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ABSTRACT

Instructional media appropriate to school occupational education programs for primary through senior high school grade levels are described in this advisory list. Entries included on the list were selected from those materials submitted by publishers which received favorable reviews by educators. Entries are arranged by type of media: books, film loops, films, filmstrips, and kits. Information for each item includes citation, price if available, grade level, and annotation. (Author/KP)

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ADVISORY LIST OF INSTRUCTIONAL MEDIA
FOR
OCCUPATIONAL EDUCATION

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State Department of Public Instruction
Division of Educational Media
Raleigh, North Carolina
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ADVISORY LIST OF INSTRUCTIONAL MEDIA

FOR

OCCUPATIONAL EDUCATION

This bibliography includes instructional media appropriate to the Occupational Education program in the schools. The items are listed by type of media. The order of the listing is as follows:

activity cards	filmstrips (silent)	programmed materials
art prints	filmstrips (sound)	puzzles
books	games	realia
books with recordings	globes	recordings (cassette tapes)
books (for teacher use)	kits	recordings (disc)
books (reference)	manipulative devices	recordings (reel-to-reel tapes)
books (supplementary texts)	maps	reprints
calendars	measuring tapes	shortstrips
charts	microforms	slide sets (2"x2")
dictionaries	mini-units	slide sets (sound)
duplicating masters	models	study prints
film loops (silent)	periodicals	transparencies
film loops (sound)	pictures	videotapes
films (16mm)	posters	workbooks with recordings

The absence from this list of a given type of media indicates that no media of that type were reviewed or that none were deemed worthy of being called to the attention of schools. The name of a school administrative unit appearing after an annotation indicates that educators in that school system reviewed the item annotated and submitted the information for inclusion on the ADVISORY LISTS. Occasionally, such items may not appear on display at the Materials Review and Evaluation Center in Raleigh. Educators should bear in mind that materials included on this list were selected from those which publishers chose to submit for evaluation and may assume that materials available for purchase not appearing on the list either were not submitted for evaluation or received unfavorable reviews. Information about negative reviews, which do not appear on this bibliography, can be obtained by writing or calling the Materials Review and Evaluation Center. At the end of this bibliography may be found an unannotated list of books which have had favorable reviews in reliable reviewing sources.

The levels at which the media may be most effectively used are indicated by "prim" (primary: Grades K-3), "elem" (elementary: Grades 4-6), "jhs" (junior high school: Grades 7-8[9]), and "shs" (senior high school: Grades [9]10-12). The insertion of an arabic numeral after the grade level indicates that the item is especially pertinent at that specific grade level--e.g., "elem-6."

In some cases prices were not available. Prices shown are those quoted by publishers and producers. Prices quoted do not include postage and are subject to change.

All items included on this bibliography except 16mm films and some items suggested for inclusion by local school administrative units are displayed in the Materials Review and Evaluation Center at 620 North West Street in Raleigh.

PLEASE DO NOT ORDER BOOKS ON THIS LIST FROM THE MATERIALS REVIEW AND EVALUATION CENTER OR FROM THE DIVISION OF TEXTBOOKS. Sources of the books are listed on the colored sheets at the end of this bibliography and in the DIRECTORY OF PUBLISHERS AND PRODUCERS PARTICIPATING IN THE MEDIA REVIEW PROGRAM, a separate publication accompanying the complete set of ADVISORY LISTS OF INSTRUCTIONAL MEDIA. An abbreviated or code name for the publisher/producer appearing in the Bibliographic entry on this list appears in the DIRECTORY, where the complete address follows the code name.

Schools may use this list to aid in selection of materials but are in no way restricted to purchasing items included on this list.

BOOKS

Abisch, Roz, and Boche Kaplan. THE MUNCHY, CRUNCHY, HEALTHY, KID S SNACK BOOK. Walker & Co., 1976. 96 p. \$6.39. elem

Thirty-five no-cook recipes using natural ingredients to interest children in nutritious munchies (snacks) that are fun to make, authors contend that the recipes are simple, but adult supervision would be necessary with some food preparation equipment--knives, mixers, blenders, food-related riddles, jokes, and limericks add interest, might challenge beginning chefs in creative use of leftovers, no small feat!

Adkins, Jan. THE BAKERS. A SIMPLE BOOK ABOUT THE PLEASURES OF BAKING BREAD. Scribner's 1975. 32 p. \$5.95. jhs-9 shs

Informative history and methods of breadbaking accompanied by excellent pen-and-ink drawings which immediately identify period, basic bread recipe states that whole wheat or white flour can be used interchangeably, a mis-omission to be corrected by teacher, good recipes for herb bread, bagels, ship's biscuits, pita, and cornbread, happy manner, step-by-step directions--sort of galloping gourmet style, several drawings flavor each page.

Alth, Max. ALL ABOUT MOTORCYCLES. Hawthorn, 1975. 209 p., \$6.95. jhs-9 shs

Basically nontechnical treatise on how to get an economical start in motorcycling recreation, adequate information--pictures rather scant, but diagrams clarify instructions, not a technical manual but reader will understand function of major units of a motorcycle, adequate introduction for beginners and motivator for students searching for a new hobby

BETTY CROCKER'S COOKING AMERICAN STYLE A SAMPLER OF HERITAGE RECIPES. Golden, 1975. 160 p. \$4.50. jhs-9 shs

Bicentennial flavor in culinary contributions of ethnic and regional groups from all over America, traditional recipes--Boston baked beans, apple pie, hoppin' john, fried chicken--as well as newer ones like jambalaya, corn dogs, Caesar salad, introduction highlights historical developments in food tastes and customs, recipes that follow reveal ingenuity of colonists and wide variety of influences producing favorite menu items; all categories of food--baked goods, meats, fish, stews, vegetables, fruits, candies, puddings; no hard-to-find ingredients--all instructions updated for modern kitchens, each section of recipes introduced with background on regional customs of colonial America, cooking students will appreciate delicious recipes and might also be inspired to adapt ideas; excellent color photographs; index

Boesch, Mark. CAREERS IN THE OUTDOORS. Dutton, 1975. 240 p. \$11.95. \$4.95 paper. jhs-9 shs

Useful supplementary material for outdoor recreational programs in vocational agriculture; limited coverage of total number of careers available outdoors, concentrating on jobs available through Civil Service; place this book in school library and in the vocational agriculture department library. (This item also appears on the Guidance Advisory List.)

Borghese, Anita. THE INTERNATIONAL COOKIE JAR COOKBOOK. Scribners, 1975. 190 p. \$7.95. elem jhs shs

Good title especially for social studies classes who like to try recipes from areas studied; detailed illustrations and easy-to-follow directions for over 60 cookie recipes representing more than 65 countries; each recipe introduced with interesting tidbits about cookie's history and ingredients, notes about country of origin, and phonetic pronunciation of cookie; delightful to read, inspiring to use; the true beginner might choose another cookbook, but almost any cook with some experience (or assistance) could follow explicit directions with no difficulty (Wilkes County). (This item also appears on the Social Studies Advisory List.)

Burch, Monte. BASIC HOUSE WIRING. Harper, 1975. 228 p. \$9.95. shs

Basic electricity, blueprints, tools, materials, circuits, and old and new house wiring; includes wiring for heavy-duty appliances and special indoor and outdoor wiring; pictures and diagrams complement written material, clarifying some technical aspects; quality printing

Burrage, Albert C. BURRAGE ON VEGETABLES. 2nd ed. Houghton, 1975. 224 p. \$8.95. jhs-9 shs

Revised edition of indispensable text for serious gardeners enlarges scope and updates procedures and suggestions; details steps from planning and planting to maintaining, harvesting, cooking and serving, storing, and freezing vegetables; new information on chemical sprays; charts, line drawings, index; useful in vocational agriculture and general horticulture classes

Corrigan, Barbara. HOW TO MAKE SOMETHING OUT OF PRACTICALLY NOTHING: NEW FASHIONS FROM OLD CLOTHES. Doubleday, 1976. 84 p. \$5.95. jhs-9 shs

Step-by-step instructions on remodeling clothes to fit and look better, and on creating new outfits from remnants, sweaters, bargains; designed to help smart dressers save money, though some basic concerns are ignored, such as matching colors and materials, determining if garment is salvageable, if end result is worth time and energy; one can hear the expert's usual offhand dismissal of all possible problems: "Nothing to it"; lots of money-saving ideas, though, that will challenge patient, clever people

Donna, Natalie. THE PEANUT COOKBOOK. Lothrop, 1976. 56 p. \$5.49. elem jhs

Mouth-watering recipes using peanuts and peanut butter, covering wide range of menu items--stuffed cabbage, grapefruit, soups, burgers, salads, and scrumptious cookies, cakes, breads; peanuts improve taste is the idea; The Peanut Kid, cleverly cartooned on several pages, gives tips on safety measures, flavor enrichment, enhancing appearance, and gift packaging; delightful drawings on almost every page; everybody who is anybody will be into peanut cookery now, for sure, so...

FARM JOURNAL Food Editors. HOW TO DRY FRUITS AND VEGETABLES AT HOME: AND 50 GOOD RECIPES FOR COOKING WITH THEM. Dolphin, 1975: 124 p. \$2.95 paper. jhs-9 shs

Detailed directions and methods for drying fruits and vegetables at home, with at least 50 recipes for cooking with dried fruits and vegetables; specific instructions on equipment, preparation, temperatures, blanching, sun drying, and packaging and storing; many charts and diagrams to simplify procedures

FitzGibbon, Theodora. A TASTE OF ROME: TRADITIONAL FOOD. Houghton, 1975. 124 p. \$8.95. jhs shs

Recipe book of traditional Roman dishes for all areas of the menu; historical facts and period photographs lend more appreciation for foods of the country; everyday recipes of Roman cooking, some as popular today as they were years ago; unusual ways to serve pasta, as well as other Italian dishes--even a baked ham recipe dating from 100 A.D.; a book to read and re-read--not just one to use for a recipe; most American households could easily use these recipes without specialty items. (This item also appears on the Social Studies Advisory List.)

Follett, Barbara Lee. CHECK LIST FOR ENTERTAINING. Dolphin, 1976. 219 p. \$2.50 paper. shs

All sorts of information on how to entertain smoothly with emphasis on preplanning and checklists; ways to invite guests, whom to invite, ways to serve easily and correctly, all about dinners (seating, recipes, buffets, progressive suppers, etc.), teas, showers, picnics and tailgating, patio parties--it's all here, plus much more; tips on decorating, can't-eat or won't-eat dilemma, houseguests, social emergencies; excellent information in poorly bound paperback; no pictures; small, light print; still, some very valuable content for advanced classes and occupational foods

Guarino, Richard, and Richard Trubo. YOUR INSURANCE HANDBOOK. Dolphin, 1975. 302 p. \$3.95. paper. shs

Practically every conceivable question one could ask about insurance answered in thorough guidelines for getting the best protection for the money; warns about pitfalls to avoid when selecting health, life, and automobile plans, and offers pointers on where and how to buy; glossary of technical terms, ratings of the most substantial companies; highly useful for consumer education and family life courses

Hague, William E., ed. THE COMPLETE BASIC BOOK OF HOME DECORATING. Doubleday, 1976. 523 p. \$12.95. shs

Truly a complete and basic guide to all phases of home decorating; divided into sections of well-organized specifics; Part I provides information on color, pattern, lighting, styles of decor, and room planning; Part II takes up purchase and care of furniture, floor coverings, window treatments, and fabrics; Part III gives decorating ideas for every room in the house; Part IV concludes with specifics about storage, accessories, and miscellaneous topics; a hefty volume; good color photographs and some in black and white; good reference for student self-study and for teachers in lesson planning; well indexed

Harman, Robert Dan. MINOR AUTO BODY REPAIR. Chilton, 1975. 105 p. \$7.95. \$4.95 paper. shs

Designed to help ordinary automobile owners repair car dents and scratches;

MINOR AUTO BODY REPAIR. (Cont'd).

lists necessary tools and materials; then discusses specific damage and treatment on specific areas of auto; ends with careful instructions on preparing auto body for professional paint job; author repeatedly cautions against overconfidence in tackling repairs; close-up photographs give amateurs step-by-step procedures; excellent resource book for students interested in auto mechanics; glossary and index

Hyde, Margaret O., and Elizabeth Held Forsyth, M.D. WHAT HAVE YOU BEEN EATING? DO YOU REALLY KNOW? McGraw, 1975. 146 p. \$5.72. jhs shs

Intelligent look at food facts, fads; and myths which attempts to assess the problem from both scientific and psychological viewpoints; comes to grips with issues like vitamin-miracle claims, food additives, natural and organically grown food, obesity, and alternative food sources for a world threatened by famine; broad coverage which should stimulate consumer awareness; excellent print, wide margins, but no illustrations; indexed

Johnson, Hannah Lyons. LET'S MAKE SOUP. Lothrop, 1976. unp. \$4.81. elem jhs

Step-by-step directions for making your own delicious vegetable beef soup, from the knuckle-and-shin-bones beginning to the final, steamy, vegetable laden, yummy bowl; fans of Hannah Lyons Johnson (Let's Make Bread and Let's Make Jam) will need no convincing--simple, point by point directions, combined with excellent, close-up photographs of each stage in the process, distinguish this text as they have Johnson's previous titles; logical, orderly instructions for the young cook avoid condescension or "cuteness" while offering important safety and sanitation tips and ingredient alternatives and options helpful to beginners; both boys and girls depicted helping with preparations; youngsters will love this one--if they can wrench it away from teachers and parents!

