FREE TEACHING AIDS AVAILABLE TO BUSINESS TEACHERS
FROM SACRAMENTO BUSINESS FIRMS

Louie J. Grab
A. B., Sacramento State College, 1951

PROJECT

Submitted in partial satisfaction of the requirements for the degree of

MASTER OF ARTS

AT THE

SACRAMENTO STATE COLLEGE

Approved:
Willard M. Thompson, Chair
Mary J. Foley
Marion M. Lamb

Advisory Committee

Date May 24, 1954
FREE TEACHING AIDS AVAILABLE TO BUSINESS TEACHERS
FROM SACRAMENTO BUSINESS FIRMS

A Project
Presented to
The Faculty of the Business Administration Department of
The Sacramento State College

In Partial Fulfillment
of the Requirements for the Degree
Master of Arts

by
Louie J. Grab
June 1954
## TABLE OF CONTENTS

### CHAPTER I. THE PROBLEM AND PROCEDURE .......................... 1
  - The problem ............................................. 1
  - Statement of the problem ............................... 1
  - Definitions and delimitations ............................ 1
  - Importance of the problem ............................... 1
  - Related studies .......................................... 2
  - Procedure ................................................ 3
    - Treatment of data .................................... 7
    - Analysis of data ..................................... 9
    - Conclusions .......................................... 17

### CHAPTER II. CATALOG OF AIDS ................................. 19
  - Business Communications Teaching Aids ............... 20
    - Booklets ............................................. 20
    - Charts ............................................... 20
    - Courses of study .................................... 20
    - Demonstrations ...................................... 20
    - Field trips ........................................... 20
    - Forms ................................................... 20
    - Films ................................................. 21
    - Guest Speakers ...................................... 21
    - Magazines ............................................ 21
    - Practice books ...................................... 21
<table>
<thead>
<tr>
<th>CHAPTER</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practice sets</td>
<td>21</td>
</tr>
<tr>
<td>Production samples</td>
<td>21</td>
</tr>
<tr>
<td>Teachers guides</td>
<td>21</td>
</tr>
<tr>
<td>Tests</td>
<td>21</td>
</tr>
<tr>
<td>Distributive Education Teaching Aids</td>
<td>22</td>
</tr>
<tr>
<td>Booklets</td>
<td>22</td>
</tr>
<tr>
<td>Field trips</td>
<td>22</td>
</tr>
<tr>
<td>Films</td>
<td>22</td>
</tr>
<tr>
<td>Filmstrips</td>
<td>23</td>
</tr>
<tr>
<td>Guest speakers</td>
<td>23</td>
</tr>
<tr>
<td>General Business Teaching Aids</td>
<td>24</td>
</tr>
<tr>
<td>Booklets</td>
<td>24</td>
</tr>
<tr>
<td>Charts</td>
<td>25</td>
</tr>
<tr>
<td>Field trips</td>
<td>26</td>
</tr>
<tr>
<td>Films</td>
<td>26</td>
</tr>
<tr>
<td>Filmstrips</td>
<td>26</td>
</tr>
<tr>
<td>Forms</td>
<td>26</td>
</tr>
<tr>
<td>Guest speakers</td>
<td>27</td>
</tr>
<tr>
<td>Pictures</td>
<td>27</td>
</tr>
<tr>
<td>Teachers guides</td>
<td>27</td>
</tr>
<tr>
<td>Tests</td>
<td>27</td>
</tr>
<tr>
<td>Office Machines Teaching Aids</td>
<td>28</td>
</tr>
<tr>
<td>Booklets</td>
<td>28</td>
</tr>
<tr>
<td>CHAPTER</td>
<td>PAGE</td>
</tr>
<tr>
<td>---------------------------------------------</td>
<td>------</td>
</tr>
<tr>
<td>Charts</td>
<td>28</td>
</tr>
<tr>
<td>Demonstrations</td>
<td>29</td>
</tr>
<tr>
<td>Courses of study</td>
<td>29</td>
</tr>
<tr>
<td>Field trips</td>
<td>29</td>
</tr>
<tr>
<td>Films</td>
<td>29</td>
</tr>
<tr>
<td>Forms</td>
<td>29</td>
</tr>
<tr>
<td>Guest speakers</td>
<td>29</td>
</tr>
<tr>
<td>Instruction cards</td>
<td>29</td>
</tr>
<tr>
<td>Magazines</td>
<td>29</td>
</tr>
<tr>
<td>Practice books</td>
<td>30</td>
</tr>
<tr>
<td>Practice sets</td>
<td>30</td>
</tr>
<tr>
<td>Teachers guides</td>
<td>30</td>
</tr>
<tr>
<td>Tests</td>
<td>31</td>
</tr>
<tr>
<td>BIBLIOGRAPHY</td>
<td>32</td>
</tr>
<tr>
<td>APPENDIX OF TEACHING AID SOURCES</td>
<td>33</td>
</tr>
</tbody>
</table>
# TABLES AND ILLUSTRATIONS

## TABLE

| I. A Comparison of Business Teaching Aid Sources and Non-Sources, Sacramento, 1953 | 10 |
| II. Sources of Business Teaching Aids, Sacramento, 1953 | 12 |
| III. A Comparison of the Availability of Teaching Aids in Each Area of Business Education, Sacramento, 1953 | 16 |

## ILLUSTRATION

| I. Teaching Aids and Business Subjects | 5 |
CHAPTER I

THE PROBLEM AND PROCEDURE

I. THE PROBLEM

Statement of the problem. The purpose of this study was to prepare a catalog of free teaching aids that business firms in the Sacramento area provide for business teachers on the secondary level.

