Affairs, New Executive Office Building, Washington, D. C. 20506. Single
 copy free. Bulk orders: Superintendent of Documents, U. S. Government
 Printing Office, Washington, D. C. 20402. \$1.00 per copy.

Guidelines for Consumer Education. 1972. Office of Superintendent of
 Public Instruction, State of Illinois, Springfield, Ill. 62706. One
 copy free.

Survey and Evaluation of Consumer Education Programs in the United States.
 1970. Joseph Uhl and others, 2 vols. ERIC Document Reproduction Service,
 National Cash Register Co., 4936 Fairmont Ave., Bethesda, Md. 20014. \$33.40.

Suggested Guidelines for Consumer Education, Grades K-12. 1970. Office of
 Consumer Affairs, New Executive Office Bldg., Washington, D. C. 20506.
 Single copy free. Bulk orders: Superintendent of Documents, U.S. Govern-
 ment Printing Office, Washington, D. C. 20402. 65¢ per copy.

Teaching Personal Economics in the Business Curriculum: In the Social Studies
 Curriculum; and in the Home Economics Curriculum. 1971. Joint Council on
 Economic Education, 1212 Avenue of the Americas, New York, N. Y. 10071, 3
 booklets at \$2.50 each.

NEWSLETTERS AND MAGAZINES

ACCI Newsletter. American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbus, Missouri 65201. \$10 membership fee per year includes 9 issues of newsletter, 4 issues of Consumer Education Forum, and 2 issues of the Journal of Consumer Affairs.

Changing Times. Changing Times Education Service, 1729 H Street, NW, Washington, D. C. 20006. Subscription rate \$7.00 per one year.

Consumer News. Office of Consumer Affairs, Virginia Knauer. Available from Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402. \$2.00 per year, semi-monthly.

Consumer News and Views. Michigan Consumer Council, 525 Hollister Bldg., Lansing, Mi. 48933. Free.

Consumer Newsweek. Consumer News, Inc., 813 National Press Bldg., Washington, D. C. 20004. \$15.00 per year. (published weekly)

Consumer Reports. Consumers Union of U. S., Inc., 256 Washington St., Mt. Vernon, N. Y. 10550. Subscription rate \$8.00 per year. (Educational rate 25¢ per copy - 20 minimum monthly order, includes Teaching Tools.) Teaching Tools for Consumer Education is a teacher's guide for using Consumer Reports in the classroom. Monthly. \$3.50 per year.

Consumer Update. Consumer Education Department, Gregg/Community College Div., McGraw Hill Book Co., Manchester Road, Manchester, Mo. 63011. Free.

Consumers Index. Pierian Press, P. O. Box 1808, Ann Arbor, Michigan 48106. Published quarterly, \$25.00 per year.

Consumers Research Magazine. Consumers' Research Inc., Washington, N. J. 07882. Eleven issues, \$8.00 a year.

Everybody's Money. Credit Union National Association, P. O. Box 431, Madison, Wisc. 53701. \$1.00 per year/four issues.

FDA Consumer. The magazine of the Food and Drug Administration. Superintendent of Documents, U. S. Govt. Printing Office, Washington, D. C. 20402. Ten issues, \$5.30 per year.

Finance Facts. National Consumer Finance Assoc., Educational Services Div., 601 Sclar Building, 1000 Sixteenth St., NW, Washington, D. C. 20036. 12 issues per year, free.

Journal of Consumer Affairs. American Council on Consumer Interests, 238 Stanley Hall, University of Missouri, Columbia, Mo. \$10.00 annual membership fee includes subscription to Journal, Newsletter and Consumer Education Forum.

Journal of Consumer Research. Journal of Consumer Research, 222 South Riverside Plaza, Chicago, Ill. 60606. Four issues per year, \$12.50.

Media and Consumer. Media and Consumer Subscription Dept., P. O. Box 1225, Radio City Station, New York, N. Y. 10019. Monthly. \$12.00 per year.