Jones, Candy. CANDY JONES' COMPLETE BOOK OF BEAUTY AND FASHION. Harper, 1976. 278 p. \$11.95. shs

Hundreds of valuable hints, suggestions, and tricks of the trade Candy Jones has learned and tested during her career; step-by-step instructions with specially drawn illustrations tell how to bring out the potentially attractive person you want to be--and can be; subjects include every facet of physical appearance as well as chapters on voice improvement, depression, and early detection of breast cancer; a good self-image is at the core of everyone's happiness, and this book will certainly help; indexed

Jones, Evans. AMERICAN FOOD: THE GASTRONOMIC STORY, INCLUDING A PERSONAL TREASURY OF MORE THAN 500 DISTINCTIVE REGIONAL, TRADITIONAL AND CONTEMPORARY RECIPES. Dutton, 1975. 387 p. \$19.95. shs

Divided into three sections, dealing first with historical and geographical influences that produced America's style and quality of cooking; 500 recipes, gourmet and ordinary, gathered from various historical periods of America, as well as from different regions; contains two indexes--one of American food, featuring not only ingredients, but also persons and places and another of recipes, formal and informal; attractive, well organized; beautifully illustrated and printed; excellent supplementary book for senior high foods and nutrition courses and occupational food services program

Knutsen, Karl. WILD PLANTS YOU CAN EAT: A GUIDE TO IDENTIFICATION AND PREPARATION. Dolphin, 1975. 94 p. \$3.95 paper. jhs shs

Handbook discussing around 24 edible wild plants with identification photos included, some in color and others in black and white; describes identifying characteristics, where to find, when to harvest, how to prepare, and recipes to try for each wild plant; unfortunately, small snapshots of plants (many of which were not taken in close-up) are very little help in distinguishing plant characteristics; interesting supplementary reading source for individual students

Lee, Calvin B. T., and Audrey Evans Lee. THE GOURMET CHINESE REGIONAL COOKBOOK. Putnam, 1976. 322 p. \$10.95. shs

A very welcome, comprehensive cookbook of authentic Chinese dishes; sectioned according to China's four main regions--East (Shanghai), West (Szechwan), North (Peking), South (Canton); cultural-historical information at beginning of each section; recipes briefly describe dish, list ingredients, provide preparation and cooking steps in paragraph form; sections also on equipment, ingredients, and short list of Chinese groceries that accept mail orders; compared with other books on the market devoted to Chinese cookery, this one definitely is a better buy than most

Little, A. Edward. AUTO MECHANICS: AN INTRODUCTION AND GUIDE. Watts, 1974. 115 p. \$5.25. jhs shs

Simplified introductory material covers basic automobile parts and functions--engine, fuel system, electrical system, lubrication, cooling, exhaust, brakes, steering, and suspension system; easy reading with good cutaways and exploded views of topics; interesting section on facts about automobile and industry; glossary, bibliography, index

McHugh, Mary. LAW AND THE NEW WOMAN. Watts, 1975. 120 p. \$5.90. shs

Addressed to women considering law careers, giving information about various branches of and opportunities in law (corporations, private practice, legal services, teaching); valuable discussion of advantages and disadvantages of each specialty; many case histories of women lawyers (first names only); strong feminist bias; useful for high school students, but detailed enough for people closer to law school, too. (This item also appears on the Advisory List for the Reduction of Sex Bias.)

MacPherson, Tom. KEEP YOUR CAR RUNNING: HOW TO BE AN AUTO GENIUS. Putnam, 1976. 95 p. \$6.95. jhs shs

Home-style preventative maintenance for autos and minor repair information; deals quite well with battery maintenance; basic instructions on spark plugs, paints, filters, etc., written in clear language for beginners; good photographs and diagrams greatly aid the uninitiated; helpful list of necessary tools; author is, of course, totally knowledgeable, so he tends to promise miracles; indexed

Morris, Ben and Elizabeth. MAKING CLOTHES IN LEATHER. Taplinger, 1975. 95 p. \$10.95. shs

Designed for those who enjoy making their own clothes, showing them how to use suede and leather in high-fashion items; discusses leather types, required tools, suggestions for simple beginning items; designs for purses, skirts,



MAKING CLOTHES IN LEATHER. (Cont'd),

jackets, dresses, hats presume some pattern knowledge; black-and-white photographs of lovely, completed garments will motivate sewing students toward distinctive creations; unfortunately, book is written exclusively for girls; glossary, list of suppliers, index

Nish, Dale L. CREATIVE WOODTURNING. B.Y.U., 1975. 248 p. \$11.95. \$7.95 paper. jhs shs

Lavishly illustrated guide for the beginning wood lathe student; introduces lathe and other necessary tools and proceeds in step-by-step manner through all basic operations involved in mounting, turning, and finishing various projects; countless photographs back up concise, to-the-point text; excellent resource.

O'Kane, Dick. SIMPLE AUTO REPAIR. Doubleday, 1976. 199 p. \$2.95 paper. jhs shs

Excellent, fairly nontechnical book that deals almost superficially with minor, home-oriented auto repair; should be in libraries of schools with auto mechanics programs, as the book is perceived to develop motivation readiness and interest; should not, however, be considered as a major text for such courses; poorly bound--pages will probably be missing very quickly; diagrams will greatly help student know-how; indexed

Olnéy, Ross R. LIGHT MOTORCYCLE REPAIR AND MAINTENANCE. Watts, 1975. 65 p. \$4.33. jhs-9 shs

Brief text designed to help motorcycle novice identify and correct minor malfunctions; emphasizes upkeep; divided into sections covering every part of bike; valuable checklists at end of each section; well organized, accurate; clever cartoons; a high-interest book appealing to new or prospective cycle owners or those mechanically inclined

Paludan, Lis. EASY EMBROIDERY. Taplinger, 1975. 128 p. \$9.95. jhs

Basic needlework book devoted to stitching festive Scandinavian designs; in addition to embroidery, text covers design, appliqué, dyeing, potato printing, finger crochet, and a doll pattern; well illustrated in clear, easy-to-follow diagrams; many black-and-white and full-color photographs; originally published in Britain, thus requiring a brief glossary explaining English terminology in the text, like "hessian" (burlap), "Copydex" (adhesive similar to Elmer's Glue-all); very good for junior high students

Plummer, Beverly. FRAGRANCE: HOW TO MAKE NATURAL SOAP, SCENTS, AND SUNDRIES. Atheneum, 1975. 175 p. \$8.95. jhs shs

How-to book on natural soaps, scents, and sundries; precise instructions and interesting information on making such items as soap, tooth cleaners, mouthwashes, cleaners for automobiles, and perfumes; entertaining text gives tips on tools, packaging; Source List tells where to order wildflower seeds and plants; glossary; index; interesting supplementary resource

Redman, Martin. SUPERBIKE: MODERN HIGH PERFORMANCE MOTORCYCLES. Harper, 1975. 120 p. \$7.95. jhs shs

Brief history and discussion of motorcycles manufactured in Germany, Italy, Japan, United Kingdom, and United States; easy to read and interesting for wide age

SUPERBIKE: MODERN HIGH PERFORMANCE MOTORCYCLES. (Cont'd).

range, though bikes mentioned are high-speed models for expert riders; well illustrated--100 black-and-white photos and 16 full-color pages; performance figures will interest cycle fans; not a technical manual

Rejnis, Ruth. **EVERYTHING TENANTS NEED TO KNOW TO GET THEIR MONEY'S WORTH.** Dolphin, 1974. 205 p. \$2.95 paper. jhs-9 shs.

Informative, readable book on practical matters facing present or future renters; discusses tenants' most common problems (security, pest control, dealing with superintendents) and covers such basic topics as leases, insurance, condominium versus cooperative, and the search for an apartment; includes list of helpful organizations, where to obtain further information, and index; useful in consumer education and housing classes. (This item also appears on the Social Studies Advisory List.)

Russell, Helen Ross. **FORAGING FOR DINNER: COLLECTING AND COOKING WILD FOODS.** Nelson, 1975. 255 p. \$5.95. jhs-9 shs

Designed for beginners interested in learning about gathering food from wild plants or cultivated plants not normally used for food; Chapter I gives basic information about foraging; other chapters deal with a particular area, such as greens, the rose, berries, or weeds; basic recipes, when and where to look, glossary of terms, complete index; pen-and-ink drawings scattered throughout; interesting supplementary resource

Rutherford, Meg. **A PATTERN OF HERBS: HERBS FOR GOODNESS, FOOD, AND HEALTH AND HOW TO IDENTIFY AND GROW THEM.** Dolphin, 1976. 157 p. \$2.95 paper. jhs-9 shs

The world of herbs in interesting, easy-to-read prose; herbal characteristics, medicinal uses; and food uses; good reference for stimulating creative cookery and interest in the art of seasoning foods; delicately drawn, captioned illustrations throughout; "Kitchen Summary" lists major food categories and appropriate herbs for each; extensive Further Reading section; suggest purchasing a copy for reference that students could use on individual basis

Saunders, Rubie. **GOOD GROOMING FOR GIRLS.** Watts, 1976. 69 p. \$4.33. elem jhs

Sets forth thesis that every girl can be attractive if she will follow sensible good-grooming habits; stresses cleanliness as the essential--body, hair, clothes; explains effect of diet on skin and on weight; discusses hair styling, makeup, posture, exercise, manners; helpful checklist included and diets to gain or lose weight; index; young girls devour books on this topic

Sayles, Shirley. **STEP-BY-STEP STITCHERY: A COMPLETE INTRODUCTION TO THE CRAFT OF STITCHERY.** Golden, 1976. 80 p. \$4.95. jhs. shs.

Complete information on stitchery--yarns and threads, fabrics, needles, hoops and frames, and directions for flat stitches, chain stitches, loop stitches, knot stitches, filling stitches, couching, whipping, threading, backstitching, spider web stitches; instructions for the left-handed also; suggested projects with directions include tote bags, pillow covers, wall hangings, seat covers; projects are not easy; heavily illustrated with photographs and diagrams; excellent information on embroidery stitches and techniques.

Sparks, James C. MINI AND TRAIL BIKES AND HOW TO BUILD THEM YOURSELF. Dutton, 1976. 207 p. \$9.95. \$4.95 paper. jhs shs

Good semi-technical book for student with special interest in bikes and in building them; fairly high-level knowledge of mechanics, machine work, and welding needed or desirable; numerous diagrams to instruct builder; some photographs; appendix contains sources of information on trail bike areas; indexed

Villiard, Paul. RAISING SMALL ANIMALS FOR FUN AND PROFIT. Scribners, 1973. 160 p. \$3.95 paper. shs

Tips on raising all kinds of small animals from microscopic specimens to birds and fur-bearing animals; appealing style; attractive photographs; appropriate for high school students or individuals interested in establishing successful business or raising animals--earthworms, mink, hamsters, partridges, or any number of other animals for which a ready market exists; appendix lists address in each of the 50 states for free information on wildlife laws, licenses, feeding and housing birds and animals; also lists regional offices of U. S. government and offices in Canadian provinces; indexed. (This item also appears on the Science Advisory List.)

Weissler, Paul. SMALL GAS ENGINES: HOW TO REPAIR AND MAINTAIN THEM. Harper, 1975. 281 p. \$10.95. shs

Detailed directions on how to repair a small gasoline engine, using the lawn mower, chain saw, and snow blower as models; 400 illustrations, largely photographs, with a few diagrams show mechanic exactly what the directions tell him to do; helpful final chapter on whether to repair or replace parts; index; useful as a supplementary text for classes in vocational agriculture, especially those in Course #7008 and #7034; materials clearly presented

Wells, Dilys. HOW TO BE A REALLY GOOD COOK. Doubleday, 1975. 144 p. \$5.95. shs

Basic instruction book explaining useful equipment, identifying cuts of meat and cooking methods, listing types of fish and vegetables with ways to cook, though even approximate times are omitted; section on eggs helps test freshness and warns against fast cooking; some recipes included plus hints on storing variety of foods, including freezing tips; glossary of cooking terms and identification of oriental ingredients; photographs on almost every page; home economics students need this one

Books in a Series.