Definitions and delimitations. A catalog is a descriptive list of items that are systematically arranged according to specific classifications. Teaching aids are devices that supplement teaching or serve as instructional aids. They include such devices as films, printed matter, pictures, charts, guest speakers, classroom demonstrations, field trips, teachers' guides, and tests.

This study was limited to teaching aids for secondary school business teachers that are obtainable from business firms located in Sacramento.

Importance of the problem. In this era of change, mutations in the business world are rapid. Aids for teaching business courses must be constantly brought up to date in order to synchronize teaching with contemporary events.¹

Business firms have responded to the school's increasing need for supplementary teaching aids by providing them as part of their public relations and advertising programs. The business men want to distribute these aids to the teachers who need them. This study helps business firms by publicising their teaching aids, and it helps teachers by cataloging the aids that are available.

Related studies. A national survey by Holland\(^2\) revealed numerous and varied teaching aids to be available nationally. Holland's work was a part of the Consumer Education Study. A check of local sources revealed no similar investigations in the Sacramento area.\(^3\)\(^4\) However, such a research project has been done in at least one other community since 1950. Robert F. Montaquila studied, "Field Trips, Guest Speakers, Films and other Visual Materials


Available to High Schools by Selected Business Firms in Providence, Rhode Island.\footnote{5}

II. PROCEDURE

As a first step a list of firms to be contacted was compiled. A teaching materials guide\footnote{6} containing the names of companies that offer teaching aids and a catalog of teaching aids for high schools\footnote{7} were reviewed. The Sacramento City Schools Visual Aids department was asked for selections for the list. Educational magazines such as U.B.E.A. Business Education Forum and The Balance Sheet were examined for names of business firms which supply business teaching aids. Office equipment companies, advertising agencies, business supply companies, banks, insurance companies, public utilities, credit agencies, department stores, securities brokers, transportation companies, audio visual sales firms, and manufacturers in the Sacramento area were the kinds of businesses represented.


\footnote{7} Holland, op. cit., et passim.
Next, a card was prepared to aid the investigator with interviews. (see Illustration I) Business subjects most commonly taught in California secondary schools were listed in one column. In the opposite column teaching aids were listed.

As a third step the investigator obtained data from the business firms by personal interview. Appointments for interviews with key representatives of the businesses were made by telephone. Interviews were conducted as follows. The investigator introduced himself and explained the purpose of his visit. The card containing lists of aids and subjects was handed to the interviewee. This card helped to direct the thinking of the business man toward the purpose of the interview. The executive named the aids that his company supplied to teachers. The materials that were named by the executive were listed on a card bearing the name of the company if they met one or more of the following criteria:


9 Items for this list were selected from two references:


**ILLUSTRATION I**

**TEACHING AIDS AND BUSINESS SUBJECTS**  
(Card used in interviews)

<table>
<thead>
<tr>
<th>Teaching Aids</th>
<th>Business Subjects</th>
</tr>
</thead>
<tbody>
<tr>
<td>Films</td>
<td>Typing</td>
</tr>
<tr>
<td>Film Strips</td>
<td>Filing</td>
</tr>
<tr>
<td>Slides</td>
<td>Bookkeeping</td>
</tr>
<tr>
<td>Pictures</td>
<td>Office Practice</td>
</tr>
<tr>
<td>Wall Charts</td>
<td>Office Machines</td>
</tr>
<tr>
<td>Form Letters</td>
<td>Selling</td>
</tr>
<tr>
<td>Office Forms</td>
<td>Merchandising</td>
</tr>
<tr>
<td>Organized Tours</td>
<td>Advertising</td>
</tr>
<tr>
<td>Guest Speakers</td>
<td>Economic Geography</td>
</tr>
<tr>
<td>Classroom Demonstrations</td>
<td>Business Law</td>
</tr>
<tr>
<td>Consumer Information</td>
<td>Consumer Economics</td>
</tr>
<tr>
<td>Company Magazines</td>
<td>Shorthand</td>
</tr>
<tr>
<td>Others</td>
<td>Transcription</td>
</tr>
<tr>
<td></td>
<td>Business Mathematics</td>
</tr>
</tbody>
</table>
(1) Contained course content material such as postal rate charts and telephone courtesy films.

(2) Brought textbook and workbook contents up to date as do travel time schedules.

(3) Demonstrated the application of course material to local business situations as do field trips and local freight rate schedules.

(4) Contributed to the development of machine skills such as timed writings and business machine tests.

(5) Contributed to the development of competencies in arithmetic and communication such as letter writing charts and bills of lading.

(6) Contributed to the student's preparation of individual oral and written reports such as booklets about postmark advertising and the securities markets.

(7) Gave vocational guidance such as booklets about opportunities in banking.

(8) Reflected good business ethics and desirable office habits such as personal grooming booklets and films about the duties of a secretary.

(9) Contributed to learning the preparation of everyday business forms such as telegraph blanks, credit applications, checks and bank deposit slips.

(10) Applied to the secondary level.
(11) Were obtainable in sufficient quantity to meet reasonable requests of local teachers.

(12) Were available free or would be loaned free.

Some executives suggested materials which did not meet the desired criteria. Numerous sales brochures were offered, but they were not accepted because of their strong promotional appeal. In a few interviews materials too elementary or too advanced for secondary business subjects were offered. Others, such as Dun and Bradstreet Incorporated, mentioned useful aids which could be obtained by contacting their offices in another city. One executive mentioned having a few drawings of modern office layouts, but the quantity was not sufficient to warrant listing them in the catalog.

Treatment of data. The cards bearing the firm names and descriptions of aids were used first to classify the firms contacted according to types, such as banks and credit agencies, and also according to whether or not they supplied free teaching aids.\(^{10}\)

The cards were then used to make a list of the business firms and kinds of aids each business offered.\(^{11}\)

\(^{10}\) *Infra*, Table I, p. 10, and Table III, p. 16.