Michigan Consumer Education Center Newsletter. Michigan Consumer Education Center 217A University Library, Eastern Michigan University, Ypsilanti, Michigan 48197. Free.

Money. Time, Inc., 541 Fairbanks Court, Chicago, Ill. 60611. Published monthly, \$15.00 per year.

Of Consuming Interest. Federal State Reports, P. O. Box 986, Court House Station, Arlington, Va. 22216. Bi-weekly newsletter. \$36.00 per year.

COLLEGE TEXTS AND TEACHER REFERENCE MATERIALS

- Bailard, T. E., D. Biehl and R. W. Kaiser. Personal Money Management. 1973. Science Research Associates, Inc., 259 E. Erie Street, Chicago, Ill. 60611.
- Behr, Michael and Dennis L. Nelson. Economics: A Personal Consumer Approach. Reston Publishing Co., Reston, Va. 22090. 1975.
- Burk, Marguerite. Consumption Economics, a Multidisciplinary Approach. 1968. John Wiley & Sons, 605 Third Ave., New York, N. Y. 10016. \$10.95.
- Cohen, Jerome B., and Hanson. Personal Finance: Principles and Case Problems. 1972. Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, Ill. 60430.
- Coleman, John, Ted Soens, and Edwin Fenton. Comparative Economic Systems. 1974. Holt, Rinehart and Winston, Inc., New York, N. Y.
- Crandall, Robert and Richard Eckaus. Contemporary Issues in Economics. 1972. Little, Brown and Co., Boston, Mass. \$3.95.
- Donaldson and Pfahl. Personal Finance. Ronald Press, New York, N. Y. 1971. \$9.75.
- Eckaus, Richard. Basic Economics. Little, Brown and Company. Boston, Mass. 1972. \$10.95.
- Engel, Kollat and Balckwell. Consumer Behavior. 1973. Holt, Rinehart and Winston, New York, N. Y. \$13.50.
- Fetterman, Elsie. Money Management: Choices and Decisions. 1976. Houghton Mifflin Co., 110 Tremont St., Boston, Mass. 02107.
- Fetterman, Elsie and Margery Schiller. Let the Buyer Be Aware! Fairchild Publications, Inc., New York, New York. 1976.
- Fitzsimmons, C. and F. Williams. The Family Economy: Nature and Management of Resources. 1973. Williams, School of Home Economics, Purdue University, West Lafayette, Ind. 47907. \$10.00.
- Gaedeke & Etcheson. Consumerism -- Viewpoints for Business, Government and Public Interest. 1972. Canfield Press, Harper and Row Publishers, Inc., 49 E. 33rd St., New York, N. Y. 10016.
- Gordon, Leland J. and Lee. Economics for Consumers. 1972. Van Nostrand-Reinhold Co., 450 W. 33rd St., New York, N. Y. 10001. \$10.95.
- Holloway, Mittelstaedt and Venkatesan. Consumer Behavior: Contemporary Research in Action. 1971. Houghton Mifflin Co., 110 Tremont St., Boston, Mass. 02107. \$5.95.
- Kassarjian, Harold. Perspectives in Consumer Behavior. 1973. Scott, Foresman and Co., 1900 E. Lake Rd., Glenview, Ill. 60025.
- Mandell, Lewis. Economics from the Consumer's Perspective. 1974. Science Research Associates, Inc., 259 E. Erie St., Chicago, Ill. 60611.

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The Michigan Consumer Education Center maintains a collection of pamphlets from government, education, business and consumer organizations as well as newspaper and magazine articles on consumer topics.

The Center also maintains a collection of Teaching Kits and Programmed Instruction Materials. Check the Center's card catalog for title and subject listing.

How to Design a Filing System for Consumer Education Materials. Prepared by the Michigan Consumer Education Center. A copy is available free from the Michigan Consumer Education Center, 217A University Library, Eastern Michigan University, Ypsilanti, Mi. 48197.

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