- EARLY CAREER BOOKS. Lerner, 1975. unpub. each \$3.95. prim-3 elem
- Babcock, Dennis, and Preston Boyd. CAREERS IN THE THEATER
- Kelly, Karin. CAREERS WITH THE CIRCUS
- Meade, Chris. CAREERS WITH A RAILROAD
- Petersen, Johanna. CAREERS WITH A FIRE DEPARTMENT
- Petersen, Johanna. CAREERS WITH THE POSTAL SERVICE
- Ramos, Gloria. CAREERS IN CONSTRUCTION

Attractive, easy-to-read series defines a variety of careers for primary and elementary career "awareness" activities; each job within a given career area succinctly described in one page of text and illustrated with full-page, color photograph on facing page; nicely handled effort to avoid racial and sexual stereotyping; useful for reluctant readers at junior and senior high school level



REAL PEOPLE AT WORK. Changing Times, 1974. each 35/ p. each \$1.65 paper.

elem jhs shs

ACTRESS
ASSISTANT BANK MANAGER
BEAUTICIAN
CHEMICAL TECHNICIAN
CHILDREN'S LIBRARIAN
DRESSMAKER
DRY CLEANER
ESTIMATOR
EXECUTIVE HOUSEKEEPER
FLORIST

FOREMAN TRAINEE
GRAPHIC ARTIST
HAND WEAVER
JUDGE
LEATHER WORKER
MEDICAL TECHNOLOGIST
PUBLIC RELATIONS WRITERS
QUALITY CONTROL ENGINEER
SPECIAL EDUCATION TEACHER
SUPERMARKET CASHIER

Easy, large-print, skinny little books that introduce various occupations; chief attraction is large, people-oriented, black-and-white photographs on every page depicting facets of the job; "Special Words" list at end of each book identifies key words associated with occupation described; many first-person accounts, always extremely simple--short sentences, only three or four to a page; however, some difficult vocabulary may pose problems within simple sentence structure (i.e., in MEDICAL TECHNOLOGIST words like "incubator," "bacteria," "diagnosis," "serum"); teachers certainly need to prepare students for occupational terminology; excellent success in eliminating racial/sexual stereotypes--woman truck driver, black female judge, etc.; throughout the series, the emphasis is on women performing in all job areas; no real career substance here--might just barely be called career "awareness" effort--but a great deal of moral support for minorities and women; for nonreaders and remedial readers in Grades 7-12. (This item also appears on the Advisory List for the Reduction of Sex Bias.)

BOOKS (FOR TEACHER USE)

Maley, Donald. CLUSTER CONCEPT IN VOCATIONAL EDUCATION. Am. Tech., 1975. 234 p. \$6.50 paper.

Overall presentation of elements of cluster program designed to help initiators of such a program in senior high schools and beyond; definitions, reasons behind program, various forms and facilities needed; sample program presented, as well as teacher requirements, criteria for evaluation, and suggestions for successfully starting such a program; good "expected outcome" section in each chapter clarifies what reader ought to know after reading; indexed

Miller, W. R., and Homer C. Rose. INSTRUCTORS AND THEIR JOBS. 3rd ed. Am. Tech., 1975. 298 p. \$9.95.

Good material of a methods course nature; discusses useful methods and techniques to meet present-day instructional needs in occupational education areas; comprehensive presentation covering such topics as motivation, courses of study and lesson plans, written instructional materials (manuals, textbooks, clippings, instruction sheets), lecture method (catching and holding attention), visual aids, individualized instruction; sample lesson plans and assignment sheets geared to occupational areas--i.e., spark testing, how to tin a soldering copper, agricultural education; good print; well organized; excellent models and illustrations; clear, concise, readily usable information.

Reemer, Rita, ed. TEACHING ORGANIC GARDENING: BASIC TEACHER'S GUIDE. Rodale, 1975. 116 p. \$3.25 paper.

This large, thin paperback is an exceptionally valuable guide for teachers and students interested in organic gardening; covers commonly asked questions in easy terms using very simple diagrams; major topics include compost and mulch, how a plant grows, seeds: choosing, starting, and planting, soil preparation and maintenance, insect and pest control, harvesting, storage, and cooking; although designed as a teaching guide, the book is also an excellent do-it-yourself manual for beginning gardeners

Selph, Annabelle D., and Barbara Gervais Street. ALPHABET SOUP. Selph-Street, 1975. 183 p. \$5.50 paper.

Good background on nutritional facts combined with discussions of teaching ideas and ready-to-use teaching materials; 20 recipes for children and 100 riddles packing pertinent information on individual foods, from the apple to zucchini, from collards to the tangerine, in appealing rhymes titled "What Am I?"; one section highlights foods from other cultures, including a look at foods of North Carolina Indians; pen-and-ink drawings; handy teacher resource in nutrition education units; slow learners on secondary level will benefit from contents and suggestions

BOOKS (REFERENCE)

THE ART OF SEWING. Time-Life: (available from Silver Burdett). 16 titles. each \$8.97. shs

BASIC TAILORING. 1974

BOUTIQUE ATTIRE. 1975

THE CLASSIC TECHNIQUES. 1973

CREATIVE DESIGN. 1975

THE CUSTOM LOOK. 1973

DECORATIVE TECHNIQUES. 1975

DELICATE WEAR. 1975

EXOTIC STYLING. 1974

MAKING HOME FURNISHINGS. 1975

NOVEL MATERIALS. 1974

THE PERSONAL TOUCH. 1974

RETYLING YOUR WARDROBE. 1976

SEPARATES THAT TRAVEL. 1975

SHORTCUTS TO ELEGANCE. 1973

THE SPORTING SCENE. 1975

TRADITIONAL FAVORITES. 1974

Colorfully bound, beautifully illustrated set designed for the skilled seamstress interested in elegant fabrics, design, and style, though beginners also will gain invaluable tips; information on handling fine fabrics, couturier techniques for precision fit, subtle use of textures, creative needlework, techniques for ruffles, puffed sleeves, and peplum, expert advice and directions for home decorating projects, and the art of quilting, crocheting, and needlepoint, among numerous other sewing topics; each volume constitutes an entity in itself and can be used independently of the rest of the set; although each volume includes basic techniques, certain emphases as well as more detailed instructions and explanations give the set an advanced nature; sturdy binding suited for hard use; diagrams, charts, etc. are clear and easy to follow; special directions for the left-handed seamstress; good index, glossary, and table of contents increase usefulness of each volume; a very elegant addition to home economics collections. (This item also appears on the Reference Advisory List.)

BOOKS (SUPPLEMENTARY TEXTS)

Allen, Phyllis Sloan. THE YOUNG DECORATOR: A TEXTBOOK FOR HIGH SCHOOLS AND A GUIDE FOR ALL HOME DECORATORS. B.Y.U., 1975. 219 p. \$12.95. \$8.95 paper. jhs shs

Refreshing to find a book that deals with concepts of interior design pertinent to students; attractive illustrations, colorplates, and easy-to-read format in text guaranteed to delight students; covers housing decisions, principles of design, color, fabrics, window treatments, furniture, money management, and a look at career opportunities in interior decorating; student assignments and suggested teaching aids at end of each chapter; excellent basic text; supplementary references provided for more in-depth study by students--this book whets the appetite for more study

Allen, Willard A. KNOW YOUR CAR. 3rd ed. Am. Tech., 1974. 193 p. \$5.95. shs

Comprehensive coverage of basic automotive system and parts; clearly explains automobile functions and performance; easy reading with pictorial cutaways and exploded views of material; good index; useful material for trade and industrial areas of automotive industry and auto mechanics

Alley, Walter, and Walter E. Billiet. DISC AND DRUM BRAKE SERVICE. 2nd ed. Am. Tech., 1974. 170 p. \$5.25. shs

Deals exclusively with automobile brake system--brake assemblies, brake system, and brake service; numerous pictures, diagrams, and exploded views; appropriate techniques and applications throughout publication; indexed; very good supplementary material for auto mechanic students and equally good resource for second-year students

Automotive Editorial Department. CHILTON'S AUTO HEATING AND AIR CONDITIONING MANUAL: AMERICAN CARS FROM 1966 TO 1974. Chilton, 1974. 824 p. \$16. shs

Auto heating and air conditioning manual encompassing theory, general servicing procedure, wiring circuits, vacuum diagrams, and heater core repair or replacement procedures; covers American Motors, Chrysler, Ford, Volkswagon, and truck units manufactured by Chevrolet, Dodge, and Ford; smaller than average print but exceptionally good exploded views; good supplemental text for automotive shop teachers

Automotive Editorial Department. CHILTON'S AUTO TROUBLESHOOTING GUIDE. Chilton, 1973. 120 p. \$5.95. \$3.95 paper. shs

Covers troubleshooting the engine, starting system, fuel system, cooling system, electrical system, air conditioning system, manual and automatic transmission, rear axle, front suspension and wheel alignment, brakes, steering system, and tires; highly technical vocabulary; many good pictures and diagrams illuminate text; well-organized content

Automotive Editorial Department. CHILTON'S MOTORCYCLE REPAIR MANUAL. Chilton, 1974. 1376 p. \$22.95. shs

Excellent general technical manual dealing with motorcycles from 50cc up; dozens of makes and models; information enables a person to correct typical problems on almost any popular motorcycle; comprehensive, well illustrated; worth the price; note should be made that this massive reference cannot replace a specific shop manual for a specific motorcycle, but it should be considered as the first manual to obtain

Automotive Editorial Department. CHILTON'S REPAIR AND MAINTENANCE GUIDE: TRAVEL TRAILERS. Chilton, 1973. 180 p. \$6.95. \$4.95 paper. shs.

Full information on various travel trailers covering everything from towing problems, water and sewage, fuel and heating, to electrical systems, refrigeration, air conditioning, running gear/assembly, and routine maintenance; many charts and tables clarify information (i.e., passenger car and stationwagon tire load limits, refrigeration problems and remedies); many black-and-white photos and diagrams; good reference book for automotive or machine shop program; well written and well illustrated, covering all details of subject concisely

Automotive Editorial Department. CHILTON'S REPAIR AND TUNE-UP GUIDE: INBOARD/OUTDRIVES. Chilton, 1973. 251 p. \$6.95. \$4.95 paper. shs

Repair and tune-up information on inboard and outboard marine engines produced by Mercury, Chrysler, and Outboard Marine Corporation; encompasses general information and maintenance but primarily relates to specifications; technical vocabulary in clear instructions; prolific black-and-white photos and diagrams facilitate text; for marine engine repair or marine occupation programs

Automotive Editorial Department. CHILTON'S REPAIR AND TUNE-UP GUIDE: OUTBOARD MOTORS 30 HORSEPOWER AND OVER. Chilton, 1973. 284 p. \$6.95. \$4.95 paper. shs

General information and maintenance on Chrysler, Mercury, Evinrude and Johnson outboard motors over 30 horsepower; good pictorial cut-away and exploded views of parts and engines; valuable appendix on safety measures includes precautions, load capacities, necessary equipment, weather, storm, and distress signals; supplementary reference for small-motor repair or marine occupations program

Automotive Editorial Department. CHILTON'S REPAIR AND TUNE-UP GUIDE: OUTBOARD MOTORS UNDER 30 HORSEPOWER. Chilton, 1973. 223 p. \$6.95. \$4.95 paper. shs

General information and maintenance instructions for Chrysler, Mercury, Evinrude, and Johnson outboard motors under 30 horsepower; good pictorial cut-aways and exploded views of parts and engines clarify material; supplementary reference book for instructors of small-motor repair or marine occupations

Baker, Glenn E. CONSTRUCTION: TECHNIQUES. Prentice, 1976. 120 p. \$4.76. shs

One of the MODULAR EXPLORATION OF TECHNOLOGY series intended to alert students to opportunities in various construction-related careers; divided into seven basic units; simple, direct language; numerous diagrams, photographs; helpful statement of objectives begins each unit; beneficial to students in all building trades courses; indexed

Barkhouse, Bob. ENGINE REPAIR: HEAD ASSEMBLY AND VALVE GEAR. McKnight, 1975. 459 p. \$8.97. shs

Covers the modern engine--preliminary steps to overhaul and the breathing system; exploded and cut-away views use color for emphasis and clarity; easy reading, thanks to numerous illustrative pictures; helpful review questions end each unit, answered in back of book; useful tables clarifying technical information (i.e., standard pipe and drill sizes); attractively bound; indexed

Betts, M. Roger, et al, eds. EXPLORING THE CONSTRUCTION INDUSTRY. McKnight, 1976. 582 p. \$10.47. elem-6 jhs shs

Comprehensive coverage of just about every aspect of construction work: drafting, engineering, wiring, plumbing, masonry skills, surveying, framing (ceilings, roofs, floors, walls, windows, etc.), interior and exterior maintenance, and repair--and a great deal more; residential and commercial building explained and depicted from foundation up; this text brings it all together, allowing plumbers to see what carpenters do and bricklayers to see what electricians do, etc.; beautiful self-contained units dealing with a variety of construction trades and functions; one section is pages and pages of tools pictured and explained; strong section on contract aspect of construction, aided by comprehensive model contract showing students contract terms and language; metric measurement well explained as applied to construction trade in tables showing relationship of metric and customary unit values; vocabulary is specialized but sentence structure is simple, presenting each new term in bold type and defining it as it arises in context; language is really self-defining so that motivated middle graders could handle text, yet senior high students would not be insulted; excellent, prolific illustrations, all quite realistic and completely integrated and unbiased--women pictured doing all kinds of construction work; excellent reference book for construction clusters and construction industry programs; a superior resource well worth the investment

Billiet, Walter E., and Walter Alley. AUTOMOTIVE SUSPENSIONS, STEERING, ALIGNMENT, AND BRAKES. 5th ed., Am. Tech., 1974. 170 p. \$9.25. shs

Thorough coverage of automotive suspension, steering, alignment, and brake system; excellent exploded and cut-away views of all systems contribute to understanding material and its application to training; durable, attractive binding; indexed

Chaplin, Jack W. METAL MANUFACTURING TECHNOLOGY. McKnight, 1976. 584 p. \$9.48. shs

Explains operations for mining ore, the manufacturing process in metals industry, and machine shop industrial procedures used to produce finished product; deals with product design, production planning, and cost analysis; safety emphasized in learning machine operations and production; good pictorial and cutaway examples; excellent index and table of contents

Fried, Henry B. THE WATCH REPAIRER'S MANUAL. 3rd ed. Chilton, 1973. 327 p. \$9.95. shs

Cleaning, adjusting, and repairing watches, encompassing mainsprings, making stems, the balance staff, balance wheel, replacing a pallet jewel, roller jewel, how to put a watch in beat, and general troubleshooting, servicing, and repair; comprehensive, including pictures and diagrams which complement easy reading; appendices include dictionary of trade terms, list of American and Swiss watch sizes, conversion tables, diagrams of watch movements, bibliography, reference materials, index; good technical reference for ICT student training in watch repair work

Gebert, Kenneth L. NATIONAL ELECTRICAL CODE BLUEPRINT READING: BASED ON 1975 CODE. 6th ed. Am. Tech., 1974. 185 p. \$8.90 paper. shs

Excellent text for electricity or electrical installations programs; current, well written, thoroughly illustrated, technically accurate; contains excellent

NATIONAL ELECTRICAL CODE BLUEPRINT READING: BASED ON 1975 CODE. (Cont'd).

removable competency exams; abbreviations, symbols, and illustrations typically used in the trade are designed to assist students learn blueprint reading for electrical trades

Gebert, Kenneth L., and Kenneth R. Edwards. TRANSFORMERS: PRINCIPLES AND APPLICATIONS. 2nd ed. Am. Tech., 1974. 346 p. \$9.75 paper. shs

Excellent explanation of theory of power transformers in relation to operation and to more complex areas, including three-phase, delta and wye connections, and vectoral analysis; well written; carefully illustrated with diagrams and pictures; a "must" book for second-year electricity trade students.