\(^{11}\) *Infra*, Table II, p. 12.
The third step\textsuperscript{12} in treating the data was to list the firms which supply teaching aids and to show how each contributed to the four areas of business education. According to Walters and Nolan these areas are business communications, distributive education, general business, and office machines.\textsuperscript{13}

The first division of the catalog, business communication, includes the teaching aids for shorthand, typewriting, business English, spelling, and office practice.

The second division of the catalog, distributive education, contains aids for teaching salesmanship, merchandising, retailing, advertising, and store organization.

General business teaching aids were listed in the third division of the catalog. Aids for the teaching of business fundamentals, law, business arithmetic, consumer economics and economic geography are contained in this section.

The teaching aids that apply to the teaching of adding machines, calculators, bookkeeping machines, dictating and transcribing machines, duplicating machines, and postal machines composed the fourth division of the catalog under the heading, Office Machines Teaching Aids.

\textsuperscript{12} Infra, Table III, p. 16.

Analysis of data. Of the 119 business firms contacted, Table I shows that sixty-one firms provide teaching aids for Sacramento business teachers. Companies engaged in manufacturing, packaging and office machine sales, represented more than one-half of the sources of teaching aids. Typical of the manufacturing and packaging firms that supply aids are American Can Company, Coca-Cola Bottling Company, and Swift and Company. Office machine sales agencies include National Cash Register Company, Pitney-Bowes Incorporated, and Remington-Rand Incorporated.

Eight of the nine transportation and travel businesses such as Pacific Greyhound Lines, Southern Pacific Company, and United Air Lines provide travel films, pictures and time tables.

Excellent aids for the teaching of general business are supplied by the Household Finance Corporation. These include consumer credit and money management filmstrips, with prepared narratives that are to be read aloud by the teacher as the strip is projected. Another credit agency, the Local Loan Company, has a guest speaker who will discuss The Misunderstood Loan Business.

Credit agencies which have teaching aids to offer locally such as the Consumers Credit Company and the Domestic Finance Corporation, were found to belong to an association which provides aids from their association office in another city.
TABLE I
A COMPARISON OF BUSINESS TEACHING AID SOURCES AND NON-SOURCES, SACRAMENTO, 1953

<table>
<thead>
<tr>
<th>Firms Contacted</th>
<th>Sources</th>
<th>Non-Sources</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising Agencies</td>
<td>0</td>
<td>4</td>
<td>4</td>
</tr>
<tr>
<td>Banks</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Bookkeeping Systems and Services</td>
<td>1</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>Business Supplies and Equipment*</td>
<td>1</td>
<td>9</td>
<td>10</td>
</tr>
<tr>
<td>Communication and Public Utilities</td>
<td>5</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Credit Agencies</td>
<td>3</td>
<td>9</td>
<td>12</td>
</tr>
<tr>
<td>Department Stores</td>
<td>1</td>
<td>1</td>
<td>2</td>
</tr>
<tr>
<td>Home Appliance Distributors</td>
<td>1</td>
<td>2</td>
<td>3</td>
</tr>
<tr>
<td>Insurance Companies</td>
<td>2</td>
<td>4</td>
<td>6</td>
</tr>
<tr>
<td>Manufacturing and Packaging</td>
<td>14</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Office Machines Sales</td>
<td>19</td>
<td>6</td>
<td>25</td>
</tr>
<tr>
<td>Securities Brokers</td>
<td>3</td>
<td>0</td>
<td>3</td>
</tr>
<tr>
<td>Transportation and Travel</td>
<td>8</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Audio Visual Sales</td>
<td>0</td>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td>61</td>
<td>58</td>
<td>119</td>
</tr>
</tbody>
</table>

* Does not include office machines.
Half of the fifty-eight firms that do not supply aids are branches of national organizations with educational departments centralized in cities other than Sacramento. Examples of these would include such firms as Royal Typewriter Company, Western Electric Corporation, and Dun and Bradstreet, Incorporated. Among the remaining firms that do not supply aids are advertising agencies, audio-visual sales agencies, business systems and service companies, and business supply and equipment companies. This group is composed, for the most part, of very small organizations. (i.e. fewer than ten employees) Examples of these are: Chapin-Damm Advertising Agency, Ty Sidner Company, Chas R. Hadley Company, and the Jordon-Mayo Office Equipment and Supplies Company.

Table II lists the Sacramento business firms that supply aids for business teachers, and shows the kinds of aids that are available from each. Many of the sixteen firms having one kind of a teaching aid, offered an assortment of the aid they had. Western Union Telegraph Company provides various types of telegraph blanks in large quantities. Banks offer forms for the teaching of banking functions such as loan applications, deposit slips, and check books.
### TABLE II

**SOURCES OF BUSINESS TEACHING AIDS,**

**SACRAMENTO, 1953**

| Company                          | 
|----------------------------------|---|
| Santa Fe Railroad Company       | x |
| Schwabacher and Company         | x |
| Shell Oil Company               | x |
| Southern Pacific Company        | x |
| Standard Oil Company            | x |
| Swift and Company               | x |
| Underwood Corporation           | x |
| Union Pacific Railroad          | x |
| United Air Lines                | x |
| Victor Adding Machine Company   | x |
| Walston Hoffman and Goodwin     | x |
| Ward Harris, Inc.               | x |
| Western Audograph, Inc.         | x |
| Western Pacific Railroad Co.    | x |
| Western Union Telegraph Co.     | x |
| Zellerbach Paper Company        | x |
| **Totals**                      | 33 8 1 11 17 16 5 5 8 1 2 1 9 1 2 5 3 |
The Monroe Calculating Machine Company provides a complete text, workbook, course outline and materials for the teaching of its rotary calculator. Monroe also will supply machine classes using its machines with courses of study, demonstrations by company demonstrators, instruction cards, practice books, practice sets, and teachers guides.

