

A SCORE CARD FOR THE RATING OF
JUNIOR BUSINESS TRAINING TEXTS

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By

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CHAPTER I

PURPOSE, METHODS, AND MATERIALS OF THE STUDY

The number of junior business training textbooks has been increasing rapidly in recent years. Therefore, teachers and administrators are finding it more and more difficult to select the most desirable text. Although textbooks are more carefully and scientifically prepared than ever before, the problems of choosing the text which best fits the needs of the school and community is of great importance. Of the importance of the textbook, Mr. Maxwell states:

"The textbook determines the content of instruction as well as the teaching procedures. A majority of our teachers have not had sufficient training in basic subject matter to be independent of the textbook."¹

Teachers and administrators also are aware of the fact that the textbook is of such importance its selection must not be left to chance. Selecting a textbook should be done as objectively as possible according to Mr. Jacobs:

"Teachers know that when the final decision has been made they must abide by their selection--work and live with it--for an indefinite period of years. Because of this, the person who is selecting teaching materials should proceed in as objectively level-headed a manner as he can devise."²

1 Maxwell, C. R., "Choosing the Best Textbook," School Executives Magazine, April, 1932, p. 343.

2 Jacobs, Leland B., "Eighteen Criteria for Choosing New Textbooks," Clearing House, 1937, Vol. XI, pp. 485-486.

Other writers see the selection of a textbook as a serious matter. Of this Mr. Bullock says:

".....The adoption of a text is a serious matter.... it is very difficult for every teacher to know of and secure copies of every textbook written upon the subject he is teaching, and unless he studies every one he cannot be sure he is choosing the best. A teacher might think one textbook better than another because the publisher's representative is able to present certain features of his text in a more convincing way; or is able to use better salesmanship of the second text; or the teacher might be unduly influenced by the personality of a representative."³

Several different methods may be used in selecting a textbook. A few of these are discussed in the review of other studies. Books may be compared with one another, or each book may be compared with a score card, or some form of outline that has been previously made.

In a recent survey conducted by Mr. W. O. Underwood, he found that:

"Ninety-three per cent of the teachers indicated their interest in obtaining an authoritative guide or score card to assist them in selecting textbooks."⁴

The teacher of junior business training must select wisely the text he expects to use.

PURPOSE OF THE STUDY

The purpose of this study is the preparation of a score card to be used as an objective basis in the selection of junior business training texts.

3 Bullock, A. E., "A Scientific Evaluation of Bookkeeping Texts," Southwestern Publishing Company, p. 1.

4 Underwood, Willis O., "A Guide for Textbook Analysis," School Board Journal, Vol. 102, March, 1941, pp. 23-24.

A number of texts, published since 1936, are then rated by this score card to illustrate its use. Since recency of publication is considered important in the field of junior business training, only texts which have been published or revised within the past six years are rated.

MATERIALS

The materials used in devising a score card for the rating of junior business training texts include the check lists as scored by twenty junior business training teachers regarding essential or desirable criteria which, in their estimation, should be used in judging a book; the report of a committee of three experienced teachers, who applied the score cards to the textbooks; and the texts which were measured by the score card.

The following textbooks were used in this study:

1. Clinton A. Reed and James V. Morgan, Introduction to Business, Allyn and Bacon, New York, 1940.
2. Lloyd L. Jones, Our Business Life, The Gregg Publishing Company, Chicago, 1939.
3. Frederick G. Nichols, Junior Business Training For Economic Living, American Book Company, New York, 1936.
4. Raymond C. Goodfellow, The Fundamentals of Business Training, The Macmillan Company, New York, 1940.
5. Max B. Greenstein and Henry Smithline, Our Daily Contacts With Business, Lyons and Carnahan Company, Chicago, 1937.
6. A. B. ZuTavern and Elmer J. Erickson, The Business of Life, H. M. Rowe Company, Baltimore, 1942.

7. Ernest H. Crabbe and Paul L. Salsgiver, General Business, Southwestern Publishing Company, Cincinnati, 1941.
8. A. B. ZuTavern and A. E. Bullock, The Business of Life, Commercial Textbook Company, South Pasadena, California, 1936.

METHOD AND PROCEDURE

The following steps were followed in preparing the score card for this study:

1. A thorough study was made of all available junior business training texts, workbooks, teachers' manuals, and publishers' advertisements.
2. An analysis was made of related theses and other research materials.
3. A check-list was compiled after a study was made of the above materials, score cards, and other available materials.
4. A jury of experienced teachers was selected.
5. The score card was submitted to the jury for their consideration.
6. A score card was prepared, based on the combined opinions of the jury members, as indicated in their responses to the check-list.
7. Selected textbooks were rated by the score card.

In order to select experienced teachers of junior business training who would be familiar with materials of publishers of recent junior business training materials, each

publisher was requested by letter to furnish names and addresses of at least five experienced teachers.

Letters were sent to thirty-eight teachers, requesting each of them to serve as a member of the jury. A self-addressed card was enclosed with each letter, on which a reply could be made by merely checking the desired response. Twenty-four of these replies were received. In these, twenty one teachers indicated their willingness to serve on the jury. Check-lists were then sent to the twenty-one teachers; check-lists were also sent to a selected group of graduate students at Oklahoma A. & M. College. Twenty of the check-lists were returned satisfactorily checked and were used as the basis for compiling the score card.

The number of jurors using each publisher's materials are as follows:

<u>PUBLISHER</u>	<u>NUMBER OF TEACHERS</u>
The Macmillan Company	3
Ginn and Company	1
Southwestern Publishing Company	3
Commercial Textbook Company	3
Gregg Publishing Company	3
Allyn & Bacon	2
Lyons and Carnahan Company	1
Oklahoma A. & M. Graduate Students (Publishers not given)	4
TOTAL	<hr/> 20

It is believed there is reasonable distribution of teachers among the publishers.

There is also a reasonable geographical distribution among the jurors. The following states were represented on the jury:

<u>STATE</u>	<u>NUMBER OF TEACHERS</u>
California	1
Indiana	1
Kansas	2
Kentucky	2
Maryland	1
Nebraska	1
Oklahoma	4
Pennsylvania	2
Texas	2
Utah	1
Washington	1
Wisconsin	2
	<hr/>
TOTAL	20

The method used in this study is known as the "Normative-Survey Method." The method may be defined as follows:

".....it is essentially a method of quantitative description of the general characteristics of the group...ascertaining the prevailing conditions. It seeks to answer the questions, "What are the real facts with regard to the existing conditions."....The compound adjective "normative-survey" is applied to this method in order to suggest the two closely related aspects of this kind of study. The word "survey"

indicates the gathering of data regarding current conditions. The word "normative" is used because surveys are frequently made for the purpose of ascertaining what is the normal or typical conditions, or practice."⁵

REVIEW OF RELATED STUDIES

As far as can be determined, there have been no specific studies on the development and application of a score card in evaluating junior business training textbooks. The following reviews represent studies made in the field of junior business training or in textbook selection comparable to this study.

Underwood, Willis O., "The Analysis and Selection of Elementary School Textbooks," Masters Thesis, University of Colorado, 1938.

The purpose of this study was to devise a guide for teachers which would provide the advantages of a score card and at the same time eliminate the objections which have been raised against the score cards available.

The following procedure for devising a guide was used:

Questionnaires were sent to 465 teachers in seven states to determine the criteria they used in the selection of textbooks. One hundred questionnaires were completed and returned.

Personal interviews were arranged by the author with 264 textbook committee members in Colorado, Missouri, and Iowa to determine the criteria they used in judging of textbooks. They were asked, first, to list the criteria used

5 Good, Carter V., Barr, A. S., Scates, Douglas E., The Methodology of Educational Research, D. Appleton-Century Company, 1935, pp. 286-288.

in the selection of their books; second, why they adopted the book they did; and, third, why they did not adopt other books.

The criteria from the questionnaire and personal interviews were combined in one list.

Seven textbook score cards which had received sufficient recognition to be published in educational journals were analyzed. Score cards which related to specific fields such as spelling, mathematics, etc., were not included in this group of general textbook score cards.

From the information gained through the published score cards, the personal interviews with committee members, and the questionnaire, a combined score card was made including the criteria which were listed by the various groups. From the combined score card, "A Guide for Textbook Analysis" was made by listing those criteria which were named by three or more sources.

The study used the following main divisions in the completed guide:

1. Authorship
2. Content and Organization
3. Vocabulary and Readability
4. Method and Motivation
5. Teaching and Study Aids
6. Mechanical Make-up
7. Miscellaneous

The following use of the "Guide for Textbook Analysis" was suggested:

It should be used as a guide or as "directed study" in the analysis of textbooks.

It should serve as an aid to teachers in calling to their attention important features which should not be ignored in the examination of textbooks.

All items may not be of importance to all committees. In such cases, the committee may use the guide as a foundation and eliminate those criteria which do not apply to their situation.

In all cases the guide should be adapted to the local situation.

The criteria developed in this study should be of considerable reliability because of the fact that only points of agreement among the sources surveyed were used.

Krey, Isabelle Brown, "Vocabulary Study of Junior High School Textbooks on Business Training," Masters Thesis, George Washington University, 1934.