Giachino, J. W., and Henry J. Beukema. ENGINEERING DRAFTING PROBLEMS. 2nd ed. Am. Tech., 1974. 96 p. \$7.50 paper. shs

Workbook designed for a first course in engineering or technical drafting; intended to supplement the textbook, ENGINEERING-TECHNICAL DRAFTING AND GRAPHICS, by same authors but adaptable for use with any engineering drafting text; covers lettering, basic drawing concepts, geometric construction, multiview drawing, dimensioning, sectional and auxiliary views, threads and fasteners, detail and assembly, pictorials, charts and graphs, descriptive geometry, and intersections and developments; material is of high quality, clear and concise; desirable title for drafting instruction

Kates, Edgar J., and William E. Luck. DIESEL AND HIGH COMPRESSION GAS ENGINES. 3rd ed. Am. Tech., 1974. 487 p. \$12.95. shs

Diesel engine's distinguishing features, basic construction, stationary and moving parts, lubrication, heat and combustion, engine power and fuel consumption, intake and exhaust system, testing, instrumentation, and design; also covers high compression gas-burning engines, auxiliary systems, operations, and maintenance; good pictorial cut-away information

Kirk, Franlyn W., and Nicholas R. Rimboi. INSTRUMENTATION. 3rd ed. Am. Tech., 1975. 376 p. \$9.95 paper. shs

Text treating temperature, pressure, humidity, electricity, and transmission in relation to controls and analysis, presented in content that average high school student will comprehend; many pictorial examples and cut-away models clarify mechanical functions; comprehensive glossary and index; supplemental materials for high school trade and industrial programs in electronics-related areas

Meyer, Leo A. NUCLEAR POWER IN INDUSTRY: A GUIDE FOR TRADESMEN AND TECHNICIANS. 2nd ed. Am. Tech., 1974. 137 p. \$4.90 paper. shs

Relatively nontechnical book introducing readers to highly technical area of nuclear power; background information on structure of atom, its potential power as energy, effects of radiation, and safety measures; revised to include up-to-date, available information, techniques, measuring devices, job openings; many illustrations, pictures, and examples; questions at close of each chapter answered at back of book; indexed; helpful for students in understanding basics of subject as well as considering job possibilities

Meyer, Leo A., and Alfred B. del'Etoile. SHEET METAL SHOP PRACTICE. 4th ed. Am. Tech., 1975. 316 p. \$9.95. jhs-9 shs

All aspects of sheet metal shop activities—patterns, cutting, fasteners, punching, drilling, etc.; simple projects for student practice; clear, easy text with numerous, helpful illustrations; indexed

Pearce, Charles E. ESSENTIALS OF AUTO MECHANICS. Hawkes, 1973. 140 p. \$4.25 paper. study guide \$3.50. Word to Know \$1. unit texts \$1.50. guidebook for Word Discoveries \$1. teacher's guide \$.50. all \$11.75 paper. shs

Major systems of the automobile: engine, cooling, fuel, exhaust, electrical, and suspension system; text, test materials, word recognition, and study guide written for student who might have reading difficulties; clear diagrams, but poor quality black-and-white photographs

Putnam, R. E., and G. E. Carlson. ARCHITECTURAL AND BUILDING TRADES DICTIONARY. 3rd ed. Am. Tech., 1974. 510 p. \$9.25. jhs shs

Comprehensive dictionary covering all aspects of architectural and building trades, defining terms in brief, clear statements; pronunciation guides where needed; profusely illustrated with photographs and diagrams clarifying or expanding definitions; numerous terms cross-referenced to words with similar meanings; appended section lists and defines legal terms associated with architectural and building trades; concludes with some of the common material sizes used by architectural draftsmen; excellent text

Putnam, Robert. BRICKLAYING SKILL AND PRACTICE. 3rd ed. Am. Tech., 1974. 266 p. \$6.50. jhs-9 shs

Precise instructions in basics of bricklaying covering such essentials as tools and equipment, on-the-job safety measures, and construction techniques, including fireplace and chimney construction, concrete block masonry, and heavy construction; clear and concise; numerous well-drawn diagrams and detailed photographs; several appendices cover blueprints, math, and rigging; indexed

Schell, Frank R. PRACTICAL PROBLEMS IN MATHEMATICS: METRIC SYSTEM. Delmar, 1975. 82 p. \$2.85 paper. guide \$1.25 paper. jhs-9 shs

Approaches metrics through application to relevant technical problems with suggestions and examples before each section; however, complicates subject by introducing undesirable, rarely used units such as "hg," "dal," "dm," etc.; useful supplementary or review workbook only if instructor deals with preferred units and de-emphasizes others; one of few books utilizing practical applications; teacher guide provided

Seippel, Robert G., and Roger Lincoln-Nelson. ALTERNATING CURRENT: CIRCUIT ANALYSIS. Am. Tech., 1975. 127 p. \$4.95. shs

Very practical text on electronics aspects of alternating current circuit analysis; procedures carefully outlined to help beginners and serve as handy reference for journeymen; artwork drawn in stages to preserve sequence and continuity; appendix describes trigonometry tables and slide rule use in solving electrical problems; operations of mathematics using powers of 10 explained; also, extensive tables of ac formulas printed for ready reference; mastery of this material is essential to success in the field; well written, clear, and well illustrated

Seippel, Robert G., and Roger Lincoln Nelson. DESIGNING CIRCUITS WITH IC OPERATIONAL AMPLIFIERS. Am. Tech., 1975. 101 p. \$4.95 paper. shs

Excellent practical text to assist students in learning diverse uses of integrated circuits (IC's)--various circuit designs using IC operational amplifiers; detailed description of operational amplifier, its capabilities, characteristics; design application follows description; each application has circuit with its own glossary; step-by-step design procedure follows each circuit; design example in "cookbook" style after each design procedure; test verification concludes each design lesson; all basic application, excluding theory; mathematics and schematics well handled; sturdy paperback; well organized and attractive

Seippel, Robert G., and Roger Lincoln Nelson. DIRECT CURRENT: CIRCUIT ANALYSIS. Am. Tech., 1975. 105 p. \$4.95 paper. shs

Rather technical book dealing with direct current (dc) circuit analysis; circuits are resistive; many theories, formulas, and advanced levels of math involved--more practical application than theory, however; well written; does deal with some relatively obscure principles; material most appropriate for advanced students in electronics

Seippel, Robert G. FUNDAMENTALS OF ELECTRICITY: BASICS OF ELECTRICITY, ELECTRONICS, CONTROLS AND COMPUTERS. 6th ed. Am. Tech., 1974. 417 p. \$8.50. jhs-9. shs

All phases of electricity--generators and motors, electron tubes, solid state, automatic control, computers, the atom, circuits, regulators, measuring instruments, etc.; stresses interrelationship between electricity and electronics; final chapter offers electrical/electronic safety tips; text written in direct style; 450 illustrations greatly aid comprehension; five appendices deal with symbols, formulas, solving electrical problems with trigonometry tables or slide rule, etc.; indexed

Stegman, George K., and Harry J. Stegman. ARCHITECTURAL DRAFTING: FUNCTIONAL PLANNING AND CREATIVE DESIGN. 2nd ed. Am. Tech., 1974. 632 p. \$10.36. jhs shs

All aspects of architectural drafting--lettering and sketching, site and location problems, floor, room, and house plans, construction details, lighting, wiring, plumbing, model making, etc.; chapters on seldom tackled topics of specifications, estimating, and financing; stresses environmental and aesthetic considerations; appendix covers building industry's conversion to metric measurement, including tables for new metric sizes of building components; clear, concise, readable text supplemented by exceptional illustrations and photographs; reference section and index; well-organized, excellent book

Sundberg, Elmer W. BUILDING TRADES BLUEPRINT READING. PART 1, RESIDENTIAL AND LIGHT COMMERCIAL CONSTRUCTION. 2nd ed. Am. Tech., 1974. 240 p. \$7.50 paper. shs

Formal study of blueprint reading, aimed particularly at light construction; direct application of principles through large, fold-out blueprints of several buildings representing different types of construction and regional application, including a branch bank and a North Carolina residence; in-depth information beyond blueprints themselves covers actual construction processes; this Second Edition contains completely new text material and four new sets of blueprints; last chapter introduces metric measurement in building construction; self-check quizzes and trade competency tests after each chapter; appended information on

BUILDING TRADES BLUEPRINT READING. PART 1, RESIDENTIAL AND LIGHT COMMERCIAL CONSTRUCTION. (Cont'd).

working stresses for wood structural members and on stair design; comprehensive coverage of blueprint reading for students in construction trades as well as an aid to drafting students; excellent print; nicely bound; outstanding supplementary material

Van Deventer, C. N. AN INTRODUCTION TO GENERAL AERONAUTICS. 3rd ed. Am. Tech., 1974. 569 p. includes slipcase and sectional chart \$10. jhs-9 shs

Excellent textbook for general introductory course in aeronautics; each chapter includes self-examination questions and written assignments; covers history of flight, physical laws of aerodynamics, how an airplane flies, stability and control, engines, flight instruments, physiological problems of flight, rules and fundamentals of flight, navigation, weather, and the helicopter; separate sectional aeronautical chart of Detroit; appended are miscellaneous charts, graphs, tables, such as certificate data sheet, loading graphs, standard atmosphere table, etc.; federal aviation regulations also appended; answer key and index; well written, clearly illustrated

Books (Supplementary Texts) in a Series

Burns, Marjorie Arch. SUPER SEWING SERIES. Lippincott, 1976. each \$2.50 paper. shs
ALTERING READY-TO-WEAR. 127 p.
LINING, UNDERLINING, INTERFACING. 72 p.
THE SHIRT LOOK. 116 p.
THE TAILORED LOOK. 128 p.

Excellent series for advanced semester course in clothing and for clothing services; unlike many clothing books, pictorial illustrations used will not outdate themselves; excellent step-by-step directions, easy to follow; outstanding photographic close-ups; slim, attractive format; indexed.

INTRODUCTION TO CAREERS PROGRAMS. McKnight, 1975. each \$1.98 paper. jhs shs
Hauenstein, A. Dean, and Steven A. Backmeyer. INTRODUCTION TO COMMUNICATIONS CAREERS. TEXT-ACTIVITY MANUAL. 114 p.
Kimbrell, Grady. INTRODUCTION TO BUSINESS AND OFFICE CAREERS. TEXT-ACTIVITY MANUAL. 189 p.
Kimbrell, Mary Ellen. INTRODUCTION TO HEALTH CARE CAREERS. TEXT-ACTIVITY MANUAL. 119 p.
Lux, Donald G. INTRODUCTION TO CONSTRUCTION CAREERS. TEXT-ACTIVITY MANUAL. 116 p.
Ray, Willis E. INTRODUCTION TO MANUFACTURING CAREERS. TEXT-ACTIVITY MANUAL. 125 p.

Five 30-day courses designed to introduce key concepts in specific career areas; text-activity manual required for each student organized into theory-practice sections with clearly stated objectives; convenient detachable sheets; charts, diagrams, graphs, photographs further explain material; additional software items available (see publisher's catalogue)

INTRODUCTION TO COMMUNICATIONS CAREERS. TEXT-ACTIVITY MANUAL

Stresses career opportunities in a world of communications--radio in detail, television and motion pictures briefly; importance of personal communications as well as listening discussed, practiced in one-to-one situations

INTRODUCTION TO CAREERS PROGRAMS. (Cont'd).

INTRODUCTION TO BUSINESS AND OFFICE CAREERS. TEXT-ACTIVITY MANUAL

Designed to familiarize students with methods, skills, knowledge, and working conditions in businesses and offices; theory and activities deal with two main purposes of business/office workers--to process information and assist management; well presented and satisfactorily organized with appropriate examples, samples, and illustrations.