Booklets were the teaching aid most available. These covered a wide variety of topics such as personal grooming, office practice tips, spelling and syllabication, telegram uses, better retailing postmark advertising, appliance care, railway literature, descriptions of an industry, insurance programming, money management, retail expenses, securities markets, accounting, time schedules and office machine tips.

Eighteen firms welcome business classes to visit them on prearranged conducted tours. Typical firms offering this field trip service are Breuners, California Almond Growers Exchange, and the California Western States Life Insurance Company.

Machine demonstrations by company employees who will visit the classroom were offered by eleven local sales agencies of business machines. These firms included the Victor Adding Machine Company, Crossman-Benrath Company, and Pitney-Bowes, Incorporated.
Sixteen firms including Swift and Company, Shell Oil Company, and Schwabacher and Company provide films which are available to all local business educators. The Pacific Telephone and Telegraph Company telephone courtesy films include such titles as "Thanks for Listening", "Party Lines", and "Adventure in Telezonia". For the typing teacher the Underwood Corporation provides "Duties of a Secretary", "Tips on Typing", and "Ten Copies, Please". For the class with electric typewriters, International Business Machines makes available a film entitled "Electric Typing Time".

Procter and Gamble and United Air Lines are among the eight firms who may be contacted for a guest speaker to speak to business students. "The Soap Industry" and "Commercial Air Transportation" are typical topics.

The five suppliers of filmstrips offer aids to the teacher of selling and merchandising. Swift and Company, the Coca-Cola Bottling Company, and the National Cash Register Company are typical sources.

The teachers of office machines can obtain students' practice books from nine sources, including the Clary Multiplier Corporation and the Comptometer Division, Felt and Tarrant Manufacturing Company.

Also available to office machine and business communications teachers are: (1) production samples from the
Crossman-Benrath Company and the Capital Mimeograph Company; (2) teachers' guides from five sources including the Dictaphone Corporation and the Friden Calculating Machine Company; (3) tests from three suppliers including Ward Harris, Incorporated; (4) magazines devoted to the business communications students from the Dictaphone Corporation; and (5) posture or keyboard wall charts from such suppliers as the Victor Adding Machine Company and Marchant Calculators, Incorporated.

Aids with single suppliers are courses of study and individual student's machine instruction cards which are both available from the Monroe Calculating Machine Company. Another aid with one source is a selection of pictures showing various functions of railroad transportation. These may be obtained from the Southern Pacific Company.

Table III shows the type of business from which the aids are obtainable and classifies the teaching aids into the four teaching areas of business education. The following sources also enrich the teaching of communication and office machine areas: banks, bookkeeping systems and services, business supply and equipment companies, communication and public utilities, department stores, an insurance company, and a trade association.

\[14\] Supra p. 8.
### TABLE III
A COMPARISON OF THE AVAILABILITY OF TEACHING AIDS IN EACH AREA OF BUSINESS EDUCATION, SACRAMENTO, 1953.

<table>
<thead>
<tr>
<th>Sources</th>
<th>Communication Subjects</th>
<th>Distributive Education</th>
<th>General Business</th>
<th>Office Machines</th>
</tr>
</thead>
<tbody>
<tr>
<td>Victor Adding Machine Company</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ward Harris, Inc.</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Western Audograph, Inc.</td>
<td>x</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Securities Brokers:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dean Witter and Company</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Schwabacher and Company</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Walston Hoffman and Goodwin</td>
<td></td>
<td>x</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation and Travel:</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>American Express Travel Service</td>
<td></td>
<td></td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Pacific Greyhound Lines</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Railway Express Agency</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Santa Fe Railway Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Southern Pacific Company</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Union Pacific Railroad</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>United Air Lines</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Western Pacific Railroad</td>
<td></td>
<td></td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>
Aids for general business subjects were found to be available from every kind of business contacted except business supply and equipment companies and department stores.

Teachers of salesmanship, merchandising, advertising, and other distributive subjects can select aids from several sources. Banks, public utilities, credit agencies, department stores, home appliance distributors, insurance companies, manufacturers, transportation firms, and even two office machine firms supply the teacher of distributive education with teaching aids.

Conclusions. Local business sources yield an abundance of teaching aids in all four of the principal areas of business education.

Teachers of communication and office machine subjects can direct their requests mainly to office machine agencies, but they should not overlook banks and public utilities as additional sources.

The general business teacher's resources for teaching aids from business are, as might be expected, tremendously widespread and profitable.

Teachers of salesmanship and other distributive subjects should find this catalog\textsuperscript{15} especially helpful.

\textsuperscript{15} \textit{Infra} p. 19.
because teaching aids, although not as abundant as those for general business, come from nearly every kind of source.

The Sacramento Public Schools visual-aids department is the local coordinating agency for business teaching aids. Accordingly, Sacramento business teachers are expected to requisition their teaching aids from this central agency. When ordering aids in this catalog enough time should be allowed for the visual-aids department to go beyond its present visual-aids library before delivery to the schools. Knowledge of the sources revealed in this catalog helps teachers and the visual-aid department to know what can be obtained.

Teaching aids from business usually contain some advertising. However, such advertising for the most part does not seriously curb the educational uses of the material. Sales brochures, direct mail pieces, and posters that are solid advertising are not considered to be teaching aids even though they are abundantly available to the teacher.