The purpose of this study was to analyze three junior high school textbooks on business training in regard to the vocabulary used by each book. The vocabularies were checked with Thorndike's teachers word book.

An alphabetical word list was presented showing the uncommon words in each of the textbooks. Frequency of use of each word was also shown.

The author found that the vocabulary difficulty is

great and that there is little agreement among the textbook writers as to essential commercial terms to be included in books on junior business training.

Moody, Ivy LaCour, "The Development and Application of a Score Card in Evaluating Workbooks in Elementary Business Training," Masters Thesis, Oklahoma A. & M. College, 1939.

The purpose of this study was to develop a score card for rating elementary business training workbooks and to apply the score card to selected workbooks.

A detailed analysis of eight available workbooks was made to determine the aims of authors and publishers. These aims, together with the opinions of teachers and the findings of experimental studies made in the field in general by educators, were used as the basis for the items listed on the questionnaire. The questionnaire was sent to a selected group of teachers in elementary business training for their opinions.

Members of the jury were asked to rate the fifty items in the questionnaire numerically according to their judgment as to whether each of the items was essential, desirable, of little or no value, or undesirable for workbook purposes.

Members of the jury were also asked to rate the four main divisions on the basis of 100 points each. The mean number of points (on the basis of 1000 points) as rated by the jury are as follows:

1. Format and Mechanical Features 139 points
2. Organization, Content, and Materials 500 points

3. Provision for Individual Differences 179 points

4. Provision for Reviewing and Testing 182 points

A weighted mean was then computed for each of the fifty features included in the questionnaire. Four of the features were found to be undesirable or of little or no value in accordance with these weighted averages. These four items were discarded, and the score card was finally developed containing forty-six items.

With the addition of directions as to how to use the score card, it was completed showing the perfect score for each of the forty-six features and each of the four main divisions.

The value of this score card lies in providing persons who are desirous of selecting elementary business training workbooks with objective criteria by which to rate the workbooks they have under consideration.

CHAPTER II
DEVELOPMENT OF THE SCORE CARD FOR THE
EVALUATION OF JUNIOR BUSINESS TRAINING TEXTS

The technique used in this study is known as the "jury technique." This method may be defined as follows:

"An investigator secures the cooperation of a number of persons, referred to as 'judges,' who rank or rate in some other way the objects with which he is concerned. The process is commonly referred to as the 'jury technique,' since it involves the pooled judgments of a number of persons."¹

The score card developed in this study has a total of 1000 points apportioned to five main divisions according to their judged importance. Each of the main divisions is sub-divided into several items with the number of points for each item indicated. Members of the jury assigned weights to each of the items according to a suggested scale, ranging from the rating of "essential" down to the rating "of little value."

THE CHECK LIST

A study of other score cards in the fields of general and business education, a study of available literature on the subject of junior business training, and an analysis of junior business training texts and materials was carefully made. From these three sources a check-list was prepared.

A list of 126 items was prepared. The items were selected without any question as to their desirability since

1 Good, Barr, and Scates, op. cit., p. 413.

that would be determined by the jury.

The check-list was classified into five main divisions as follows:

<u>DIVISION</u>	<u>NUMBER OF ITEMS</u>
I. Presentation--general and aims in presentation	30
II. Illustrations	6
III. Content of Text	66
IV. Teacher and Pupil Aids	12
V. Mechanical Features	12
	<hr/>
TOTAL	126

Additional blank spaces were provided under each division for suggested items by the jury. A few items were suggested, but no one suggested item was given sufficient weight to include in the completed check-list.

Thirty-eight teachers were requested to serve on the jury. A self-addressed card was enclosed with each request, on which a teacher could check his desired response. Twenty-one teachers indicated their willingness to serve on the jury, and check-lists were sent to them. Check-lists were also sent to a selected group of graduate students at Oklahoma A. & M. College. Twenty of the check-lists were returned, all of which had been satisfactorily checked.

A copy of the check-list as sent to the jury is shown as Form I.

Following is a list of items and characteristics found in Junior business Training texts. You are requested to note in the designated column whether you consider each of these items as ESSENTIAL, DESIRABLE, OF LITTLE VALUE, or UNDESIRABLE in junior business training texts. The degree of desirability is to be noted by a numerical value, with the highest number denoting the greatest value in each group. No item should be checked in more than one column. In determining in which column an item should be included, the following criteria are suggested: ESSENTIAL as meaning those items which you consider necessary to meet the objectives and scope of a course in junior business training. DESIRABLE as meaning those items which are desirable to include in junior business training textbooks but are not absolutely essential to making text complete. OF LITTLE VALUE as meaning those items which may be included in a text but are not necessary in meeting the objectives and scope of the course. UNDESIRABLE as meaning those items of such small importance as to make them undesirable to include in junior business training textbooks.

TOPICS, PROBLEMS, PHASES	Of				
	Essential	Desirable	Little value	Undesirable	
Degree of Desirability.....	9:8:7	6:5:4	3:2:1	0	
I. PRESENTATION					
General					
1. Material logically presented					
2. Unit method of presentation					
3. Workbook accompanies					
4. Index					
5. Preface					
6. Summaries					
7. Illustrations					
8. Problems for written work					
9. Poetic references					
10. Business arithmetic problems					
11. Unit vocabulary drill					
12. Spelling drills					
13. Penmanship drills					
14. Job problems					
15. Quiz programs					
16. Life situations and problems					
17. Thought problems and questions					
18. Testing business understanding					
19. Activity projects					
20.					
21.					
22.					
23.					
3. Aims in presentation of material					
1. Indirect vocational					
2. Personal-use value					
3. Evaluation of goods and services					
4. Skill Maintenance in arithmetic					
5. Improvement of penmanship					
6. English improvement					
7. Understanding of business terms					
8. Vocational guidance and exploration					
9. Personal understanding and guidance					
10. Give an understanding of business					
11. Develop habits, abilities, and skills for use in business					
12.					
13.					
14.					
15.					

TOPICS, PROBLEMS, PHASES	Of					
	Esson-	Desir-	Little	Undesir-		
	tial	able	value	able		

Degree of Desirability.....	9	8	7	6	5	4	3	2	1	0
-----------------------------	---	---	---	---	---	---	---	---	---	---

II. ILLUSTRATIONS

1. Actual photographs
2. Graphs
3. Charts
4. Business papers
5. Cartoons
6. Colored illustrations
- 7.
- 8.
- 9.

III. CONTENT OF TEXT

1. Personality and character development
2. Success requirements
3. Leisure time uses
4. Good manners
5. Occupations and vocational guidance
6. Meaning of business
7. Communication
8. Business letter writing
9. Mail services
10. Telephone service
11. Teletypewriter
12. Telegraph service
13. Cable service
14. Wireless
15. Radiograms
16. Newspapers
17. Books and magazines
18. Filing
19. Thrift
20. Investments
21. Insurance
22. Bank service and procedure
23. Automobile transportation
24. The trolley and its use
25. The railroad and its use
26. Business organization and management
27. Buying
28. Consumer problems
29. Ordering and receiving merchandise
30. Selling
31. Sales Organizations
32. Advertising
33. Shipping
34. Cash payments
35. Personnel organization
36. Sole proprietorship business
37. Partnerships
38. The corporation
39. Budgeting
40. Where and how to find facts
41. Operation of trading concerns
42. Office activities
43. Stock keeping
44. Billing
45. Paying employees
46. Handling cash
47. Traffic regulations
48. Public services
49. Personal accounts
50. Personal business papers
51. Co-operative institutions
52. Reading and writing numbers
53. Business arithmetic

RESULTS

The original check-list which was sent to members of the jury was arranged in the following manner:

The five main divisions were divided and subdivided into numerous items. The items were to be rated on a scale of ten points. Any item which, in the opinion of the jurors, was essential for a junior business training text would be rated 9, 8, or 7, depending upon the degree of emphasis the juror placed on this particular feature. On the other extreme, the jurors might consider an item as being undesirable for junior business training texts and give it a rating of zero.

Tables I, II, III, IV, and V show the ratings given by the jury to each item under the main headings. For example, in Table I, feature number one, "Material logically presented," was given a rating of 9 by eight jurors, a rating of 7 by two jurors, a rating of 6 by two jurors, a rating of 5 by three jurors, a rating of 3 by one juror, a rating of 2 by one juror, a rating of 1 by one juror, and 1 juror considered the feature as undesirable and gave it a rating of zero.

PRESENTATION

A study of Table I shows considerable agreement among the jury members regarding several features. For instance, twelve members considered an "Index" as a very essential feature in junior business training textbooks; only one member of the jury considered the feature of little value.