INTRODUCTION TO HEALTH CARE CAREERS. TEXT-ACTIVITY MANUAL

Emphasizes goal of persons in health care careers--preventative medicine and treatment of illness; establishment of classroom health care clinic provides experiences in specifics such as examining, diagnosing, treating, educating, as well as business-connected activities; diagrams need color to clarify various systems, especially circulatory; helpful glossary of terms

INTRODUCTION TO CONSTRUCTION CAREERS. TEXT-ACTIVITY MANUAL

Ideas and information relative to several occupations in construction, such as surveying, foundations, superstructures, utilities, interiors/exterior, finishing; answers concerns and questions of students investigating various construction careers

INTRODUCTION TO MANUFACTURING CAREERS. TEXT-ACTIVITY MANUAL

Examines wide variety of careers in manufacturing from raw products to finished goods; stresses team mentality necessary among production workers in manufacturing plants; glossary included

MACHINE TOOL SERIES. Ed. Methods, 1974. \$22.80 paper. shs

VOLUME 1. MEASUREMENTS: LINEAR, MICROMETER, VERNIER, 136 p. \$4.20 paper.

VOLUME 2. BASIC HAND TOOLS: BASIC HAND TOOLS, REAMERS, COUNTERBORES AND COUNTERSINKS, THREADS AND TAPS IN THE SHOP. 90 p. \$3.40 paper.

VOLUME 3. WORK PLANNING AND SETUP: HOLDING WORK ON SLOTTED TABLES; LATHE WORKHOLDING DEVICES, BASIC LAYOUT. 138 p. \$4.20 paper.

VOLUME 4. METAL CUTTING FUNDAMENTALS. 92 p. \$3.40 paper.

VOLUME 5. CUTTING TOOLS I: MILLING CUTTERS, LATHE CUTTING TOOLS. 136 p. \$4.20 paper.

VOLUME 6. CUTTING TOOLS II: TWIST DRILLS; SHARPENING TWIST DRILLS, GRINDING WHEELS. 88 p. \$3.40 paper.

Workbook/drill in clear, concise, machine shop series; performance objectives clearly stated; sequenced exercises give learning tasks which student responds to; immediate feedback in answers printed after each exercise; illustrations and exploded views throughout entire series; many illustrations on every page clarify content and relate to machine shop training; excellent for individualized instruction

FILM LOOPS (SOUND)

Film Loops (16mm, sound*) in a Series

*Separate 16mm film and magnetic tape loops are encased in a single plastic cartridge and must be synchronized manually by advancing the film loop with a fast-forward control. Once synchronized, the loops progress simultaneously, one frame at a time, when the viewer presses a button, allowing viewer's progress to be self-paced. Cartridge must be used in a machine designed to accommodate it. Consult producer's literature for information about the machine. Materials are available in sound filmstrip format for \$20 each.

ADDING MACHINE AND CALCULATOR SERIES. 15 color film loops, guide \$1050. each \$70. Cardinal, 1972, 1973. (available from EBE). shs

- TEN-KEY ADDING MACHINE (OLIVETTI MULTISUMMA 20): ADDITION, PART I
- TEN-KEY ADDING MACHINE (OLIVETTI MULTISUMMA 20): ADDITION, PART II
- TEN-KEY ADDING MACHINE (OLIVETTI MULTISUMMA 20): SUBTRACTION
- TEN-KEY ADDING MACHINE (REMINGTON 40712-10): ADDITION, PART I
- TEN-KEY ADDING MACHINE (REMINGTON 40712-10): ADDITION, PART II
- TEN-KEY ADDING MACHINE (REMINGTON 40712-10): SUBTRACTION
- TEN-KEY ADDING MACHINE (BURROUGHS J628): ADDITION, PART I
- TEN-KEY ADDING MACHINE (BURROUGHS J628): ADDITION, PART II
- TEN-KEY ADDING MACHINE (BURROUGHS J628): SUBTRACTION
- THE ELECTRONIC PRINTING CALCULATOR (NCR, BASICOM OR UNICOM): MULTIPLICATION
- THE ELECTRONIC PRINTING CALCULATOR (NCR, BASICOM OR UNICOM): DIVISION
- TRANSITION TO THE PRINTING CALCULATOR (OLIVETTI DIVISUMMA 24)
- THE PRINTING CALCULATOR (OLIVETTI DIVISUMMA 24): MEMORY FUNCTIONS
- THE PRINTING CALCULATOR (OLIVETTI DIVISUMMA 24): MULTIPLICATION
- THE PRINTING CALCULATOR (OLIVETTI DIVISUMMA 24): DIVISION

See producer's literature for additional titles in series.

Self-paced series provides well-organized presentation teaching basic addition/subtraction procedures used with a ten-key adding machine and the touch-stroke method; division, multiplication, percentages, and memory functions also included for calculator; error correction and proper hand positions and posture stressed; step-by-step instructions presented clearly in sequential order; prepared specifically for Burroughs, Olivetti, Remington, and National Cash Register (NCR) adding and calculating machines; excellent individualized instruction; many programmed stops to allow student to perform "hands-on" exercises demonstrated on loops; excellent practical aid to students mastering standard functions and operations of adding machines and calculators

AUTOMOTIVE TUNE-UP SERIES. 15 color film loops, guides \$1050. each \$70. Cardinal, 1973. (available from EBE). shs

- FOUR-CYCLE OPERATION
- FUNDAMENTALS OF ELECTRICITY II
- BATTERIES AND TESTING
- FUEL SYSTEM I
- FUEL SYSTEM II
- FUEL SYSTEM III
- CONVENTIONAL IGNITION SYSTEMS: TUNE-UP I
- CONVENTIONAL IGNITION SYSTEMS: TUNE-UP II
- OSCILLOSCOPE I
- THE INFRA-RED EMISSION TESTER, PART II
- ENGINE DIAGNOSIS FOR MAJOR TUNE-UPS
- INFRA-RED EMISSION ANALYZER: MARQUETTE MODEL 42-159
- INFRA-RED EMISSION ANALYZER: ROTUNDA MODEL BRE-732
- INFRA-RED EMISSION ANALYZER: ATLAS MODEL AET-345
- BASIC TUNE-UP

See producer's literature for additional titles in series.

The complete AUTOMOTIVE TUNE-UP SERIES is designed to teach auto tune-up skills in detailed, step-by-step procedure from disassembly to reassembly of a

AUTOMOTIVE TUNE-UP SERIES. (Cont'd).

one-cylinder air-cooled engine, as well as the diagnosis and major tune-up of typical automotive V-8 engine; basic "hands-on" skills demonstrated, which student practices on an actual car, using tools and equipment available in typical automotive shop; self-paced instruction clearly explains use of special test equipment and procedure necessary to perform basic and major tune-ups; electrical fundamentals, battery testing, ignition and fuel system, and emission control testing explained in easy terminology; excellent close-up photography; good explanation of engine testers, oscilloscope, and Sun, Marquette, and Rotunda models of infra-red emission analyzers; constant reinforcement visually and in narration; completely self-paced--student advances, reverses, or stops loops to suit personal progress; superior program; although some titles in this series were not submitted for preview, the substantial number which were previewed were found excellent.

BANK TELLER TRAINING SERIES. 9 color film loops, guides \$630. each \$70.

Cardinal, 1973. (available from EBE). jhs-9 shs

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| HANDLING COIN | CASH DEPOSITS |
| HANDLING CURRENCY, PART I | CHECK DEPOSITS |
| HANDLING CURRENCY, PART II | LESS-CASH DEPOSITS |
| CHECK CASHING, PART I | MIXED TRANSACTIONS AND BALANCING |
| CHECK CASHING, PART II | |

Thorough, step-by-step instruction in duties and responsibilities of bank teller; teaches proper procedures for counting coins and currency, protecting cash, cashing checks, accepting different types of deposits, and teller balancing; detailed, deliberate narration clarifies each aspect of the job; may be used either in a simulation, where an adding machine and imitation coins and currency are needed, or in on-the-job training; comprehensive, accurate; completely self-paced

BRICK MASONRY SERIES. 2 color film loops, guides \$140. each \$70. Cardinal, 1973.

(available from EBE). elem jhs shs

- BED AND HEAD JOINTS
- LAYING BRICKS TO A LINE

Excellent self-paced, individualized instructional units covering basic brick masonry skills; BED AND HEAD JOINTS teaches students to mix mortar properly, lay, furrow, and butter a head joint, and lay a course of brick; LAYING BRICKS laying the bricks level and "to the line"; safety precautions included; all the tips anyone needs (i.e., precisely how to remove mortar from trowel without wasting any); step-by-step instructions with constant reinforcement; very detailed, no steps omitted; several demonstrations of each process, after which student performs same to get feel for it; each frame numbered for convenient reference; clear, well-paced narration; excellent, well-labeled graphics and outstanding close-up photography; welcome addition to bricklaying aspect of construction cluster in occupational exploration program and senior high school bricklaying unit

CARBURETOR OVERHAUL SERIES. 4 color film loops, guides \$280. each \$70.

Cardinal, 1973. (available from EBE). shs

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|-------------------------|-------------------------|
| THE ROCHESTER MODEL BV | THE HOLLEY MODEL 1920 |
| THE ROCHESTER MODEL 4MV | THE AUTOLITE MODEL 4300 |

See producer's literature for additional titles in series.

Demonstrations of safe, appropriate steps in overhauling identified models



CARBURETOR OVERHAUL SERIES. (Cont'd).

of carburetors; covers disassembly, cleaning, adjustment, and reassembly of carburetor; student uses tools, equipment, and parts available in typical automotive shop and works at his own pace on an actual carburetor; entirely self-paced; concise, thorough narration and excellent close-up photography; nothing omitted; good material for individual instruction or small-group learning; graphically illustrates basic procedures for carburetor overhaul

CASH REGISTER SERIES. 3 color film loops, guides \$210. each \$70. Cardinal, 1973.

(available from EBE). jhs-9 shs

BASIC OPERATION, PART II

POSITION-AMOUNT CONTROL, PART I

BASIC MAINTENANCE

See producer's literature for additional titles in series.

Basic information on cash register operation and maintenance through demonstrations on National Cash Register (NCR) models from NCR Class 24 Group for small markets, drugstores, boutiques, etc., and from NCR Class 5 Group for large supermarkets, department stores, and other businesses with departmentalized register operations; because only three of a total of 18 titles in the series were submitted for evaluation, this annotation is necessarily restricted to a description of only those functions explained in the immediately preceding titles; fundamental cash register operations narrated and pictured as students listen to, observe, and perform "hands-on" activities at the direction of the narrator aided by detailed, carefully sequenced, frame-by-frame visual clarification; teaches skills of computing sales tax, correcting errors, ringing up prices, using audit tape, and performing routine maintenance tasks--date setting, tape changing, and emergency procedures; simulated activities and problems permit drill and reinforcement; excellent pre-vocational and skills development material

DUPLICATION SERIES. 3 color film loops, guides \$210. each \$70. Cardinal, 1973.

(available from EBE). shs

STENCIL DUPLICATION: OPERATING THE MACHINE, A.B. DICK 525E (ELECTRIC)

OFFSET PRINTING: OPERATION OF THE OFFSET PRESS, A.B. DICK 326

OFFSET PRINTING: CLEANING THE OFFSET PRESS, A.B. DICK 326

See producer's literature for additional titles in series.

Individualized instruction via sound loops teaches students how to duplicate on an A.B. Dick 525 electric duplicator and how to operate and clean the offset press; students learn proper loading procedures, how to check ink supply, and how to duplicate from prepared stencil; also explains procedure for producing copies from masters on A.B. Dick Model 326 and necessary adjustments for making good copies; cleaning and maintaining press, with stress on keeping press free of ink buildup and dust, etc., demonstrated for student; high-quality material, excellent visuals, and constant reinforcement; step-by-step instruction omits nothing, is easily understood by almost any student in graphs and industrial communications (G.I.C.) programs or business/office machines repair programs; completely self-paced; excellent addition to any program where A.B. Dick equipment is used

FOUR CYCLE THEORY AND OPERATION: SMALL GASOLINE ENGINE SERIES. 1 color film loop, guide \$70. Cardinal, 1974. (available from EBE). jhs shs

See producer's literature for additional titles in series.

Greatly simplified but highly instructive introduction to mechanical theory and operation of small, 4-cycle, gasoline fueled engines; fully examines the

FOUR CYCLE THEORY AND OPERATION: SMALL GASOLINE ENGINE SERIES. (Cont'd).

ignition (both solid state and breaker point) and cooling systems, each of the four functional phases of engines, and multi-purpose function of flywheels; briefly explains differences between 2- and 4-cycle engine; does not cover troubleshooting or repairing techniques; excellent teaching material for exploration courses in vocational agriculture, trade and industry units on small engines, middle grades exploratory programs, and industrial arts power mechanics programs

IBM KEYPUNCH SERIES. 12 color film loops, guides \$840. each \$70. Cardinal, 1973. (available from EBE). shs

INTRODUCTION

BASIC OPERATION-NUMERIC PUNCHING

OPERATION-NUMERIC PUNCHING AND SPECIAL CHARACTERS

REKEYING AND CLEARING CARD JAMS

ALPHABETIC PUNCHING AND PROGRAM CARD LAYOUT

PROGRAM CARD CODES AND CONTROL

PUNCHING UNDER PROGRAM CARD CONTROL

PAYROLL PROGRAM CARD CONTROL

PROGRAM CARD CODES AND CONTROL

PUNCHING UNDER PROGRAM CARD CONTROL

LEFT ZERO INSERTION-PROGRAM ONE

LEFT ZERO INSERTION-PROGRAM TWO

Sequential instructional program for key punch trainees, data processing students, programmers, and other data entry specialists on proper, accurate operation of IBM Key Punch equipment; teaches viewers everything from how to mount a card on the drum for punching, to alpha information recording, program card design and layout, zone punches, unlocking machine and clearing card jams, left-zero insertion, etc.; thorough training program which permits individual student to pace himself/herself as fast or as slowly as needed; excellent visual reinforcement; all instructions carefully explained and repeated by narrator, with time allowed for student viewer to duplicate steps on the IBM Key Punch; completely "hands-on" training; excellent career education material

METAL WORKING: BASIC MACHINING SERIES. 2 color film loops, guides \$140. each \$70. Cardinal, 1973. (available from EBE). shs

MACHINING I: SET-UP, FACING, AND CHUCK TURNING

MACHINING I: CHUCK TURNING, TAPERS, AND CUT-OFF OPERATIONS

See producer's literature for additional titles in series.