In order to be of continuing value to the business teacher the catalogue from this study should be revised periodically.
CHAPTER II

FREE TEACHING AIDS AVAILABLE TO BUSINESS TEACHERS

FROM SACRAMENTO BUSINESS FIRMS
BUSINESS COMMUNICATIONS TEACHING AIDS

BOOKLETS (See also Office Machines Teaching Aids)

**Personal Grooming**
Self evaluation booklets designed, one for boys, and one for Girls.
California Dairy Advisory Board

**Office Practice Tips**
Explanations of better ways of doing certain office tasks.
Capital Mimeograph Company
Crossman-Benrath Company
Pitney-Bowes Incorporated
Remington-Rand Incorporated

**Spelling and syllabication Aids**
A reference booklet for spelling and syllabication of 500 frequently misspelled words.
Remington-Rand Incorporated

**Telegram Uses**
A description of telegraph forms and services.
Western Union Telegraph Company

CHARTS (See also Office Machines Teaching Aids)

**Personality**
An outline of various personality traits and corresponding explanations of each trait.
Dictaphone Corporation
Ward Harris Incorporated

**Letter Writing**
A handy formula for setting up business letters.
Dictaphone Corporation

COURSES OF STUDY (See Office Machines Teaching Aids)

DEMONSTRATIONS (See Office Machines Teaching Aids)

FIELD TRIPS (See General Business Teaching Aids)

FORMS (See General Business Teaching Aids)
FILMS (Sixteen millimeter, sound, black and white)

Filing Cabinets
A film which describes the development and uses of filing cabinets.
A. W. Herron Company

Telephone Courtesy
A selection of films which emphasizes proper telephone use and courtesy.
Pacific Telephone and Telegraph Company
"Thanks for Listening"
"Party Lines"
"Adventure in Telezonia"
Others

Typing
Films that describe the duties of a secretary and typing tips.
International Business Machines
"Electric Typing Time"
Underwood Corporation
"Duties of a Secretary"
"Tips on Typing"
"Ten Copies, Please"

GUEST SPEAKERS (See General Business Teaching Aids)

MAGAZINES
Company publications devoted primarily to the business student.
Dictaphone Corporation
Ward Harris Incorporated

PRACTICE BOOKS (See Office Machines Teaching Aids)
PRACTICE SETS (See Office Machine Teaching Aids)
PRODUCTION SAMPLES (See Office Machines Teaching Aids)
TEACHERS GUIDES (See Office Machines Teaching Aids)
TESTS (See Office Machines Teaching Aids)
BOOKLETS (See also General Business Teaching Aids)

Better Retailing
A set of handbooks dealing with such phases of retailing as, Establishing a Retail Business, Store Location, Display Selling, Advertising, Credit and Collections, etc.
National Cash Register Company

Postmark Advertising
The uses and applications of postmark advertising are illustrated.
Pitney-Bowes Incorporated

FIELD TRIPS (See General Business Teaching Aids)

FILMS (Sixteen Millimeter, sound, black and white)

Packaging
A story of packaging in metal containers.
American Can Company
"The Miracle of the Can"
California Almond Growers Exchange
"Tokay Grapes"
Continental Can Company
"Making Packers Cans" 20 min.
"The Story of Packaging" 15 min.
others

Service Station Selling
The selling of service station products.
Shell Oil Company
"The Last Ten Feet" 25 min.

Meat Products
Meat distribution and selling.
Swift and Company
"The Red Wagon" 44 min.
"Meat Buying Customers" 10 min.
"Nations Meat"
"Building Friends for Business"
FILMSTRIPS (Thirty-five millimeter)

Appliance Selling
Filmstrips that show how to sell each appliance made by the company.
General Electric Supply Company

Merchandise Display
Principles of good display.
Swift and Company
  "Mrs. America Goes to Market"
  "Display Right—Sell More"
  "Your Meat Department"
  Others

Selling
Accepted principles of selling are demonstrated.
Coca-Cola Bottling Company
National Cash Register Company
  "Where Rainbows Begin"
  "Challenge Across the Counter"
  "Retailing"

GUEST SPEAKERS (See General Business Teaching Aids)
GENERAL BUSINESS TEACHING AIDS

BOOKLETS (See also Business Communications Teaching Aids)

Appliance Care and Use
Helpful hints for doing household tasks related to a particular kind of appliance.
General Electric Supply Company
Sacramento Municipal Utility District

Bibliography of Railway Literature
A list of educational books, bulletins, reports, and periodicals about American railroads.
Union Pacific Railroad Company

Descriptions of an Industry
Booklets which describe the functions of an industry or business.
American Trust Company
Anglo California National Bank
Bank of America
Bercut-Richards Packing Company
Firestone Tire and Rubber Company
Moore Business Forms Incorporated
Railway Express Agency
Standard Oil Company
Western Union Telegraph Company
Zellerbach Paper Company

Insurance Programming
Describes how gaps exist in business and personal insurance.
Bronson and Cunningham Company

Money Management
Booklets that advise consumers on thrift through more careful buying and family budgeting.
Household Finance Corporation

Retail Expenses
The results of studies concerning expenses and expense ratios in various kinds of retail businesses are listed.
The Securities Market
Handbook of information about securities, the markets in which they are traded, and the trading procedures.
Dean-Witter and Company
Schwabacher and Company
Walston Hoffman and Goodwin

Time Schedules
Booklets which include transportation company trip departure and arrival times, as well as fare and mileage charts, services offered, and maps.
American Express Travel Service
Pacific Greyhound Lines
Southern Pacific Company
United Air Lines

CHARTS (See also Business Communications Teaching Aids)

Postal
Rate charts which explain in a non-technical language the current postal rates and services.
Pitney-Bowes

Train Transportation
Pictorial wall charts which can be integrated with the study of any railroad function.
Southern Pacific Company (set of 7)