TABLE I
PRESENTATION

FEATURE	9	8	7	6	5	4	3	2	1	0
A. GENERAL										
1. Material logically presented	8		2	2	3		1	1	1	1
2. Unit method presentation	9		2	4	2	1				1
3. Workbook accompanies	1			6	4	5	2		1	
4. Index	12	1	1	2	1	2	1			
5. Preface	4	1		7	2	1	4		1	
6. Summaries	3	2	1	8	2	2	2			
7. Illustrations	8		4	4	2	1				
8. Problems for written work	7	2	4	3	1	1	1			1
9. Poetic references				2	1	1	8		3	4
10. Business arithmetic problems	6		4	7		3				
11. Unit vocabulary drill	6	4		5	4	1				
12. Spelling drills	3	5	1	6	3			1		
13. Penmanship drills	1	1	3	4	2	3	4		1	1
14. Job problems	4		2	7	2	3	2			
15. Quiz programs	1	1	1	4	5	3	3	1	1	
16. Life situations and problems	10	1	1	4	2	1				
17. Thought problems and questions	8	1	1	5	4	1				
18. Testing business understanding	8	2	2	4	2	1		1		
19. Activity projects	8		1	7	1	1	1	1		
B. AIMS IN PRESENTATION OF MATERIAL										
1. Indirect vocational	6			5	4	1	1		1	
2. Personal-use value	14	1	1	3	1					
3. Evaluation of goods and services	7	3	1	5	3	1				
4. Skill maintenance in arithmetic	4	2	2	7	3	2				
5. Improvement of penmanship	2		1	7	4	1	3	1		1
6. English improvement	6	1		6	4	1	2			
7. Understanding of business terms	10		6	3	1					

TABLE I (Continued)

PRESENTATION

FEATURE	9	8	7	6	5	4	3	2	1	0
8. Vocational guidance and exploration	10	1	3	3	1	1	1			
9. Personal understanding and guidance	8	2	1	3	4	1	1			
10. Give an understanding of business	7	4	6	1	1				1	
11. Develop habits, abilities, and skills for use in business	8	1	5	3	3					

Ten members of the jury believed "Life situations and problems" was an essential feature to include in the course; all members of the jury considered the feature desirable. "Understanding of business terms" was given the maximum rating of 9 by ten members of the jury, and all members of the jury also considered the feature desirable. Ten members of the jury also agreed that "Vocational guidance and exploration" was a very essential item for the texts, but one jury member considered this feature as of little value. The greatest amount of agreement was shown by the jury in rating the "Personal-use value" of the aims in presentation of material; fourteen members believed the feature was essential, and all of the jury believed the feature was very desirable.

There was also considerable agreement among the jury in regard to the feature "Develop habits, abilities, and skills for use in business." All twenty members of the jury considered the item desirable, with eight jurors giving it a maximum rating of 9.

The jury was also agreed, on the other extreme, that the feature "Poetic references" was either of little value or undesirable and should not be included in junior business training textbooks.

There was little agreement among the jurors, however, in the ratings given such features as "Material logically presented" and the aim of "Improvement of penmanship." Although eight members of the jury considered "Material logically presented" an essential feature, four jurors considered the item

either of little value or undesirable. Two members of the jury considered "Improvement of penmanship" as an essential aim in the presentation of junior business training material, while four members of the jury felt that the item was of little value and undesirable; however, twelve jurors considered the feature more or less desirable.

The jury could not agree on the feature "Penmanship drills." One juror considered the feature essential, and one considered it undesirable; the remaining jurors distributed their values fairly equally between 9 and 0, essential and undesirable.

ILLUSTRATIONS

There was a great amount of disagreement among the jurors as to whether illustrations were essential or of little value. It may be noted, however, that none of the six types of illustrations were considered as undesirable by any member of the jury. Evidently the jurors are agreed that illustrations are desirable although many of them are not essential.

The only feature among the illustrations that was considered as essential by a majority of the jury was "Business papers," with eleven jurors giving the item the maximum rating of 9. Not one of the jurors considered the feature of little value.

On the other hand, the only feature that was not given a maximum rating of 9 was "Colored illustrations." Six members of the jury rated the feature of little value.

TABLE II
ILLUSTRATIONS

FEATURE	9	8	7	6	5	4	3	2	1	0
1. Actual photographs	6	2	2	6	1	2	1			
2. Graphs	3	2	3	3	1	3	3	1	1	
3. Charts	2	2	3	5	2	2	4			
4. Business papers	11	1	2	3	2	1				
5. Cartoons	2	1	1	5	1	4	3	2	1	
6. Colored illustrations			1	7	1	5	2	2	2	

The jurors were very much disagreed as to the rating for the features "Graphs" and "Cartoons." Neither feature was considered undesirable, although five jurors believed "Graphs" to be of little value in junior business training textbooks. However, three jurors gave the feature a maximum rating of 9. "Cartoons" were rated of little value by six jurors and was given an essential rating by four members of the jury.

CONTENT OF TEXT

Many of the features under content of text were definitely agreed upon by the jury as being essential. However, members of the jury also show much disagreement in regard to a number of the features. Such features as "Personality and character development," "Meaning of business," "Communication," "Mail services," "Telephone service," "Thrift," "Bank service and procedure," "Buying," "Consumer problems," "Budgeting," "Where and how to find facts," "Handling cash," and "Personal accounts" were given maximum ratings of 9 by a majority of the jurors. Of these features, "Consumer problems" received the greatest number of maximum ratings, receiving fourteen ratings of 9.

The jurors were agreed that the feature "Budgeting" was essential or very desirable.

A great difference of opinion was expressed regarding including "Business law" in junior business training texts. Two jurors rated the feature as very essential, while three jurors gave it a rating of 0, or undesirable. A difference

TABLE III
CONTENT OF TEXT

FEATURE	9	8	7	6	5	4	3	2	1	0
1. Personality and character development	11	1	3	4			1			
2. Success requirements	6		2	7	2	2	1			
3. Leisure time uses	5	1		6	1		5	1	1	
4. Good manners	9	2	2	1		1	4			
5. Occupations and vocational guidance	10	1	4	2	1	1	1			
6. Meaning of business	11	1	3	3	1	1				
7. Communication	12	2	3	2		1				
8. Business letter writing	9	1	4	2	2	1	1			
9. Mail services	11	2	3	1	1	2				
10. Telephone service	12	1	4		1	2				
11. Teletypewriter	3		2	4		6	4			
12. Telegraph service	9	2	3	1	3	1	1			
13. Cable service	3		3	4	2	5	1		2	
14. Wireless	4		1	4	2	6	1	1		1
15. Radiograms	4		2	5	2	4	1	1		1
16. Newspapers	6	1	4	3	3	1	1			
17. Books and magazines	5	1	3	4	2	2	3			
18. Filing	6	1	3	3	3	3	1			
19. Thrift	13	1	2	1	1	2				
20. Investments	9	1	4	2		3				1
21. Insurance	10		4	1	1	3				1
22. Bank service and procedure	12	2	4	2						
23. Automobile transportation	6	1	3	2	3	1	3			
24. The trolley and its use	1		1	5	1	4	4		1	2
25. The railroad and its use	6		2	7	2	2				1
26. Business organization and management	5	3	2	6				2		2
27. Buying	11		4	2	1					1
28. Consumer problems	14		3	1		2				
29. Ordering and receiving merchandise	8	1	5	1	2	2		1		
30. Selling	7	2	3	3	1	2		1		1
31. Sales organizations	3		3	3	4	3	1	1	1	1
32. Advertising	6		2	4	2	3	2	1		
33. Shipping	5		3	4	4	3				
34. Cash payments	8		3	2	5	1				
35. Personnel organization	1		2	3	4	5	2	2		1
36. Sole proprietorship business	3	1	1	3	3	4	3		1	1
37. Partnerships	3	1	1	2	4	4	3		1	1

TABLE III (Continued)

CONTENT OF TEXT

FEATURE	9	8	7	6	5	4	3	2	1	0
38. The corporation	3	1	1	2	3	5	3		1	1
39. Budgeting	13	1	1	4	1					
40. Where and how to find facts	13		4	1	1			1		
41. Operation of trading concerns	2		3	3	1	3	4	2	1	1
42. Office activities	5	1	2	3	3	2	3	1		
43. Stock keeping	1		2	4	4	1	6	1		1
44. Billing	1		2	3	2	4	5	1		1
45. Paying employees	4	1	1	4	2	2	4	1		1
46. Handling cash	10		4	4	1					
47. Traffic regulations	6	1	1	2	3	1	5		1	
48. Public services	7	2		3	4	2	2			
49. Personal accounts	11	2	1	3	1	1	1			
50. Personal business papers	8	4	1	3	2	2				
51. Co-operative institutions	3		4	2	1	4	4		2	
52. Reading and writing numbers	6		1	2		3	3		2	2
53. Business arithmetic	7	2	2	2	1	4		1	1	
54. Borrowing and loaning money	9	2	1	1	3	3		1		
55. Installment buying	10		2	4	2	1	1			
56. Governmental aids in saving	8	1	1	3	4	3				
57. Home investing	7	1		4	2	2	4			
58. Travel services	6	1	4	1	1	5	2			
59. Use of telephone directory	10	1	3	3	1		2			
60. Business conduct standards	7	1	4	2	2	1	3			
61. Laws of society	5	2	2	3	1	5	1	1		
62. Business and government	3	2	5	2	1	3		2		1
63. General welfare and business	3	3	1	2	3	2	3		1	2
64. Business law	2		2	5	1	3	3		1	3
65. Conservation of natural resources	4		3	3	1	6				3
66. Conserving human resources	7		2	2	1	5	1			1

of opinion also existed with relation to including "Reading and writing numbers" and "Business arithmetic" in the textbooks. Seven jurors considered the first feature as essential, while the same number considered the feature as either of little value or undesirable.