Step-by-step instruction on setting-up, facing, chuck turning, tapers, and cut-off operations in clear, safe, thorough procedure; each step demonstrated for viewers through example of cuff link made from piece of aluminum rod (1 1/2" x 3/4"); narration well paced and visuals excellent; every step photographed in close-up; continual reinforcement; safety precautions emphasized; comprehensive and accurate; machine's stop-action, advance, and reverse capability allow self-pacing for individuals or small groups; excellent instructional material for general industrial arts shop equipped with a unimat lathe

MISCELLANEOUS INDUSTRIAL ARTS UNITS. 8 color film loops, guides \$560 each \$70. Cardinal, 1973, 1974. (available from EBE), elem-6 jhs shs

USING THE MICROMETER: ENGLISH AND METRIC SCALE

READING METER SCALES

HOW TO USE HAND SAWS: CROSS CUT AND RIP

HOW TO USE THE JIG SAW

TAPS AND DIES

MISCELLANEOUS INDUSTRIAL ARTS UNITS. (Cont'd).

PIPE CUTTING AND THREADING

- HOW TO USE THE SIPHON SPRAY GUN: DISASSEMBLY/ASSEMBLY AND SPRAY PATTERNS
- SEWING/TAILORING: HOW TO MAKE A TIE

Detailed instruction in a variety of skills: how to make precise measurements with micrometer calipers using either metric or English scale, how to correctly read meters with single, double, and triple scales (such as vacuum and pressure gauges and tachometers), how to use crosscut saw, rip saw, and jigsaw properly, and how to choose which type is best suited to a particular job; also teaches threading the end of a metal rod or a hole in a metal plate (using a die or a tap, respectively), cutting and threading metal pipe, disassembling and reassembling a siphon spray gun, and simple sewing instructions for making a man's necktie; each unit clearly and consistently emphasizes proper tools, equipment, and safety measures required for performing a task and demonstrates correct procedures which will guarantee neat, professional results.

PERSONAL FINANCE SERIES. 7 color film loops, guides, \$490. each \$70. Cardinal, 1973. (available from EBE). jhs-9 shs

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| OPERATING A CHECKING ACCOUNT | USING CREDIT CARDS |
| BALANCING A CHECKING ACCOUNT | BORROWING WISELY |
| KEEPING A SAVINGS ACCOUNT | LONG-RANGE FINANCIAL PLANNING |
| GETTING A LOAN | |

See producer's literature for additional titles in series.

Well-organized, self-paced instruction clearly explaining each step in opening and managing a checking account, reconciling bank statements and check book, opening and handling a savings account, deciding on the best loan for individual situations, reviewing advantages and disadvantages of credit cards, planning a workable budget, determining the best sources for borrowing money, and assessing one's own financial status in order to make long-range plans for wise saving and spending in the future; "hands-on," practical application of all points; students learn at their own pace using simulated materials (checks, statements, loan agreements, credit cards); outstanding visuals and detailed narration; thorough reinforcement of each explanation and demonstration; excellent preparation for becoming economically astute citizens; program lends itself beautifully to consumer math classes and consumer-oriented social studies units, as well as to the obvious business education curriculum; of immediate practical assistance to all students employed in wage-earning jobs

POWER TOOL SERIES. 7 color film loops, guides, \$490. each \$70. Cardinal, 1973. (available from EBE). shs

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| THE POWER CIRCULAR SAW | THE ROUTER |
| THE VARIABLE SPEED JIG SAW | FOOT STOOL: PATTERN LAYOUT |
| THE ELECTRIC SANDERS | FOOT STOOL: CONSTRUCTION |
| THE ELECTRIC DRILL AND SCRUGUN | |

Outstanding instructional series teaching basic skills and safe use of hand-held power tools; series progresses step by step from basic skills information to applied task of building a footstool on the assumption that the student viewer will apply newly learned skills to footstool's construction according to specific directions dictated and pictured on loops; safety precautions emphasized throughout series; tool preparation carefully explained and demonstrated (changing blades, installing bits, setting cutting depths, etc.); correct techniques stressed as student duplicates each demonstration at his own work station with power tools supplied; student learns to make crosscuts, ripcuts,

POWER TOOL SERIES. (Cont'd).

pocket cuts, countersink wood screws, decorative edge cuts, and much more; no steps omitted; constant reinforcement and every opportunity for "hands-on" practice and perfection of each task; although Black and Decker hand-held power tools are used exclusively, the basic skills demonstrated apply to all power tools; entirely self-paced; excellent material for high school trade and industrial programs, specifically cabinetmaking and furniture classes

REDACTRON WORD PROCESSING SERIES. 13 color film loops, guides \$910. each \$70. Cardinal, 1974. (available from EBE). shs

REDACTOR TAPE GROUP

- PLAYBACK
- RECORDING AND ERROR CORRECTION
- CODES USED TO FORMAT DOCUMENTS
- ADJUST
- PAPER REVISIONS
- DUPLICATE AND DUAL TAPE EDIT
- SINGLE TAPE EDIT

REDACTOR CARD GROUP

- PLAYBACK
- CODES USED TO FORMAT DOCUMENTS
- ADJUST
- PAPER REVISIONS, DUPLICATE AND DUAL CARD EDIT
- SINGLE CARD EDIT
- CODES USED TO CREATE DOCUMENTS AUTOMATICALLY

Individualized instruction in programmed units designed to teach specific job-level skills on the Redactron Word Processing system to students with full working knowledge of IBM Selectric typewriters; excellent visuals and clear, detailed narration demonstrate how to play back, record, and format documents, how to adjust documents and make paper revisions, and how to perform single and dual edits; program must be followed in numerical sequence; students complete units at their own pace; frequent programmed stops permit unrestricted response time for students to perform specified tasks before restarting program; purpose of program is to train students in skills enabling them to operate word processing equipment and to create documents automatically; excellent audiovisual format; many, many close-ups in color and deliberate, well-paced narration; constant reinforcement through repeated task demonstrations with follow-up instructions to students for duplicating each task; preview before purchase--highly specialized investment

THE ROTARY ENGINE: DISASSEMBLY/ASSEMBLY (THE MAZDA RX-2). 1 color film loop, guide \$70. Cardinal, 1973. (available from EBE). shs

Correct procedure for disassembling Mazda RX-2 engine, stressing need for correct tools and for frequent referrals to manufacturer's technical manuals to clear up problems or questions; discusses basic differences in theory and operation of Wankel or rotary engine and more prevalent reciprocating one, citing simplicity of design and adaptability of rotary engine; cleaning or replacement of dirty or worn parts covered in reassembly stage of instruction; excellent material for high school trade and industrial education programs, specifically automotive industry, internal combustion engines, and auto mechanics

FILMS (16MM)

EATING RIGHT WITH HARV AND MARV. 16mm. 11 min. sd. guide color \$150. Higgins, 1975. prim elem-4

Emphasizes importance of eating from four basic food groups each day; Harv and Marv, two animated characters who appear and disappear as if by magic, observe a group of youngsters as they watch a puppet show in the park, eat lunch, and choose snacks from a refreshment cart; an adult talks to children about

EATING RIGHT WITH HARV AND MARV. (Cont'd):

kinds of food and checks to see if their lunches are balanced meals; later the children choose nourishing foods instead of sweets and colas for a snack; entertaining introduction for young children to proper foods

FOOD--1, 2, 3, 4. 16mm. 14 min. sd. guide color \$210. Handef, 1976. prim elem

"It's as simple as 1, 2, 3, 4"--so says this easy introduction to four basic food groups of cereal, meat, milk, and fruits-vegetables; colorful presentation for primary-elementary audiences on importance of well-balanced diet; introduces the words "carbohydrates," "proteins," "vitamins," and "minerals" in quick survey of their contributions to good health; teacher's guide includes discussion questions and exercises; simple, repetitive, slow-paced. (This item also appears on the Kindergarten-Early Childhood Education Advisory List.)

GET THAT JOB: LINE UP YOUR INTERVIEW. 16mm. 11 min. sd. guide color \$160. Coronet, 1974. shs

Excellent presentation useful with students on any level, including graduate school, as well as with persons presently employed; prescription and diagnosis of step-by-step process for lining up employment interviews; recipe for resumé writing and hints on successful techniques for securing interviews; useful in all classes, but of vital interest in guidance functions and occupational education; excellent sound, color, photography. (This item also appears on the Guidance Advisory List.)

GETTING MARRIED. 16mm. 16 min. sd. guide color \$230. BFA, 1975. shs

Examines reasons people marry in a serious review of strengths and weaknesses of institution of marriage; real-life interviews, dramatic scenes, and silent film clips illustrate practical reasons compelling people in the past to marry; which are now giving way to changing views toward marriage and single life; stresses runaway divorce rate in a look at wrong reasons for marrying; multiracial appeal; at times dramatic scenes are somewhat stereotyped and predictable--or maybe it just seems that way because such domestic problems actually are rampant; useful especially to stimulate discussion in guidance programs and marriage and family living study. (This item also appears on the Guidance Advisory List and the Advisory List for the Reduction of Sex Bias.)

I TOLD 'EM EXACTLY HOW TO DO IT. 16mm. 12 min. sd. guide color \$170. Bosustow; 1974. jhs-9 shs

Mitt Mittle, blustering foreman who confuses everyone under his supervision, blunders to victory in humorous, animated presentation on management problems; specifically examines communications breakdown, management practices, training methods, worker initiative, and "man-in-the-middle" dilemma; Mitt winds up being applauded by upper echelons when his crew finally ignores him, does things their own way, and production soars--of course Mitt claims, "I told 'em exactly how to do it!"; concepts stressed are values (people being judged in terms of how well and how much they produce), effective communication (two-way), and mounting pressure's power to cripple communication between people; cartoon approach may not interest all senior high pupils; articulation sometimes unclear; on the whole, well-done, light-hearted treatment

INSURANCE: WHAT IT'S ALL ABOUT. 16mm. 21 min. sd. guide color \$285.
FilmFair, 1975. jhs-9 shs

Superior film done with thoroughness and humor featuring Father Time, who acquaints viewers with various insurance policies available today (i.e., auto, homeowners', hospital, life); each type of insurance clearly explained, with terminology and visuals illustrating important points; alerts viewers on points to look for in selecting a good agent and company; useful in economics, business, consumer math, and home economics; genuine teaching aid; excellent production (Wilkes County). (This item also appears on the Social Studies Advisory List.)

NEEDS AND WANTS. 16mm. 9 min. sd. guide color \$135. FilmFair, 1976. jhs shs

Designed to show the needs vs. wants decision-making process in economic environment; patterned after television game show in which contestants play the game of Needs vs. Wants based upon individual values and goals; consumer choices up for grabs include both essentials and luxury items--insurance policy, carpentry tools, fashionable wardrobe, air conditioner; especially useful in consumer education, economics, and home economics classes; game-show format is real attention holder; preview before purchase (Wilkes County). (This item also appears on the Social Studies Advisory List.)

NUTRITION: THE CONSUMER AND THE SUPERMARKET. 16mm. 15 min. sd. guide color \$225.
Barr, 1976. shs

Aspects of food buying from consumer's point of view and influence of merchandising techniques, labeling, packaging, displaying; interview approach permits expression of various opinions on supermarkets, merchandising, and buying; guide emphasizes importance of good nutrition and four basic food groups; stresses consumer awareness of market and nutritional needs to get most for food dollar; rental may be preferred to purchase. (This item also appears on the Social Studies Advisory List.)

PARENT FOR TONIGHT. 16mm. 15 min. sd. guide color \$275. Klein, 1975. jhs shs

Amusing film on babysitting which stresses concrete examples of "do's" and "don't's" of the job; discusses typical child behavior at different ages; useful especially in home economics programs and guidance activities or for club groups. (This item also appears on the Guidance Advisory List.)

PARENTING: GROWING WITH CHILDREN. 16mm. 22 min. sd. guide color \$295.
FilmFair, 1976. jhs-9 shs

Four families interviewed in documentary approach to responsibilities of parenthood: (1) young couple with first baby feel frustrated and tied down, (2) middle-aged couple with eight children are loving and supportive, (3) couple with two children enjoy reversed roles as wife works out of home while husband, a professional writer, works at home and supervises children, and (4) single mother supports two children whose well-being she puts before the "husband hunt"; all four families discuss problems they face and ways they may succeed or fail in coping; very realistic, promoting a wealth of ideas for classroom discussion; content will not outdate rapidly; excellent for adult groups; valuable insight into the often hard, unromantic grind of parenthood under difficult circumstances. (This item also appears on the Guidance Advisory List.)