FIELD TRIPS
Prearranged tours of businesses conducted by a representative of the firm.
American Can Company
Anglo-California National Bank
Bank of America
Bercut-Richards Packing Company
Breuners
California Almond Growers Exchange
California Western States Life Insurance Company
Coca-Cola Bottling Company
Continental Can Company
Old Home Bakers
Pacific Greyhound Lines
Retailers Credit Association
Sacramento Bee
Sacramento Municipal Utility District
Sacramento Union
Walston Hoffman and Goodwin
Western Union Telegraph Company
Zellerbach Paper Company
FILMS (See also Business Communications Teaching Aids)  
(See also Distributive Education Teaching Aids)

Describe a Business or Industry  
The functions of a business or industry are illustrated.
- American Can Company
- California Dairy Advisory Board
- Continental Can Company
- Schwabacher and Company
  "What Makes Us Tick"
  "Investment Banking"
- Standard Oil Company
- Zellerbach Paper Company
  "Forests for the Future"
  "Story of Paper"

Travel  
Interesting places to visit and how to plan a trip are the general themes.
- Pacific Greyhound Lines
  "Shortest Way Home"
  "America For Me"
- Santa Fe Railway
  "Grand Canyon Scenes"
  others
- Standard Oil Company
  (catalog available)
- Union Pacific Company
  "Sun Valley"
  "Agricultural Shipping"
  others
- United Air Lines
  "Hawaii"
- Western Pacific Railroad Company

FILMSTRIPS (thirty-five millimeter)

Money Management  
A selection of filmstrips in black and white complete with prepared talks to be read with the filmstrips.
- Household Finance Corporation

FORMS

Banking  
Forms used in banking such as deposit slips, checks, and credit applications.
- American Trust Company
- Anglo-California National Bank
- Bank of America
Express
Bills of lading, package stickers, and C.O.D. forms are available.
Railway Express Agency

Telegram Blanks
The different kinds of blanks for various social and business uses are available.
Western Union Telegraph Company

GUEST SPEAKERS
Arrangements may be made for a representative of a firm to speak to business students.
California Fruit Exchange
"Fruit Marketing"
Local Loan Company
"Misunderstood Loan Business"
Procter and Gamble Incorporated
"The Soap Industry"
Railway Express Agency
"Railway Express"
Retailers Credit Association
"Consumer Credit Trends"
Underwood Corporation
"Business Ethics"
United Air Lines
"Commercial Air Transportation"
Western Pacific Railroad Company
"Railroad Subjects"

PICTURES
Railroad Transportation
Scenes of train transportation in all its functions are available.
Southern Pacific Company (set of 56)

TEACHERS GUIDES
Railroad Transportation
Guides to better use of materials supplied.
Southern Pacific Company

TESTS
Railroad Transportation
Tests for use with other materials supplied.
Southern Pacific Company
BOOKLETS (See also Business Communications Teaching Aids)

**Mechanical Accounting**
An illustrated review of basic accounting principles and their present day mechanical systems.
Burroughs Adding Machine Company

**Office Machine Tips**
Better ways of doing certain machine tasks are explained.
Adding Machines and Calculators
Monroe Calculating Machine Company

Duplicating Machines
Addressograph Sales Agency
Capital Mimeograph Company
Crossman-Benrath Company

**CHARTS**

**Speed and Accuracy**
Charts for individual students to use when recording time, errors, and speed.
Adding Machines and Calculators
Remington-Rand Incorporated
Dictating and Transcribing Machines
Dictaphone Corporation
Ward Harris Incorporated

**Keyboard**
Wall charts which are posted to show the location of keyboard parts.
Adding Machines and Calculators
Comptometer Division Felt and Tarrant Manufacturing Company
Friden Calculating Machine Company
Marchant Calculators Incorporated
Victor Adding Machine Company

**Posture**
Wall charts which are used to compare good and poor posture.
Dictating and Transcribing Machines
Ward Harris Incorporated
COURSES OF STUDY

Adding machines and Calculators
Monroe Calculating Machine Company

Bookkeeping Machines
Monroe Calculating Machine Company

DEMONSTRATIONS

A company representative will demonstrate the operation and characteristics of his company's machines.

Adding Machines and Calculators
Burroughs Adding Machine Company
Clary Multiplier Corporation
Comptometer Division Felt and Tarrant Manufacturing Company
Marchant Calculators Incorporated
Monroe Calculating Machine Company
Remington-Rand Incorporated
Victor Adding Machine Company

Bookkeeping Machines
Burroughs Adding Machine Company
Monroe Calculating Machine Company

Dictating and Transcribing Machines
A. Lebeck Business Equipment Company

Duplicating Machines
Addressograph Sales Agency
Capital Mimeograph Company
Crossman-Benrath Company

Postal Machines
Pitney-Bowes Incorporated

FIELD TRIPS (See General Business Teaching Aids)

FILMS (See Business Communications Teaching Aids)

FORMS (See General Business Teaching Aids)

GUEST SPEAKERS (See General Business Teaching Aids)

INSTRUCTION CARDS

Self-instructional student assignments designed to reduce teacher time spent on individual instruction.

Adding Machines and Calculators
Monroe Calculating Machine Company

MAGAZINES (See Business Communications Teaching Aids)
PRACTICE BOOKS

Books which include instructions and exercises. The operating controls and their uses are also explained and illustrated.

Adding Machines and Calculators
Burroughs Adding Machine Company
Clary Multiplier Corporation
Comptometer Division Felt and Tarrant Manufacturing Company
Friden Calculating Machine Company
Monroe Calculating Machine Company
Victor Adding Machine Company

Bookkeeping Machines
Burroughs Adding Machine Company
Monroe Calculating Machine Company

Dictating and Transcribing Machines
Dictaphone Corporation
Ward Harris Incorporated
Western Audograph Incorporated

PRACTICE SETS

Individual student projects for use with a particular machine. Office forms such as invoices and checks are included.