The jury showed disagreement as to many items to be included in the content of junior business training textbooks. Twenty-five of the features were considered undesirable by at least one juror, and the same features were considered essential by one or more jurors. However, most of the features were considered quite desirable by the jury.

TEACHER AND PUPIL AIDS

Two features show particular agreement among the jurors, namely: "Key to exercises and problems" and "References." Both of the features were considered as essential or desirable by all twenty members of the jury. Ten jurors gave the first feature the highest rating of 9; three gave it a rating of 8; one rated it 7; three gave it a score of 6; one rated it 5; and two gave it a rating of 4.

The jury disagreed as to the importance of the feature "Preview," with four giving it a rating of 9 and one giving it a rating of 0; however, most of the jurors considered the item desirable. The feature "Workbooks" was considered as desirable but not essential. Eleven members of the jury considered the teacher aid feature "Manual" as being very essential and gave it a rating of 9; on the other extreme, one

TABLE IV
TEACHER AND PUPIL AIDS

FEATURE	9	8	7	6	5	4	3	2	1	0
A. PUPIL										
1. Preview	4		1	7	2	1	3			1
2. Review questions	5	1	3	7	3		1			
3. Study helps	6	1	1	6	3	1	1			
4. Problems for discussion	6	4	3	6			1			
5. Workbooks	2			8	4	3	1			1
6. Preview questions	1		2	6	2	2	4			1 1
7. Activity projects	7	1	3	3	3	2	1			
B. TEACHER										
1. Free publication and service	8	1	1	4	1	2				1
2. Manual	11	1	2	4	1					
3. Key to exercises and problems	10	3	1	3	1	2				
4. References	4	1	4	8	2	1				
5. Advisory service	5		5	5	2	1	1			1

member of the jury gave the feature a rating of 1, of little value.

MECHANICAL FEATURES

Three features were definitely agreed upon by the jury members. For instance, fifteen jury members believed "Clear type" to be very essential in the quality and make-up of junior business training texts; all members considered the item to be desirable. Both of the features, "Authors have ability and experience" and "Recency of publication," were considered essential and given maximum ratings of 9 by fourteen members of the jury. No member of the jury gave the feature "Authors have ability and experience" a rating lower than 6. However, one juror considered "Recency of publication" a feature of little value.

The members of the jury were pretty well agreed that the feature "Glossy paper" was undesirable. "Size of text" was considered of little value by five members of the jury, while four members of the jury believed the feature to be essential.

The feature "Economical in price" was considered desirable by all twenty jurors, with seven of them giving the feature a maximum rating of 9. "Interesting title" was considered an essential feature by six jurors and of little value by three members of the jury.

MAIN DIVISIONS

A card was prepared containing only the five main headings and sent to a selected group of the jury. The main

TABLE V
MECHANICAL FEATURES

FEATURE	9	8	7	6	5	4	3	2	1	0
A. QUALITY AND MAKE-UP										
1. Unglazed paper	6		1	5	2	1	1	1		1
2. Clear type	15	2	1	1	1					1
3. Interesting title	6	3	1	4	1	1	3			1
4. Impressiveness of make-up	6	3	2	3	2	1			2	1
5. Size of text	4		2	5	2	1	1	1	3	
6. Economical in price	7	1	3	6	2	1				
7. Well illustrated	9	4	1	3	1	1				1
B. OTHER FEATURES										
1. Adequate number of questions and exercises	7	2	2	6	1	1				1
2. Workbook optional with text	6	1	1	9		3				
3. Authors have ability and experience	14	4		2						
4. Recency of publication	14	1	1	2				1		

headings were to be weighted on the basis of one thousand points. Ten of the jurors returned the cards with the main division weights assigned. Table VI shows the average weight given each division by the jury and an arbitrarily assigned value. The value was assigned to facilitate easier handling of each of the features under the divisions.

TABLE VI

MAIN DIVISIONS	AVERAGE	ASSIGNED VALUE
I. Presentation--(a) general (b) aims in presentation	180	200
II. Illustrations--types and quality	115	100
III. Content of Text	450	450
IV. Teacher and Pupil Aids	150	150
V. Mechanical Features--quality and make-up of texts, etc.	105	100
TOTAL	1000	1000

TABULATION OF JURY RATINGS

After the ratings of the features by the twenty jury members had been compiled, it was then necessary to compute the mean raw score for each feature. This was accomplished by multiplying the number of individual judgments in each column by the score allotted to that column and dividing the

gave it a rating of 3; one juror also thought the feature was of little value giving it a rank of 2; and one believed the item was of such little value that a value of 1 was given. None of the jurors believed "Material logically presented" was undesirable, therefore no zero ratings were given.

The weighted average of these ratings is obtained by multiplying the number of individual judgments in each column by the allotted score for that column and dividing the sum of all columns by the number of individual judgments. The weighted average in the example (Form II) is 6.2, or, according to the combined judgments of the jury, the feature is considered very desirable.

The same procedure was followed in obtaining the weighted average for each of the 126 items in the check-list. The data are shown in the appendix.

All features receiving a weighted average of less than 4.0 were arbitrarily excluded from the check-list. This weight would indicate that the jury believed the feature was of little value in a textbook for junior business training. Only two features received a weighted average of less than 4.0, and they were omitted from the finished score card. They were "Glossy paper" with a weighted average of 2.9, and "Poetic references" with a weighted average of 2.5. The completed score card, therefore, contains 124 features.

After the weighted average had been determined for each feature, the next procedure was to determine the

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relative weight of each item in relation to the total points allotted by the jury to each of the main divisions. The following formula was used:

$$\frac{MW_f}{\sum MW_D} \cdot MP_D \quad \begin{array}{l} (M = \text{Mean, } W = \text{Weight, } f = \text{Feature}) \\ (P = \text{Points, } D = \text{Main Division}) \end{array}$$

Substituting the figures of the illustration on page 32 to show the operation of this formula, the calculation would be as follows:

$$\frac{6.2}{192} \times 200 = 6.46$$

The figure 6.2 represents the weighted average of the feature "Material logically presented." The denominator, 192, represents the sum of the weighted averages under the main division, "Presentation." The figure 200 represents the weight allotment given the main division by the jury. The result expresses the maximum score allotted by the jury to this particular item which, in this case, is 6.

Form III shows the completed score card. The column of figures to the right of the features column indicates the maximum scores allotted by the jury to each feature in accordance with the method illustrated above.

FORM III
SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: _____

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
-----------------	--------------------------	---------------------------

A. PRESENTATION

I. General

1. Material logically presented	7	—
2. Unit method of presentation	7	—
3. Workbook accompanies	5	—
4. Index	8	—
5. Preface	6	—
6. Summaries	6	—
7. Illustrations	8	—
8. Problems for written work	7	—
9. Business arithmetic problems	7	—
10. Unit vocabulary drill	7	—
11. Spelling drills	7	—
12. Penmanship drills	5	—
13. Job problems	6	—
14. Quiz programs	5	—
15. Life situations and problems	8	—

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	—
17. Testing business understanding	7	—
18. Activity projects	7	—
II. Aims in presentation of material		
1. Indirect vocational	6	—
2. Personal-use value	9	—
3. Evaluation of goods and services	7	—
4. Skill maintenance in arithmetic	7	—
5. Improvement of penmanship	5	—
6. English improvement	7	—
7. Understanding of business terms	8	—
8. Vocational guidance and exploration	8	—
9. Personal understanding and guidance	7	—
10. Give an understanding of business	8	—
11. Develop habits, abilities, and skills for use in business	8	—
	<hr/>	<hr/>
TOTAL SCORE	200	
	<hr/> <hr/>	<hr/> <hr/>

B. ILLUSTRATIONS

1. Actual photographs	20	—
2. Graphs	16	—
3. Charts	16	—
4. Business papers	22	—
5. Cartoons	14	—
6. Colored illustrations	12	—
	<hr/>	<hr/>
TOTAL SCORE	100	
	<hr/> <hr/>	<hr/> <hr/>

FEATURESMAXIMUM
SCORESCORE
ALLOTTED

C. CONTENT OF TEXT

1. Personality and character development	8	—
2. Success requirements	7	—
3. Leisure time uses	6	—
4. Good manners	7	—
5. Occupations and vocational guidance	8	—
6. Meaning of business	8	—
7. Communication	9	—
8. Business letter writing	8	—
9. Mail services	8	—
10. Telephone service	8	—
11. Teletypewriter	5	—
12. Telegraph service	8	—
13. Cable service	6	—
14. Wireless	6	—
15. Radiograms	6	—
16. Newspapers	7	—
17. Books and magazines	7	—
18. Filing	7	—
19. Thrift	8	—
20. Investments	8	—
21. Insurance	8	—
22. Bank service and procedure	9	—
23. Automobile transportation	7	—
24. The trolley and its use	4	—
25. The railroad and its use	7	—
26. Business organization and management	7	—
27. Buying	8	—