PEOPLE IN MANAGEMENT. 16mm. 18 min. sd. guide color \$250. BFA, 1976. shs

Interesting, low-keyed documentary in form of interviews with employees at management level of a large corporation, Western Airlines; viewers listen to problems encountered by administrative staff, hearing spokesmen from different ranks explain their handling of personnel problems, customer complaints, budget issues, etc.; good depiction of level-to-level functioning of chain of command in a large company; particularly well-done segment on employee evaluations demonstrates aspects of job performance which managers view as significant in determining individual strengths and weaknesses; viewers watch management staff meet together to hash out best approach to employer-employee evaluation conferences, then witness such a conference in action; multiracial; nonsexist; perhaps more of an aid to guidance counselors than to occupational education programs because of emphasis on interrelationships; has value beyond career awareness--makes viewer take stock of impressions created on other people by his or her attitude, mannerisms, and other self-revealing information. (This item also appears on the Guidance Advisory List.)

SOAP, SCENTS AND THE HARD, HARD SELL. 16mm. 16 min. sd. guide color \$225. Higgins, 1975. jhs shs

Well-done presentation on good personal hygiene habits and gimmicky traps set by producers of expensive, highly advertised shampoos, deodorants, soaps, etc.; also stresses rest, exercise, and balanced diet; filmed in brilliant outdoor setting depicting teen-agers at camp who demonstrate proper way to shampoo hair, scrub and manicure nails, soap and shower, brush teeth, etc.; excellent de-mythicizing of highly touted commercial products (brand names shown) which claim to perform impossible miracles--i.e., "herbal essence" shampoos, super deodorants, "sex appeal" toothpastes; appealing young people narrate much of the film; balanced sex/racial representation among teen-aged participants; wholesome, nondidactic, and thorough. (This item also appears on the Health, Safety, and Physical Education Advisory List.)

THE WANKEL ENGINE. 16mm. 16 min. sd. guide color \$250. Barr, 1976. shs

Animated explanation of differences between rotary and piston engines which illustrates improvements of Felix Wankel's rotary engine concept; stresses advantage of three power strokes per revolution, theory of rotary engine's ignition system, and value of dual spark plug system for increasing overall engine efficiency and smoothness; good resource for skills-oriented program, though technical background is necessary for full understanding of film; consider curriculum emphases and needs before investing in this title

Films (16mm) in a Series

CAREER AWARENESS. 7 reels. 16mm. each 11 min. sd. guides each color \$190. AIMS.

AIR TRANSPORTATION. 1973. jhs-9 shs

Deals realistically with most employment opportunities in air transportation, emphasizing commercial pilots; brief review of educational and training requirements; useful in fostering further study of pay scales, living conditions, life-styles; excellent for introductory purposes; outstanding photography, color, and sound

CAREER AWARENESS. (Cont'd).

AUTOMOBILE INDUSTRY. 1973. jhs shs

Excellent introduction to automobile industry, in which one out of five Americans is employed; brief overview of educational background, average salary, training, and gambits of job placement in several fields; career exploration material leading to in-depth research; factually sound; excellent photography; modern, up-to-date

COMPUTER INDUSTRY. 1973. shs

Kinds of employment available in computer industry briefly reviewed; touches on education and training needed; good analogy between human brain and computer as storage bank; excellent photography; probably too glamorized in spots; brevity requires individual follow-up, if desired

CONSTRUCTION INDUSTRY. 1973. jhs shs

Short review of construction careers with major emphasis on residential construction; brief discussion on most phases from excavating to interior design; looks at educational, social, personal characteristics needed; useful launch for individual research according to personal interest; technically well done

HEALTH CARE. 1973. jhs shs

Focusing on hospital care, film introduces employment opportunities in health careers; stresses two-year technical training in community college setting; employment outlook, educational background, and training discussed

HOSPITALITY INDUSTRY. 1974. jhs shs

Introduces the relatively glamorous field of hospitality, especially jobs serving travelers (business or pleasure) and jobs that function because of them; combines career areas not usually considered hospitality, such as entertainment, restaurants, sports; surveys the minimum entry requirements of education, personal characteristics, and interest levels; excellent color and photography

PERSONAL SERVICES INDUSTRY. 1974. jhs shs

Useful once-over-lightly introduction to careers or vocations in personal service industry; looks at careers leading to individual and/or group research--cosmetologist, florist, pet groomer, and approximately 25 others; excellent color photography; interesting, but not useful for in-depth study. (This series also appears on the Guidance Advisory List.)

FILMSTRIPS (SOUND)

AT ISSUE: HEALTH CARE--RIGHT OR PRIVILEGE. 1 color filmstrip, 1 cassette tape, guide \$26. with disc recording \$23. Prentice-Hall Media, 1975. shs

Open-ended approach to a pressing American problem--the high cost of being sick; centering on specific case histories, sound/filmstrip probes problem of health care costs in effort to awaken students' awareness of various issues; specifically looks at advantages and disadvantages of Blue Cross/Blue Shield Insurance Plan.

AT ISSUE: HEALTH CARE--RIGHT OR PRIVILEGE. (Cont'd).

Medicaid, and Medicare; three families coping with sickness serve to illustrate each of these three health care programs (epileptic child, mother suffering post-partum depression, and elderly heart patient); systematically reviews pro's and con's of each method of payment, leaving viewers to decide whether one is preferable to another and whether we have a right to every kind of medical service; good ethnic balance in families represented; many probing questions raised by their separate plights; students need some background in subject before viewing filmstrip; useful introduction to facts often obscured in this emotionally charged issue. (This item also appears on the Social Studies Advisory List.)

CAREERS IN BUSINESS OFFICE SKILLS. 2 color filmstrips, 2 cassette tapes, guide \$46. with disc recordings \$42. Pathscope, 1974. jhs shs

Stresses need for more office workers in modern business world--secretaries, computer programmers, even "Kelly girls" (temporary workers); strong attempt to eliminate sex discrimination but realistic acknowledgement that disproportionate number of office jobs appear to be "woman's work"; deals with special career choices, such as executive secretary, legal secretary, medical secretary; reviews in a general way the academic and personal characteristics required; useful business education and career exploration material. (This item also appears on the Guidance Advisory List.)

Filmstrips (Sound) in a Series

THE BUTTERICK CAREER RESOURCE CENTER. 36 color filmstrips, 36 cassette tapes, 1 Teaching Strategy book, 1 Career Guide Wall Chart, 30 student workbooks, 8 guides \$525. Butterick. jhs shs

CAREERS IN THE FASHION INDUSTRY. 8 color filmstrips, 8 cassette tapes, teacher's guide with 22 reproducible student activity guides \$128. 1973.

CAREERS IN HEALTH. 4 color filmstrips, 4 cassette tapes, guide \$68. 1974.

CAREERS IN THE FOOD INDUSTRY. 4 color filmstrips, 4 cassette tapes, guide \$68. 1974.

CAREERS IN HOUSING: THE INTERIOR. 4 color filmstrips, 4 cassette tapes, guide \$68. 1974.

CAREERS IN OFFICE SERVICES. 4 color filmstrips, 4 cassette tapes, guide \$68. 1975.

CAREERS IN CHILD CARE AND YOUTH GUIDANCE. 4 color filmstrips, 4 cassette tapes, guide \$68. 1975.

CAREERS IN CONSUMER AFFAIRS. 4 color filmstrips, 4 cassette tapes, guide \$68. 1975.

ENTERING THE WORKING WORLD. 4 color filmstrips, 4 cassette tapes, 30 student workbooks, guide \$122. 1975.

Eight filmstrip programs concerned with career areas that produce essential goods and provide basic services: food, shelter, clothing, medical care, guidance; each program introduces students to people at work in different industries who talk informally about job demands and satisfactions; opinions of both employers and educators on schooling versus on-the-job training, openings in each field, and ways to prepare for career while still in school; two more technical programs, CONSUMER AFFAIRS and OFFICE SERVICES, better suited to senior high school students; other six useful for middle grades occupational exploration program; because the eight programs may be purchased as a complete career resource center or bought separately for specific units, their application is quite flexible; detailed teacher's guides provide research project ideas, field trip suggestions;

THE BUTTERICK CAREER RESOURCE CENTER. (Cont'd).

self-evaluation activities for students help guide them in career decisions about areas covered

CAREERS AND CONCEPTS IN INDUSTRY. 4 color filmstrips, 4 cassette tapes, guide \$62.50.

Changing Times, 1975. elem jhs

INSIDE INDUSTRY

WHAT MADE THE LIGHT GO ON?

CALLING THE ROLL IN INDUSTRY

KEEPING THE BALANCE

Career "clusters" highlighted in program on 10 occupational categories in industry; first filmstrip introduces basic concepts about industry, pictures varied industrial settings and workers, and explains terms such as "industry," "management," "economic necessities," "working capital," "fixed capital"; good verbal and pictorial examples clarify terms; other three filmstrips review cross section of labor force needed to produce goods and services, wide variety of skills and abilities required, and importance of balancing work with family and community responsibilities and pleasures; excellent on-site photography; multiracial; useful in teaching free enterprise system. (This item also appears on the Social Studies Advisory List.)

THE PEOPLE OF OUR COMMUNITY. 8 color filmstrips, four 12" disc recordings 33 1/3 rpm, guide \$96. with cassette tapes \$96. UEVA, 1973; elem jhs

TOGETHER WE CAN KEEP OUR COMMUNITY CLEAN

MY SISTER IS A TEACHER

THE LIBRARIAN HELPED ME

MR. PHILLIPS, THE SUPERMARKET MANAGER

THE BANKER HAS MY MONEY

DAD TOOK THE CAR TO THE SERVICE STATION

THE MILKMAN COMES EACH MORNING

LET'S VISIT THE DRUGSTORE.

Series dealing with community services which shows functions of sanitation employees, school personnel, bank employees, supermarket staff, and other vital community workers; reveals each person as someone with a family life and feelings, worries and hopes, similar to viewers' own--humanized treatment of people in the "world of work"; factual, detailed look at each job; information and individuals presented through eyes of a child, as series titles indicate; valuable pre-field trip presentation; useful in occupational education exploratory classes and guidance activities. (This item also appears on the Guidance Advisory List.)

REPAIR TRADES. 4 color filmstrips, 4 cassette tapes, guide \$68. with disc recordings \$56. BFA, 1976. jhs shs

THE MECHANIC

ELECTRICAL SERVICES

AUTO BODY REPAIR

BUSINESS MACHINES

Series exploring four repair trades designated as high-employment areas in the next few years: auto mechanic, auto body repair worker, electrical repair worker (washing machines, heaters, air conditioners, TV's), and business machines maintenance and repair worker (typewriters, adding machines, calculators, dictation equipment); narration woven into on-the-job interviews probing attitudes, skills, training; information helps students weigh advantages and disadvantages in each trade; helpful for high school guidance counselors and vocational guidance department; filmstrips and cassette tapes of high quality and presented in easily understood manner; shows both males and females in job classifications; realistic comments on each career.

SO MANY JOBS TO THINK ABOUT, SET I. 4 color filmstrips, 4 cassette tapes \$57.95. with disc recordings \$51.95. Imperial, 1974, jhs shs
 VETERINARIAN AUTO MECHANIC
 PLANT NURSERY SALESPERSON CONSTRUCTION SUPERVISOR

Quick look at four occupations through a day on the job with auto mechanic, plant nursery saleswoman, construction supervisor, and veterinarian; each discusses aspects of job itself--auto mechanic runs his own shop (hardly an option for young people just beginning their careers), construction supervisor has worked up to the top (he makes some good points about safety practices on job), nursery saleswoman owns her one-person, mail-order business specializing in desert plants, and veterinarian gives detailed description of his work; no educational qualifications or special skills mentioned; no reference to availability of, or competition for, such jobs; nice overviews of these careers for introductory purposes only. (This item also appears on the Guidance Advisory List.)