Adding Machines and Calculators
Monroe Calculating Machine Company

Bookkeeping Machines
Monroe Calculating Machine Company

PRODUCTION SAMPLES

Samples of duplicating illustrating standards of perfection.

Duplicating Machines
Addressograph Sales Agency
Capital Mimeograph Company
Crossman-Benrath Company

TEACHER'S GUIDES

Guides which assist instruction on a particular machine. Operating technique and methods of demonstration are explained.

Adding Machines and Calculators
Friden Calculating Machine Company
Monroe Calculating Machine Company
Tests which determine student eligibility for a particular machine and tests for certification of proficiency.

Adding Machines and Calculators
Remington-Rand Incorporated

Dictating and Transcribing Machines
Dictaphone Corporation
Ward Harris Incorporated
Western Audograph Incorporated
BIBLIOGRAPHY


APPENDIX OF TEACHING AID SUPPLIERS

A. Lebeck Business Equipment Company
3021 Capital Avenue
Hillcrest 6-3877
Demonstrations (See Office Machines Teaching Aids)

Addressograph Sales Agency
1221 S Street
Gilbert 3-1971
Booklets (See Office Machines Teaching Aids)
Demonstrations (See Office Machines Teaching Aids)
Production samples (See Office Machines Teaching Aids)

American Can Company
Thirty-third and C Streets
Hudson 1-1471
Field trips (See General Business Teaching Aids)
Films (See General Business Teaching Aids)

American Express Travel Service
Twelfth and K Streets
Gilbert 3-6881
Booklets (See General Business Teaching Aids)

American Trust Company
1011 Tenth Street
Hudson 1-1441
Booklets (See General Business Teaching Aids)
Forms (See General Business Teaching Aids)

Anglo-California National Bank
Seventh and J Streets
Hudson 1-1441
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)
Forms (See General Business Teaching Aids)

Bank of America
Eighth and J Streets
Gilbert 3-6841
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)
Forms (See General Business Teaching Aids)

Bercut-Richards Packing Company
Seventh and Richards Blvd.
Hudson 1-1241
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)

Breuner's
604 K Street
Gilbert 3-8061
Field trips (See General Business Teaching Aids)

Bronson and Cunningham Company
1702 Broadway
Gilbert 2-2909
Booklets (See General Business Teaching Aids)
Burroughs Adding Machine Company
1233 Broadway
Gilbert 2-9018
Booklets (See Office Machines Teaching Aids)
Demonstrations (See Office Machines Teaching Aids)
Practice Books (See Office Machines Teaching Aids)

California Almond Growers Exchange
Eighteenth and C Streets
Gilbert 2-0771
Field trips (See General Business Teaching Aids)

California Dairy Advisory Board
1412 Sixteenth Street
Gilbert 2-4711 (local 2122)
Booklets (See General Business Teaching Aids)
Films (See General Business Teaching Aids)

California Fruit Exchange
Tenth and N Streets
Gilbert 3-3951
Films (See Distributive Education Teaching Aids)
Guest Speakers (See General Business Teaching Aids)

California Western States Life Insurance Company
2020 L Street
Gilbert 2-3661
Field trips (See General Business Teaching Aids)

Capital Mimeograph Company Incorporated
910 J Street
Gilbert 3-6584
Booklets (See Office Machines Teaching Aids)
Demonstrations (See Office Machines Teaching Aids)
Production samples (See Office Machines Teaching Aids)

Clary Multiplier Corporation
1730 F Street
Gilbert 3-4541
Demonstrations (See Office Machines Teaching Aids)
Practice books (See Office Machines Teaching Aids)

Coca-Cola Bottling Company of Sacramento
2200 Stockton Blvd.
Hillcrest 6-6464
Field trips (See General Business Teaching Aids)
Filmstrips (See Distributive Education Teaching Aids)

Comptometer Division Felt and Tarrant Manufacturing Company
719 K Street
Gilbert 3-7814
Booklets (See Office Machines Teaching Aids)
Charts (See Office Machines Teaching Aids)
Practice books (See Office Machines Teaching Aids)

Continental Can Company
North Seventh Street
Gilbert 3-1916
Field trips (See General Business Teaching Aids)
Films (See General Business Teaching Aids)
Crossman-Benrath Company  
907 U Street  
Gilbert 3-7602  
Booklets (See Office Machines Teaching Aids)  
Demonstrations (See Office Machines Teaching Aids)  
Teacher's guides (See Office Machines Teaching Aids)  

Dean Witter and Company  
907 U Street  
Gilbert 3-1991  
Booklets (See General Business Teaching Aids)  

Dictaphone Corporation  
921 Sixteenth Street  
Hudson 1-3905  
Charts (See Business Communications Teaching Aids)  
Magazines (See Business Communications Teaching Aids)  
Practice books (See Office Machines Teaching Aids)  
Teacher's guides (See Office Machines Teaching Aids)  
Tests (See Office Machines Teaching Aids)  

Firestone Tire and Rubber Company, The  
1811 Twelfth Street  
Gilbert 2-0445  
Booklets (See General Business Teaching Aids)  

Friden Calculating Machine Company Incorporated  
1721 I Street  
Gilbert 3-3873  
Charts (See Office Machines Teaching Aids)  
Practice books (See Office Machines Teaching Aids)  
Teacher's guides (See Office Machines Teaching Aids)  

General Electric Supply Company  
1131 S Street  
Gilbert 3-9001  
Booklets (See General Business Education Teaching Aids)  
Filmstrips (See Distributive Education Teaching Aids)  

Herron, A. W. Company  
215 Twelfth Street  
Gilbert 3-2642  
Films (See Business Communications Teaching Aids)  

Household Finance Corporation  
1020 Eighth Street  
Gilbert 2-3684  
Booklets (See General Business Teaching Aids)  
Filmstrips (See General Business Teaching Aids)  