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	—
29. Ordering and receiving merchandise	7	—
30. Selling	7	—
31. Sales organizations	6	—
32. Advertising	7	—
33. Shipping	7	—
34. Cash payments	8	—
35. Personnel organization	5	—
36. Sole proprietorship business	5	—
37. Partnerships	5	—
38. The corporation	5	—
39. Budgeting	9	—
40. Where and how to find facts	8	—
41. Operation of trading concerns	5	—
42. Office activities	6	—
43. Stock keeping	5	—
44. Billing	5	—
45. Paying employees	6	—
46. Handling cash	8	—
47. Traffic regulations	6	—
48. Public services	7	—
49. Personal accounts	8	—
50. Personal business papers	8	—
51. Co-operative institutions	5	—
52. Reading and writing numbers	5	—
53. Business arithmetic	7	—
54. Borrowing and loaning money	7	—
55. Installment buying	8	—

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	—
57. Home investing	7	—
58. Travel services	7	—
59. Use of telephone directory	8	—
60. Business conduct standards	7	—
61. Laws of society	7	—
62. Business and government	6	—
63. General welfare and business	5	—
64. Business law	4	—
65. Conservation of natural resources	6	—
66. Conserving human resources	7	—
	<hr/>	<hr/>
TOTAL SCORE	450	
	<hr/> <hr/>	<hr/> <hr/>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	—
2. Review questions	13	—
3. Study helps	13	—
4. Problems for discussion	14	—
5. Workbooks	10	—
6. Preview questions	9	—
7. Activity projects	13	—

II. Teacher

1. Free publication and service	13	—
2. Manual	14	—
3. Key to exercises and problems	15	—
4. References	13	—
5. Advisory service	12	—

TOTAL SCORE

150

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	—
2. Clear type	11	—
3. Interesting title	8	—
4. Impressiveness of make-up	8	—
5. Size of text	7	—
6. Economical in price	9	—
7. Well illustrated	9	—
II. Other Features		
1. Adequate number of questions and exercises	9	—
2. Workbook optional with text	9	—
3. Authors have ability and experience	11	—
4. Recency of publication	11	—
	100	—
TOTAL SCORE	100	—
<hr style="border-top: 3px double black;"/>		
A. Presentation	200	—
B. Illustrations	100	—
C. Content of Text	450	—
D. Teacher and Pupil Aids	150	—
E. Mechanical Features	100	—
	1000	—
GRAND TOTAL SCORE	1000	—

CHAPTER III

THE SCORE CARD AND ITS APPLICATION TO THE EVALUATION OF JUNIOR BUSINESS TRAINING TEXTBOOKS

The purpose of this chapter is to apply the score card developed in Chapter II to the rating of eight recent textbooks in Junior Business Training.

As has been previously stated, the purpose of this study is to develop a score card; its application to the textbooks is to show how the score card may function. The rating allotted each text expresses the viewpoint of the rating committee and does not necessarily signify the value of each book in every situation. Since a textbook must fit the local situation, the score card, to be of real value, should be applied by those who wish to use the text.

The rating of textbooks in this study was done by a committee of three experienced commercial teachers, no two of whom were familiar with any one of the texts rated. It is believed that no preference for a particular text is shown.

Each book is referred to by alphabetical letters instead of the title. The following tables show the allotted score given for each feature of the score card and the total scores for all eight texts. The individual textbook ratings may be found in the appendix.

PRESENTATION

Textbooks A, B, E, and H were given maximum ratings of 7 points for "Material logically presented"; the other four

texts rated one or two points lower.

Textbook H had no accompanying workbook and was given a rating of zero on the feature, "Workbook accompanies."

"Summaries" were not given in textbooks D and E; they were rated zero on the feature.

"Penmanship drills" were given in only three textbooks, D, E, and H, therefore they were the only ones receiving ratings of five, the maximum score, on that feature.

All eight textbooks were rated high on the "Personal-use value" aim in presentation of material, with textbooks F and H receiving maximum ratings of nine points.

The total maximum score for Presentation is 200 points. The highest score given was 190 points, being given to textbook H. The poorest scores were 142, 143, and 144, given to textbooks B, A, and F, respectively.

TABLE VII

PRESENTATION

Rating of Eight Junior Business Training Textbooks

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
I. General									
1. Material logically presented	7	7	7	6	5	6	7	6	7
2. Unit method of presentation	7	6	7	7	7	7	7	5	7
3. Workbook accompanies	5	5	5	4	5	5	5	5	
4. Index	8	8	7	8	8	8	8	7	8

TABLE VII (Continued)

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
5. Preface	6	6	6	6	5	6	6	6	6
6. Summaries	6	2	2	5	4			3	6
7. Illustrations	8	6	5	6	7	5	8	6	8
8. Problems for written work	7	5	5	7	6	7	6	6	7
9. Business arithmetic problems	7	1	1	7	6	7	7	6	7
10. Unit vocabulary drill	7	5	7	7	7	7	7	7	7
11. Spelling drills	7	6	6	4	7	7		3	7
12. Penmanship drills	5				5	5			5
13. Job problems	6	3	3	5	4	6	4	4	6
14. Quiz programs	5	2	2	3	3	4		3	5
15. Life situations and problems	8	4	4	5	6	8	6	6	8
16. Thought problems and questions	7	6	7	7	6	7	6	7	7
17. Testing business understanding	7	4	6	7	6	7	6	7	7
18. Activity projects	7	7	3	7	6	4	7	7	7
II. Aims in presentation of material									
1. Indirect vocational	6	2	5	5	5	4	5	5	5
2. Personal-use value	9	8	8	8	7	6	9	7	9
3. Evaluation of goods and services	7	7	7	7	6	5	6	5	7
4. Skill maintenance in arithmetic	7	1	2	7	6	6	7	6	6
5. Improvement of penmanship	5	2	2		5	5		1	5

TABLE VII (Continued).

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
6. English improvement	7	6	4	5	5	5		6	7
7. Understanding of business terms	8	3	6	7	7	8	8	7	8
8. Vocational guidance and exploration	8	8	5	5	7	8	6	6	7
9. Personal understanding and guidance	7	7	7	2	6	6		5	6
10. Give an understanding of business	8	7	6	7	8	8	8	6	8
11. Develop habits, abilities, and skills for use in business	8	8	6	6	6	8	5	5	7
Total Score	200	143	160	175	153				
		142	171	144	190				

ILLUSTRATIONS

Only one textbook, H, was given a perfect rating of 20 points on "Actual photographs."

"Graphs" were used in only four textbooks, and no text was given a maximum score on the feature.

It was believed that three of the texts, A, B, and H, were outstanding in "Cartoons," and a maximum rating of 14 points was given the feature in each text.

The perfect score for the main division, "Illustrations," is 100 points. The highest score given was 70, textbooks B and D receiving this rating. The lowest score of 48 was given to textbook A.

Table VIII shows the scores allotted the eight textbooks for the division "Illustrations."

TABLE VIII
ILLUSTRATIONS

Rating of Eight Junior Business Training Textbooks

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
1. Actual photographs	20	12	14	6	16	10	15	18	20
2. Graphs	16	10	12	10				10	
3. Charts	16	12	12	10	16	14	14	8	16
4. Business papers	22		18	20	20	20	20	20	10
5. Cartoons	14	14	14		8	10		4	14
6. Colored illustrations	12			4	10		5	8	
Total Score	100	48	70	50	70	54	54	68	60

CONTENT OF TEXT

Only textbook F did not provide for "Leisure time uses" and was given a zero rating by members of the committee.

The feature, "Communication" was given a maximum rating of 9 in six of the eight textbooks. However, textbook A received a rating of zero on the feature.

"Newspapers" and "Books and magazines" were two of the features that received very low ratings in most of the textbooks.

Seven of the textbooks were felt to have sufficient material on "Insurance" and were given maximum ratings of 8 on the feature. Textbook A omitted the item entirely and was given a rating of zero.

"Budgeting" and "Handling Cash" were other features that were given maximum ratings in seven of the eight textbooks. Textbook A was also lacking both features.

All of the textbooks contained somewhat adequate provision for "Business conduct standards," and the feature was given a maximum rating in textbooks A, B, G, and H.

Textbook H secured the highest number of points in this main division as the following table shows, receiving 410 points out of a possible 450. Textbook A, which contained only twelve of the sixty-six features in this main division, received the remarkably low score of 74, which was less than one-fourth the score of the next lowest textbook.