WHAT DO PEOPLE DO? 12 color filmstrips, 6 cassette tapes, guide \$132. Troll, 1975. prim elem

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| MY MOTHER RUNS A MACHINE | MY FATHER'S AN ARCHITECT |
| MY FATHER'S A MECHANIC | MY MOTHER'S A HOMEMAKER |
| MY FATHER'S AN ELECTRICIAN | MY FATHER'S A VETERINARIAN |
| MY FATHER'S A TEACHER | MY MOTHER'S AN ARTIST |
| MY MOTHER WORKS IN AN OFFICE | MY FATHER WORKS IN AN OFFICE |
| MY FATHER'S A SALESMAN | MY MOTHER IS IN ADVERTISING |

Occupational awareness series introducing young children to diverse career possibilities; in each sound/filmstrip, students meet one main character who describes his/her job, then takes viewers via on-location photography to job site itself; emphasis is on pleasure and challenge of work; stressing individual sense of accomplishment; uneven balance between male and female occupational roles described, plus no real effort to depict either sex performing any but conventional jobs--woman homemaker, male office supervisor, female secretary, male architect, etc. (only exceptions (?) are male classroom teacher and woman whose job is testing ball bearings in a factory); excellent racial representation in visuals (black Americans, Orientals); content well handled in nice overviews of each job; colorful, clear photography; good range and diversity in occupations presented; teacher's guide suggests follow-up activities

WORKING WITH ANIMALS. 6 color filmstrips, 6 cassette tapes, guide \$77.50. Troll, 1975. prim

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| ANIMAL CAREERS FOR YOU | VETERINARIAN AND AIDES--ZOO HELPER |
| CANINE CONTROL OFFICER--KENNEL WORKER | PARK NATURALIST--CONSERVATION OFFICER |
| PET SHOP WORKER--DOG-GROOMER | HUMANE EDUCATOR--OBEDIENCE TRAINER |

Introduces young children to variety of careers involving close contact with animals through colorful, well-lighted photographs and enthusiastic narration; simple explanations in easy vocabulary of tasks, training, problems, special skills, etc., of each occupation; relaxed, conversational narration poses questions, drawing viewers into active participation ("Why does a shark have such a strong tail?" "Do you think you could learn to work with hair-clippers?"); many children in photographs, as well as nice shots of animals from unusual angles; unfamiliar terms will need some prior clarification ("humane educator," "tack room"); fast paced; much appeal; good, solid information on pets and animals in general. (This item also appears on the Kindergarten-Early Childhood Education and Guidance Advisory Lists.)

THE WORLD OF THE CONSTRUCTION SITE. Brady, 1975. shs

LIGHT COMMERCIAL ARCHITECTURE, 6 color filmstrips, 6 cassette tapes, guide \$275.
ELEMENTS OF DESIGN WOOD STRUCTURES
FOUNDATIONS AND CONCRETE WORK EXTERIORS
STEEL AND CONCRETE STRUCTURES INTERIORS

RESIDENTIAL ARCHITECTURE, 5 color filmstrips, 5 cassette tapes, guide \$275.
EXCAVATION AND MASONRY UTILITY SERVICE SYSTEMS
FRAMING A HOUSE INTERIOR FINISHING
EXTERIOR FINISHING

Superior series on construction and design problems which brings construction sites into classroom via excellent color photography; RESIDENTIAL ARCHITECTURE details a modern house's construction from concept to completion, taking into account some regional code variations and covering each aspect in unusual depth (i.e., laying of drain lines, construction of heating and air conditioning ducts); LIGHT COMMERCIAL ARCHITECTURE focuses on design and construction of such light commercial buildings as service stations, furniture stores, automobile agencies, motels, through familiar examples like an Amoco Station, Hardee's restaurant, and Ponderosa steak house; stresses theoretical requirements of each commercial building in terms of its use, treats architectural style, and analyzes building and function specifications; comprehensive, technically accurate program distinguished by many excellent illustrative examples; good blueprints and diagrams interspersed with actual photographs; clear, well-paced narration; up-to-date information; teacher's guide includes 16 overhead transparency masters showing drafting details; valuable material for drafting, masonry, and carpentry groups and for some cabinetmaking study; useful for in-service training

YOU AND YOUR JOB. 6 color filmstrips, three 12" disc recordings 33 1/3 rpm, guide \$72. with 6 cassette tapes \$80. Coronet, 1974. (available from Keller, Assoc.). jhs-9 shs

FINDING LEADS

RESUME, APPLICATION AND INTERVIEW

THE FIRST WEEK

PART OF THE TEAM

TAKING SUPERVISION

LOOKING AHEAD

Series featuring people at their jobs sharing practical experiences and knowledge; step-by-step presentation of how to look for a job through people and services at school, newspaper ads, public and private employment agencies, even friends and neighbors; alerts young job hunters to misleading practices in employment counseling and advertising; practical tips on preparing a resumé, filling out an application, responding to an interview; nice coverage of employer-employee relationship and importance of establishing good work habits, learning rules and procedures, following directions pleasantly, etc.; last three strips emphasize the rewards of a positive attitude; many real-life interviews strengthen content; useful for any career emphasis

YOU, THE CONSUMER. 4 color filmstrips, 2 cassette tapes, guide \$46. with disc recordings \$46. SVE, 1974. elem jhs-7

WHERE DOES THE ALLOWANCE GO?

BLUE JEANS, BUBBLE GUM, AND COMIC BOOKS

THE COMMERCIAL

IT ALL WORKS TOGETHER

Seeks to explain roles and functions of consumers, advertising, and manufacturing; deals with market research, needs, wants, truth in advertising, and ability to pay; although not in-depth content, each strip suggests productive follow-up activities; useful introductory material with large or small groups

KITS

BUYING HEALTH CARE. 2 color filmstrips, 2 cassette tapes, 10 linemasters, exercises for review reading and resources list, guide \$47.50. Changing Times, 1975. shs

Covers important aspects of ensuring proper health care; suggestions for choosing the right doctor, other professional medical personnel, and a hospital; information about prescriptions--what they call for and how to save money on medicine; points out unfortunate results of not knowing what health insurance covers and suggests ways to get most for money; warns against fraudulent sales practices promoting health aids and suggests actions to take when gypped; colorful photographs include various ethnic groups; "discussion breaks" and questions on filmstrips suggest pauses for viewers' comments or other activities; guide suggests many activities and contains scripts. (This item also appears on the Social Studies Advisory List.)

Matus, Joel. ADVERTISING: THE IMAGE MAKERS. 1 color filmstrip, 1 cassette tape, 30 student resource books, color prints, poster, guide \$39.95. with disc recording \$39.95. Xerox, 1974. shs

Introduces students to Madison Avenue techniques of creating an image through advertising by taking viewers inside advertising agency where they listen to "ad" people analyze a teen-oriented product and watch "wordsmiths" and designers take it step-by-step from concept to final creation; power of language vividly demonstrated as well as potency of visual stimulation; students should become more discerning consumers after this inside look at image factories; ideas for students to make their own advertisements included; useful in consumer economics, commercial art, and various occupational courses

SYSTEMATIC TRAINING FOR EFFECTIVE PARENTING. 5 cassette tapes, 10 charts, 9 posters, 6 discussion guide cards, 50 invitational brochures, 1 parent's handbook, guide \$65. AGS, 1976. shs

Nine-session program designed to help parents become more effective in dealing with children; develops "parent skills" of fostering mutual respect, cooperation, responsibility, and self-reliance; topics such as children's goals in misbehavior, parent manipulation, value of encouragement, emotions, communication, etc.; presented along with related discussion activities; excellent kit to be used in diverse ways with community adults, couples, one parent, the single parent, and in home economics classes; especially good for classes in child care services; well-illustrated posters and charts; a leader's manual, a parent's handbook, and five cassettes provide basis for instruction

BEGINNING CONCEPTS: PEOPLE WHO WORK. 2 sets each containing 5 color filmstrips, 5 cassette tapes, 5 sheets of finger puppets, 5 hats, guide \$159. each \$79.50. Scholastic, 1975. prim

UNIT-1

- SAY AH
- BAKE A BATCH OF BREAD
- PICK A PATTERN, PICK A PATCH
- PARK RANGER
- STITCH AND STUFF

UNIT 2

- FOLLOW THE ARCHITECT'S PLAN
- CLICK!
- PETS FOR SALE
- ON RAINBOW FARM
- JET PILOT!

Varied selection of occupations not usually shown to younger children comprise this introduction to "the world of work"; pediatrician, country baker, factory supervisor (who demonstrates all the steps in making a Teddy Bear), woman architect, and photographer are some workers presented in full-color photography by Tana Hoban; both rural and urban youngsters will enjoy contents; should stimulate discussion and activities; strong reinforcement for social studies

BEGINNING CONCEPTS: PEOPLE WHO WORK. (Cont'd).

program; paper hats for each occupation and finger puppets for role-playing and dramatics are of little value--more meaningful to let children make their own; excellent and complete information in teacher's guide; especially useful for K-1 program. (This item also appears on the Kindergarten-Early Childhood Education and the Social Studies Advisory Lists.)

DIRECTORY OF PUBLISHERS AND PRODUCERS

- AGS - American Guidance Service, Inc., Publishers' Building, Circle Pines,
Minnesota 55014
- AIMS - AIMS Instructional Media Services, Inc., 626 Justin Avenue, Glendale,
California 91201
- Am. Tech. - American Technical Society, 5608 Stony Island Avenue, Chicago,
Illinois 60637
- Atheneum - Atheneum Publishers, 122 East 42nd Street, New York, New York 10017
- BFA - BFA Educational Media, 2211 Michigan Avenue, Santa Monica, California 90406
- B.Y.U. - Brigham Young University Press, 204 University Press Building, Provo,
Utah 84602
- Barr - Barr Productions, P.O. Box 5667, Pasadena, California 91107
- Bosustow - Stephen Bosustow Productions, 1649 11th Street, Santa Monica,
California 90404
- Brady - Robert J. Brady Company, Bowie, Maryland 20715
- Butterick - Butterick Publishing Company, 161 Sixth Avenue, New York, New York 10013
- Cardinal - Cardinal Associates, Inc., P.O. Box 1947, Charlotte, North Carolina 28233
- Changing Times - Changing Times Education Service, 1729 H Street N.W., Washington,
District of Columbia 20006
- Chilton - Chilton Book Company, 201 King of Prussia Road, Radnor, Pennsylvania 19089
- Coronet - Coronet Instructional Media, 65 East South Water Street, Chicago,
Illinois 60601
- Delmar - Delmar Publishers, 50 Wolf Road, Albany, New York 12205
- Dolphin - Dolphin Books, 501 Franklin Avenue, Garden City, New York 11530
- Doubleday - Doubleday & Company, Inc., 501 Franklin Avenue, Garden City, New York 11530
- Dutton - E. P. Dutton & Company, Inc., 201 Park Avenue South, New York, New York 10003
- EBE - Encyclopaedia Britannica Education Corporation, 425 North Michigan Avenue,
Chicago, Illinois 60611
- Ed. Methods - Educational Methods, 500 North Dearborn, Chicago, Illinois 60610
- FilmFair - FilmFair Communications, Inc., 10900 Ventura Boulevard, Studio City,
California 91604
- Golden - Golden Press, Inc., 850 Third Avenue, New York, New York 10022

Handel - Handel Film Corporation, 8730 Sunset Boulevard, West Hollywood,
California 90069

Harper - Harper & Row, Publishers, 10 East 53rd Street, New York, New York 10022

Hawkes - Hawkes Publishing, Inc., P.O. Box 15711, Salt Lake City, Utah 84115

Hawthorn - Hawthorn Books, Inc., 260 Madison Avenue, New York, New York 10016

Higgins - Alfred Higgins Productions, Inc., 9100 Sunset Boulevard, Los Angeles,
California 90069

Houghton - Houghton Mifflin Company, 2 Park Street, Boston, Massachusetts 02107

Imperial - Imperial Educational Resources, P.O. Box 5500, 202 Lake Miriam Drive,
Lakeland, Florida 33803

Keller Assocs. - Keller Associates, P.O. Box 8005, Greensboro, North Carolina 27410

Klein - Walter J. Klein Company, Ltd., 6301 Carmel Road, Charlotte, North Carolina 28211

Lerner - Lerner Publications Company, 241 First Avenue North, Minneapolis,
Minnesota 55401

Lippincott - J. B. Lippincott Company, 521 Fifth Avenue, New York, New York 10017

Lothrop - Lothrop, Lee & Shepard Company, 105 Madison Avenue, New York, New York 10016

McGraw - McGraw-Hill Book Company, 1221 Avenue of the Americas, New York, New York 10020

McKnight - McKnight Publishing Company, 808 Eldorado Road, Bloomington, Illinois 61701

Nelson - Thomas Nelson, Inc., 30 East 42nd Street, New York, New York 10017

Pathescope - Pathescope Educational Films, Inc., 71 Weyman Avenue, New Rochelle,
New York 10802

Prentice - Prentice-Hall, Inc., Englewood Cliffs, New Jersey 07632

Prentice-Hall Media - Prentice-Hall Media, Inc., 150 White Plains Road, Tarrytown,
New York 10591

Putnam - G. P. Putnam's Sons, 200 Madison Avenue, New York, New York 10016

Rodale - Rodale Press, 33 East Minor Street, Emmaus, Pennsylvania 18049

SVE - Society for Visual Education, Inc., 1345 Diversey Parkway, Chicago, Illinois 60614

Scholastic - Scholastic Book Services, 50 West 44th Street, New York, New York 10036

Scribners - Charles Scribner's Sons, 597 Fifth Avenue, New York, New York 10017

Selph-Street - Selph-Street Enterprises, 2502 Winton Road, Durham, North Carolina 27707

Silver Burdett - Silver Burdett Company, 250 James Street, Morristown, New Jersey 07960

Taplinger - Taplinger Publishing Company, Inc., 200 Park Avenue South, New York,
New York 10003

Time-Life - Time-Life Multimedia, Time & Life Building, Rockefeller Center, New York,
New York 10020

Troll - Troll Associates, 320 Route 17, Mahwah, New Jersey 07430

UEVA - Universal Education & Visual Arts, 100 Universal City Plaza, Universal City,
California 91608

Walker & Co. - Walker & Company, 720 Fifth Avenue, New York, New York 10019

Watts - Franklin Watts, Inc., 845 Third Avenue, New York, New York 10022

Xerox - Xerox Education Publications, Education Center, 1250 Fairwood Avenue, Columbus,
Ohio 43216