International Business Machines Corporation  
1015 Thirteenth Street  
Gilbert 2-0416  
Films (See Business Communications Teaching Aids)  

Local Loan Company  
1104 Eighth Street  
Gilbert 2-0431  
Guest Speakers (See General Business Teaching Aids)
Marchant Calculators Incorporated
1126 Twenty-first Street Gilbert 2-4923
Charts (See Office Machines Teaching Aids)
Demonstrations (See Office Machines Teaching Aids)

Monroe Calculating Machine Company
1232 F Street Gilbert 2-5772
Booklets (See Office Machines Teaching Aids)
Courses of Study (See Office Machines Teaching Aids)
Demonstrations (See Office Machines Teaching Aids)
Instruction Cards (See Office Machines Teaching Aids)
Practice books (See Office Machines Teaching Aids)
Practice sets (See Office Machines Teaching Aids)
Teacher's guides (See Office Machines Teaching Aids)

Moore Business Forms Incorporated
1400 Tenth Street Gilbert 2-6985
Booklets (See General Business Teaching Aids)

National Cash Register Company
1518 L Street Hudson 1-2761
Booklets (See Distributive Education Teaching Aids)
Filmstrips (See Distributive Education Teaching Aids)

Old Home Bakers
3226 Montgomery Way Hillcrest 6-3863
Field trips (See General Business Teaching Aids)

Pacific Greyhound Lines
Seventh and L Streets Gilbert 2-4901
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)
Films (See General Business Teaching Aids)

Pacific Telephone and Telegraph Company
1414 K Street Gilbert 3-0641
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)
Films (See General Business Teaching Aids)

Pitney-Bowes Incorporated
1737 J Street Gilbert 2-6923
Booklets (See Business Communications Teaching Aids)
Charts (See General Business Teaching Aids)
Demonstrations (See General Business Teaching Aids)

Procter and Gamble Incorporated
Power Inn and Fruitridge Roads Hunter 6-7261
Guest Speakers (See General Business Teaching Aids)
Railway Express Agency Incorporated
Fifth and I Streets
Booklets (See General Business Teaching Aids)
Forms (See General Business Teaching Aids)
Guest Speakers (See General Business Teaching Aids)

Remington-Rand Incorporated
1107 J Street
Booklets (See Business Communications Teaching Aids)
Charts (See Office Machines Teaching Aids)
Demonstrations (See Office Machines Teaching Aids)

Retailers Credit Association Incorporated
1801 J Street
Field Trips (See General Business Teaching Aids)
Guest Speakers (See General Business Teaching Aids)

Sacramento Bee
Twenty-first and Q Streets
Field trips (See General Business Teaching Aids)

Sacramento Municipal Utility District
2101 K Street
Field trips (See General Business Teaching Aids)

Sacramento Union
1910 Capital Avenue
Field trips (See General Business Teaching Aids)

Santa Fe Railroad
Tenth and J Streets
Booklets (See General Business Teaching Aids)
Films (See General Business Teaching Aids)

Schwabacher and Company
1001 J Street
Booklets (See General Business Teaching Aids)
Films (See General Business Teaching Aids)

Shell Oil Company
1024 Thirteenth Street
Films (See Distributive Education Teaching Aids)

Southern Pacific Company
Fifth and I Streets
Booklets (See General Business Teaching Aids)
Pictures (See General Business Teaching Aids)
Standard Oil Company  
909 Twelfth Street  
Booklets (See General Business Teaching Aids)  
Films (See General Business Teaching Aids)

Swift and Company  
806 Sixth Street  
Gilbert 3-3751  
Films (See Distributive Education Teaching Aids)  
Filmstrips (See Distributive Education Teaching Aids)

Underwood Corporation  
1611 J Street  
Gilbert 3-3916  
Films (See Business Communication Teaching Aids)  
Guest Speakers (See General Business Teaching Aids)

Union Pacific Railroad Company  
Forum Building  
Gilbert 2-1025  
Booklets (See General Business Teaching Aids)  
Films (See General Business Teaching Aids)

United Air Lines  
Senator Hotel  
Gilbert 3-4681  
Booklets (See General Business Teaching Aids)  
Films (See General Business Teaching Aids)  
Guest Speakers (See General Business Teaching Aids)

Victor Adding Machine Company  
1714 Capitol Avenue  
Hudson 1-3156  
Charts (See Office Machines Teaching Aids)  
Demonstrations (See Office Machines Teaching Aids)  
Practice Books (See Office Machines Teaching Aids)

Walston Hoffman and Goodwin  
926 J Street  
Gilbert 3-3768  
Booklets (See General Business Teaching Aids)

Ward Harris Incorporated  
906 O Street  
Hudson 4-5930  
Charts (See Business Communications Teaching Aids)  
Magazines (See Business Communications Teaching Aids)  
Practice books (See Office Machines Teaching Aids)  
Teacher's guides (See Office Machines Teaching Aids)  
Tests (See Office Machines Teaching Aids)

Western Audograph Incorporated  
5001 Seventh Avenue  
Hillcrest 7-4812  
Practice books (See Office Machines Teaching Aids)  
Teacher's guides (See Office Machines Teaching Aids)  
Tests (See Office Machines Teaching Aids)
Western Pacific Railroad Company
1025 Nineteenth Street  Gilbert 2-4971
Booklets (See General Business Teaching Aids)
Guest Speakers (See General Business Teaching Aids)

Western Union Telegraph Company
1109 Ninth Street  Gilbert 3-7441
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)
Forms (See General Business Teaching Aids)

Zellerbach Paper Company
1100 Richards Blvd.  Gilbert 2-6971
Booklets (See General Business Teaching Aids)
Field trips (See General Business Teaching Aids)