TABLE IX

CONTENT OF TEXT

Rating of Eight Junior Business Training Textbooks

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
1. Personality and character development	8	8	8	2	6	6	8	5	8
2. Success requirements	7	7	7	5	5	7	6	5	6
3. Leisure time uses	6	6	6	2	2	6		3	5
4. Good manners	7	7	7	4	4	6	6	4	7
5. Occupations and vocational guidance	8	7	6	4	6	8	8	5	7
6. Meaning of business	8	7	6	7	8	8	8	8	8
7. Communication	9		8	9	9	9	9	9	9
8. Business letter writing	8		8	2	8	8	7	8	8

TABLE IX (Continued)

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
9. Mail services	8	7	8	8	8	8	7	8	
10. Telephone service	8	7	8	8	8	8	8	8	
11. Teletypewriter	5	5		5	5	5	1	5	
12. Telegraph service	8	7	7	8	8	8	8	8	
13. Cable service	6	6	6	6	6	6	3	6	
14. Wireless	6	1	2	3	6	6	1	4	
15. Radiograms	6	6	6	6	6	6	3	6	
16. Newspapers	7			3		7	2	7	
17. Books and magazines	7			3		7	2	6	
18. Filing	7		7	7	7	7	7	7	
19. Thrift	8	8	7	8	8	8	8	8	
20. Investments	8	6	7	8	8	8	8	8	
21. Insurance	8	8	8	8	8	8	8	8	
22. Bank service and procedure	9	8	8	9	9	9	9	9	
23. Automobile transportation	7	6	7	6	7	7	7	7	
24. The trolley and its use	4					4	2	4	
25. The railroad and its use	7	6	6	6	7	7	7	7	
26. Business organization and management	7	4	7	6	7	7	6	7	
27. Buying	8	8	8	7	8	6	7	8	
28. Consumer problems	9	4	9	8	3	7	7	7	8
29. Ordering and receiving merchandise	7	4	7	6		7	6	6	
30. Selling	7	3	7	7		7	5	7	
31. Sales organizations	6	2	6	5		6	5	6	

TABLE IX (Continued)

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
32. Advertising	7		5		6		7	6	7
33. Shipping	7		6	7	6	7	7	5	7
34. Cash payments	8		6	7	8	8	8	7	8
35. Personnel organization	5		3	4	3		5	3	5
36. Sole proprietorship business	5			4	3		5	3	5
37. Partnerships	5			4	3		5	3	5
38. The corporation	5			4	3		5	4	5
39. Budgeting	9		9	9	9	9	9	9	9
40. Where and how to find facts	8			2	7	6		7	8
41. Operation of trading concerns	5		2	5	4		4	3	5
42. Office activities	6		3	6	5	5	5	5	6
43. Stock keeping	5		1	5	5	5	5	4	
44. Billing	5			5	4	4	5		
45. Paying employees	6			6	5			3	
46. Handling cash	8		8	8	8	8	8	8	8
47. Traffic regulations	6		6	2	6	2	6	5	3
48. Public services	7	5	7	2	6	5	6	5	7
49. Personal accounts	8		8	6	8	8	8	7	8
50. Personal business papers	8		6	5	6	8	6	6	6
51. Co-operative institutions	5		3		3	5	3	3	5
52. Reading and writing numbers	5		1	3	5	5	5	5	5
53. Business arithmetic	7		3	5	7	7	6	6	7

TABLE IX (Continued)

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
54. Borrowing and loaning money	7		5	6	7	5	6	6	7
55. Installment buying	8		6	8	7	6	8	6	8
56. Governmental aids in saving	7		6		6			6	6
57. Home investing	7		5		5	5	5	6	5
58. Travel services	7		7	6	7	7	7	7	7
59. Use of telephone directory	8		8	8	8	8	8	8	7
60. Business conduct standards	7	7	7	5	5	5	5	7	7
61. Laws of society	7	7	5	2	6	6		6	7
62. Business and government	6		3	1	6		6	5	6
63. General welfare and business	5	4		1	3	3	5	5	5
64. Business law	4		3		4			2	
65. Conservation of natural resources	6		2		6			4	6
66. Conserving human resources	7	5	5	3	7	5	6	4	5
Total Score	450	74	304	328	360	306	381	391	410

TEACHER AND PUPIL AIDS

Members of the rating committee found the features, "Review questions," "Problems for discussion," and "Free publication and service," adequate for all eight textbooks, and maximum or near maximum ratings were given the features in all texts.

Textbooks A, B, and H were given maximum ratings of 9 points for "Preview questions." The feature was entirely lacking in textbooks C, E, and F, and each text was given a rating of zero.

All of the textbooks were supplemented with a "Manual," but to only one, textbook A, was a maximum rating of 14 points given for the feature.

Textbook G received the highest score in this division, 136 out of a possible 150 points. Textbook H, which received the highest rating in the preceding main division, "Content of Text," received the lowest rating in "Teacher and Pupil Aids" with a rating of 92 points. Table X shows the results for all of the textbooks.

TABLE X

TEACHER AND PUPIL AIDS

Rating of Eight Junior Business Training Textbooks

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
I. Pupil									
1. Preview	11	10	10	5	6	4	8	10	
2. Review questions	13	13	12	10	13	13	12	13	12
3. Study helps	13	11	12	10	13	12	9	13	11
4. Problems for discussion	14	14	14	12	14	14	14	13	14
5. Workbooks	10	8	9	7	10	10	10	10	
6. Preview questions	9	9	9		3			2	9
7. Activity projects	13	13	7	13	12	11	10	13	12

TABLE X (Continued)

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
II. Teacher									
1. Free publication and service	13	11	10	10	13	10	10	12	10
2. Manual	14	14	12	12	12	12	12	13	6
3. Key to exercises and problems	15	10	10	10	12	15	10	15	
4. References	13	5	9	8	10	6	13	12	
5. Advisory service	12	10	10	8	12	8	8	12	8
TOTAL SCORE	150	128	105	111	136				
		124	130	112	92				

MECHANICAL FEATURES

The textbooks received a fairly even rating on most features in this division. Seven of the eight textbooks received perfect ratings on "Unglazed paper," "Clear type," "Adequate number of questions and exercises," and "Workbook optional with text."

The maximum total score, as shown in Table XI, is 100 points. Textbooks D, F, and G received the highest ratings, with 97, 95, and 94 points, respectively. The lowest rating, 81 points, was given to textbook C.

TABLE XI
MECHANICAL FEATURES

Rating of Eight Junior Business Training Textbooks

Textbook Features	Pos- sible	Textbook Scores							
		A	B	C	D	E	F	G	H
I. Quality and Make-up									
1. Unglazed paper	8	8	8	7	8	8	8	8	8
2. Clear type	11	11	11	8	11	11	11	11	11
3. Interesting title	8	8	8	8	8	4	7	6	6
4. Impressiveness of make-up	8	2	8	6	8	7	7	8	7
5. Size of text	7	5	7	5	7	7	7	7	7
6. Economical in price	9	7	8	7	9	9	9	9	9
7. Well illustrated	9	6	6	7	9	7	8	8	9
II. Other Features									
1. Adequate number of questions and exercises	9	9	9	9	9	9	8	9	9
2. Workbook optional with text	9	9	9	9	9	9	9	9	3
3. Authors have ability and experience	11	10	10	9	11	11	10	10	11
4. Recency of publication	11	11	6	6	8	6	10	10	11
Total Score	100	86	90	81	97	88	94	95	91

TOTAL SCORES ALLOTTED TO TEXTBOOKS

Textbook H was rated highest with a total score of 853. The text was particularly high in "Content of Text" but rated low on "Teacher and Pupil Aids." Textbook D was rated second

with a total score of 849, having received no total rating lower than third on any main division. The text also received first ranking in "Mechanical Features" and "Illustrations."

Third in total score was textbook G with 812 points. Textbook G was particularly strong in "Teacher and Pupil Aids" and "Mechanical Features."

Textbook F was fourth in the ranking with a total score of 795, having been ranked rather low in "Presentation" and "Teacher and Pupil Aids."

Fifth rating was given to textbook E. This text received a total rating of 756 points, although it ranked second in "Presentation."

Weakness in "Presentation" and "Content of Text" caused textbook B to receive sixth rating, with a total of 732 points.

Textbook C was not particularly high in any division and ranked lowest in "Mechanical Features." The text received a total score of 700 points and seventh place in the rankings.

Last place in the rankings was given to textbook A with a total score of 479 out of 1000 points. The textbook was noticeably weak in "Illustrations" and "Content of Text." The material covered in the text was adequately handled but was not of sufficient scope to be given a high rating. Table XII shows the rating of each textbook for each single division and for the total of all divisions.

TABLE XII
 TOTAL POINTS ALLOTTED TO EACH MAIN DIVISION
 AND TO EACH JUNIOR BUSINESS TRAINING TEXTBOOK

Textbooks	Main Divisions					Total Points
	I	II	III	IV	V	
MAXIMUM SCORE	200	100	450	150	100	1000
Textbook A	143	48	74	128	86	479
Textbook B	142	70	306	124	90	732
Textbook C	160	50	304	105	81	700
Textbook D	171	70	381	130	97	849
Textbook E	175	54	328	111	88	756
Textbook F	144	54	391	112	94	795
Textbook G	153	68	360	136	95	812
Textbook H	190	60	410	92	91	853

CHAPTER IV

SUMMARY

Eight textbooks were obtained as a preliminary step in preparing a rating scale for the evaluating of junior business training textbooks. Only those texts which have been published, new or revised editions, within the past six years were used.

After a study of the available literature in junior business training and textbook analysis, a check-list of one hundred twenty-eight items was prepared. The items were those which might be considered as criteria for selecting a junior business training textbook.

A jury of twenty experienced commercial teachers was selected through the aid of the various publishing companies and the Business Education Department of Oklahoma Agricultural and Mechanical College. The check-list was then sent to this jury for their evaluation of the items in relation to the selection of a junior business training text. Each item was to be given a numerical score in accordance with the following scale: Essential features 7, 8, or 9 points; desirable features 4, 5, or 6; features of little value 1, 2, or 3 points; and undesirable features 0 points.

The jury was then asked to determine the relative value of each of the five main divisions under which the 128 items were classified, on the basis of 100 points.

All items were classified under the following main headings:

- I. Presentation
- II. Illustrations
- III. Content of Text
- IV. Teacher and Pupil Aids
- V. Mechanical Features

Tabulation and computation of the returns from the questionnaires resulted in the elimination of two features which, according to the jury, were of little value. The score card itself was then devised, assigning values to each of the 126 remaining items in accordance with the average weight of each item in relation to the total value of each main division under which the item was classified as shown by the following formula:

$$\frac{MW_f}{\sum MW_D} \cdot MP_D \quad (M = \text{Mean, } W = \text{Weight, } f = \text{Feature, } P = \text{Points, } D = \text{Main Division})$$

To illustrate the application of the score card, a committee of three teachers, none of whom was a member of the jury, applied the score card to eight junior business training texts in accordance with the criteria set up by the jury.

As has been stated previously, the selection of textbooks is of vital importance to every administrator and teacher. As objective a method as possible is needed in selecting the texts. No score card can be devised that will automatically weigh a textbook, but it will provide an objective basis for the evaluation of a text.

The values allotted to the texts by the committee of

three teachers would undoubtedly have been different if the texts had been rated by other teachers. The score card merely serves as an objective basis and to be most effective should be applied to the junior business training textbooks by those teachers and administrators who plan to use the books.

APPENDIX

October 26, 1941

Gentlemen:

As a research study in Business Education, I am making a score card for the rating of junior business training textbooks. I should like to have your cooperation in order to make the study as comprehensive as possible.

May I have sample copies of the junior business training, or everyday business, text and teachers' manual which you publish, together with descriptive advertising materials about the text. I shall be glad to return these materials upon the completion of the study.

Since the purpose of my thesis study is to make an evaluation of the different junior business training textbooks, I should like to have the opinion of other teachers as to the criteria for judging a text.

As an added courtesy, will you please list on the enclosed form the names and addresses of five successful high school junior business training teachers who are using your text and materials as a basis for their teaching. These teachers will be asked to serve as part of a jury in selecting the criteria.

If you desire, I shall send you a report on the findings of the study.

Very truly yours,

J. A. Kaufman

PUBLISHER: _____

NAME OF TEXT: _____

AUTHORS: _____

Teachers now using your high school junior business training materials:

1. Name: _____

Position: _____

Address: _____

2. Name: _____

Position: _____

Address: _____

3. Name: _____

Position: _____

Address: _____

4. Name: _____

Position: _____

Address: _____

5. Name: _____

Position: _____

Address: _____

December 9, 1941

Dear _____:

Your name has been suggested to me by the _____ Publishing Company as a superior teacher of junior business training.

I am requesting the aid of a number of successful junior business training teachers to serve as a jury in selecting criteria which may be used to evaluate junior business training textbooks.

The information I am attempting to collect should be of value, and I believe that you will receive much benefit from the study. The request I am making does not require much of your time. Your opinion may be expressed merely by checking the form which I shall provide.

If you are willing to participate in this study, please express your intentions on the enclosed post card.

The study will be completed next summer, and I shall be glad to send you a report of the findings.

Your cooperation in completing the study will be greatly appreciated.

Sincerely yours,

J. A. Kaufman

March 7, 1942

Dear _____:

Enclosed is the check-list for the evaluation of Junior Business Training textbooks.

As you have already indicated your willingness to serve as a member of the jury in selecting these criteria, will you please check each item to the best of your ability and return the check-list to me at your earliest convenience in the enclosed stamped, self-addressed envelope. You are at liberty to add any topics, problems, or phases that you see fit to add.

Please accept my sincere appreciation for your cooperation in making this study possible. I will send you a copy of the final results of the study upon its completion.

Sincerely yours,

J. A. Kaufman

WEIGHTED AVERAGE FOR EACH FEATURE OF THE CHECK-LIST

<u>FEATURE</u>	<u>WEIGHTED AVERAGE</u>
A. GENERAL	
1. Material logically presented	6.2
2. Unit method of presentation	7.0
3. Workbook accompanies	4.8
4. Index	7.5
5. Preface	5.6
6. Summaries	6.1
7. Illustrations	7.3
8. Problems for written work	6.8
9. Poetic references	2.5
10. Business arithmetic problems	6.8
11. Unit vocabulary drill	7.0
12. Spelling drills	6.7
13. Penmanship drills	4.8
14. Job problems	6.0
15. Quiz programs	4.8
16. Life situations and problems	7.5
17. Thought problems	7.0
18. Testing business understanding	7.1
19. Activity projects	6.7
B. AIMS IN PRESENTATION OF MATERIAL	
1. Indirect vocational	6.2
2. Personal-use value	8.2
3. Evaluation of goods and services	7.1
4. Skill maintenance in arithmetic	6.5

<u>FEATURE</u>	<u>WEIGHTED AVERAGE</u>
5. Improvement of penmanship	5.1
6. English improvement	6.4
7. Understanding of business terms	7.7
8. Vocational guidance and exploration	7.4
9. Personal understanding and guidance	7.0
10. Give an understanding of business	7.3
11. Develop habits, abilities, and skills for use in business	7.4
TOTAL	192.0

B. ILLUSTRATIONS

1. Actual photographs	6.8
2. Graphs	5.5
3. Charts	5.7
4. Business papers	7.6
5. Cartoons	4.8
6. Colored illustrations	4.3
TOTAL	34.7

C. CONTENT OF TEXT

1. Personality and character development	7.7
2. Success requirements	6.5
3. Leisure time uses	5.6
4. Good manners	7.0
5. Occupations and vocational guidance	7.5
6. Mean of business	7.7
7. Communication	8.0
8. Business letter writing	7.3
9. Mail services	7.7

FEATURE	WEIGHTED AVERAGE
10. Telephone service	7.8
11. Teletypewriter	5.0
12. Telegraph service	7.3
13. Cable service	5.3
14. Wireless	5.3
15. Radiograms	5.5
16. Newspapers	6.8
17. Books and magazines	6.2
18. Filing	6.5
19. Thrift	7.9
20. Investments	7.0
21. Insurance	7.0
22. Bank service and procedure	8.2
23. Automobile transportation	6.4
24. The trolley and its use	4.2
25. The railroad and its use	6.4
26. Business organization and management	6.1
27. Buying	7.5
28. Consumer problems	8.0
29. Ordering and receiving merchandise	7.0
30. Selling	6.6
31. Sales organizations	5.2
32. Advertising	6.1
33. Shipping	6.1
34. Cash payments	7.2
35. Personnel organization	4.5

<u>FEATURE</u>	<u>WEIGHTED AVERAGE</u>
36. Sole proprietorship business	5.0
37. Partnerships	5.0
38. The corporation	5.0
39. Budgeting	8.0
40. Where and how to find facts	7.9
41. Operation of trading concerns	4.5
42. Office activities	6.0
43. Stock keeping	4.5
44. Billing	4.6
45. Paying employees	5.3
46. Handling cash	7.7
47. Traffic regulations	5.8
48. Public services	6.5
49. Personal accounts	7.6
50. Personal business papers	7.3
51. Co-operative institutions	5.1
52. Reading and writing numbers	5.0
53. Business arithmetic	6.4
54. Borrowing and loaning money	6.9
55. Installment buying	7.2
56. Governmental aids in saving	6.8
57. Home investing	6.2
58. Travel services	6.3
59. Use of telephone directory	7.4
60. Business conduct standards	6.7
61. Laws of society	6.4

FEATURE	WEIGHTED AVERAGE
62. Business and government	5.8
63. General welfare and business	5.1
64. Business law	4.4
65. Conservation of natural resources	5.2
66. Conserving human resources	6.1
TOTAL	419.8

D. TEACHER AND PUPIL AIDS

A. PUPIL

1. Preview	5.7
2. Review questions	6.7
3. Study helps	6.7
4. Problems for discussion	7.3
5. Workbooks	5.3
6. Preview questions	4.7
7. Activity projects	6.8

B. TEACHER

1. Free publication and service	6.9
2. Manual	7.5
3. Key to exercises and problems	7.6
4. References	6.7
5. Advisory service	6.4
TOTAL	78.2

E. MECHANICAL FEATURES

A. QUALITY AND MAKE-UP

1. Glossy paper	2.9
2. Unglazed paper	6.1

<u>FEATURE</u>	<u>WEIGHTED AVERAGE</u>
3. Clear type	8.4
4. Interesting title	6.3
5. Impressiveness of make-up	6.3
6. Size of text	5.4
7. Economical in price	7.1
8. Well illustrated	7.4
B. OTHER FEATURES	
1. Adequate number of questions and exercises	6.9
2. Workbook optional with text	6.7
3. Authors have ability and experience	8.5
4. Recency of publication	8.2
TOTAL	77.3

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: Textbook A

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
I. General		
1. Material logically presented	7	<u>7</u>
2. Unit method of presentation	7	<u>7</u>
3. Workbook accompanies	5	<u>5</u>
4. Index	8	<u>8</u>
5. Preface	6	<u>6</u>
6. Summaries	6	<u>2</u>
7. Illustrations	8	<u>6</u>
8. Problems for written work	7	<u>5</u>
9. Business arithmetic problems	7	<u>1</u>
10. Unit vocabulary drill	7	<u>5</u>
11. Spelling drills	7	<u>6</u>
12. Penmanship drills	5	<u> </u>
13. Job problems	6	<u>3</u>
14. Quiz programs	5	<u>2</u>
15. Life situations and problems	8	<u>4</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>6</u>
17. Testing business understanding	7	<u>4</u>
18. Activity projects	7	<u>7</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>2</u>
2. Personal-use value	9	<u>8</u>
3. Evaluation of goods and services	7	<u>7</u>
4. Skill maintenance in arithmetic	7	<u>1</u>
5. Improvement of penmanship	5	<u>2</u>
6. English improvement	7	<u>6</u>
7. Understanding of business terms	8	<u>3</u>
8. Vocational guidance and exploration	8	<u>8</u>
9. Personal understanding and guidance	7	<u>7</u>
10. Give an understanding of business	8	<u>7</u>
11. Develop habits, abilities, and skills for use in business	8	<u>8</u>
TOTAL SCORE	200	<u>143</u>

B. ILLUSTRATIONS

1. Actual photographs	20	<u>12</u>
2. Graphs	16	<u>10</u>
3. Charts	16	<u>12</u>
4. Business papers	22	—
5. Cartoons	14	<u>14</u>
6. Colored illustrations	12	—
TOTAL SCORE	100	<u>48</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
C. CONTENT OF TEXT		
1. Personality and character development	8	<u>8</u>
2. Success requirements	7	<u>7</u>
3. Leisure time uses	6	<u>6</u>
4. Good manners	7	<u>7</u>
5. Occupations and vocational guidance	8	<u>7</u>
6. Meaning of business	8	<u>7</u>
7. Communication	9	—
8. Business letter writing	8	—
9. Mail services	8	—
10. Telephone service	8	—
11. Teletypewriter	5	—
12. Telegraph service	8	—
13. Cable service	6	—
14. Wireless	6	—
15. Radiograms	6	—
16. Newspapers	7	—
17. Books and magazines	7	—
18. Filing	7	—
19. Thrift	8	—
20. Investments	8	—
21. Insurance	8	—
22. Bank service and procedure	9	—
23. Automobile transportation	7	—
24. The trolley and its use	4	—
25. The railroad and its use	7	—
26. Business organization and management	7	—
27. Buying	8	—

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>4</u>
29. Ordering and receiving merchandise	7	—
30. Selling	7	—
31. Sales organizations	6	—
32. Advertising	7	—
33. Shipping	7	—
34. Cash payments	8	—
35. Personnel organization	5	—
36. Sole proprietorship business	5	—
37. Partnerships	5	—
38. The corporation	5	—
39. Budgeting	9	—
40. Where and how to find facts	8	—
41. Operation of trading concerns	5	—
42. Office activities	6	—
43. Stock keeping	5	—
44. Billing	5	—
45. Paying employees	6	—
46. Handling cash	8	—
47. Traffic regulations	6	—
48. Public services	7	<u>5</u>
49. Personal accounts	8	—
50. Personal business papers	8	—
51. Co-operative institutions	5	—
52. Reading and writing numbers	5	—
53. Business arithmetic	7	—
54. Borrowing and loaning money	7	—
55. Installment buying	8	—

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	—
57. Home investing	7	—
58. Travel services	7	—
59. Use of telephone directory	8	—
60. Business conduct standards	7	<u>7</u>
61. Laws of society	7	<u>7</u>
62. Business and government	6	—
63. General welfare and business	5	<u>4</u>
64. Business law	4	—
65. Conservation of natural resources	6	—
66. Conserving human resources	7	<u>5</u>
	<hr/>	<hr/>
TOTAL SCORE	450	<u>74</u>
	<hr/>	<hr/>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	<u>10</u>
2. Review questions	13	<u>13</u>
3. Study helps	13	<u>11</u>
4. Problems for discussion	14	<u>14</u>
5. Workbooks	10	<u>8</u>
6. Preview questions	9	<u>9</u>
7. Activity projects	13	<u>13</u>

II. Teacher

1. Free publication and service	13	<u>11</u>
2. Manual	14	<u>14</u>
3. Key to exercises and problems	15	<u>10</u>
4. References	13	<u>5</u>
5. Advisory service	12	<u>10</u>

TOTAL SCORE

150

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
E. <u>MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	<u>8</u>
2. Clear type	11	<u>11</u>
3. Interesting title	8	<u>8</u>
4. Impressiveness of make-up	8	<u>2</u>
5. Size of text	7	<u>5</u>
6. Economical in price	9	<u>7</u>
7. Well illustrated	9	<u>6</u>
II. Other Features		
1. Adequate number of questions and exercises	9	<u>9</u>
2. Workbook optional with text	9	<u>9</u>
3. Authors have ability and experience	11	<u>10</u>
4. Recency of publication	11	<u>11</u>
TOTAL SCORE	100	<u>86</u>
<hr/> <hr/>		
A. Presentation	200	<u>143</u>
B. Illustrations	100	<u>48</u>
C. Content of Text	450	<u>74</u>
D. Teacher and Pupil Aids	150	<u>128</u>
E. Mechanical Features	100	<u>86</u>
GRAND TOTAL SCORE	1000	<u>479</u>

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: Textbook B

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
<u>I. General</u>		
1. Material logically presented	7	<u>7</u>
2. Unit method of presentation	7	<u>6</u>
3. Workbook accompanies	5	<u>5</u>
4. Index	8	<u>7</u>
5. Preface	6	<u>6</u>
6. Summaries	6	<u>2</u>
7. Illustrations	8	<u>5</u>
8. Problems for written work	7	<u>5</u>
9. Business arithmetic problems	7	<u>1</u>
10. Unit vocabulary drill	7	<u>7</u>
11. Spelling drills	7	<u>6</u>
12. Penmanship drills	5	<u> </u>
13. Job problems	6	<u>3</u>
14. Quiz programs	5	<u>2</u>
15. Life situations and problems	8	<u>4</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>7</u>
17. Testing business understanding	7	<u>6</u>
18. Activity projects	7	<u>3</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>5</u>
2. Personal-use value	9	<u>8</u>
3. Evaluation of goods and services	7	<u>7</u>
4. Skill maintenance in arithmetic	7	<u>2</u>
5. Improvement of penmanship	5	<u>2</u>
6. English improvement	7	<u>4</u>
7. Understanding of business terms	8	<u>6</u>
8. Vocational guidance and exploration	8	<u>5</u>
9. Personal understanding and guidance	7	<u>7</u>
10. Give an understanding of business	8	<u>6</u>
11. Develop habits, abilities, and skills for use in business	8	<u>6</u>
TOTAL SCORE	200	<u>142</u>

B. ILLUSTRATIONS

1. Actual photographs	20	<u>14</u>
2. Graphs	16	<u>12</u>
3. Charts	16	<u>12</u>
4. Business papers	22	<u>18</u>
5. Cartoons	14	<u>14</u>
6. Colored illustrations	12	<u> </u>
TOTAL SCORE	100	<u>70</u>

FEATURESMAXIMUM
SCORESCORE
ALLOTTED

C. CONTENT OF TEXT

1. Personality and character development	8	8
2. Success requirements	7	7
3. Leisure time uses	6	6
4. Good manners	7	7
5. Occupations and vocational guidance	8	6
6. Meaning of business	8	6
7. Communication	9	8
8. Business letter writing	8	8
9. Mail services	8	7
10. Telephone service	8	7
11. Teletypewriter	5	5
12. Telegraph service	8	7
13. Cable service	6	6
14. Wireless	6	1
15. Radiograms	6	6
16. Newspapers	7	—
17. Books and magazines	7	—
18. Filing	7	—
19. Thrift	8	8
20. Investments	8	6
21. Insurance	8	8
22. Bank service and procedure	9	8
23. Automobile transportation	7	6
24. The trolley and its use	4	—
25. The railroad and its use	7	6
26. Business organization and management	7	4
27. Buying	8	8

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>9</u>
29. Ordering and receiving merchandise	7	<u>4</u>
30. Selling	7	<u>3</u>
31. Sales organizations	6	<u>2</u>
32. Advertising	7	<u>5</u>
33. Shipping	7	<u>6</u>
34. Cash payments	8	<u>6</u>
35. Personnel organization	5	<u>3</u>
36. Sole proprietorship business	5	<u> </u>
37. Partnerships	5	<u> </u>
38. The corporation	5	<u> </u>
39. Budgeting	9	<u>9</u>
40. Where and how to find facts	8	<u> </u>
41. Operation of trading concerns	5	<u>2</u>
42. Office activities	6	<u>3</u>
43. Stock keeping	5	<u>1</u>
44. Billing	5	<u> </u>
45. Paying employees	6	<u> </u>
46. Handling cash	8	<u>8</u>
47. Traffic regulations	6	<u>6</u>
48. Public services	7	<u>7</u>
49. Personal accounts	8	<u>8</u>
50. Personal business papers	8	<u>6</u>
51. Co-operative institutions	5	<u>3</u>
52. Reading and writing numbers	5	<u>1</u>
53. Business arithmetic	7	<u>3</u>
54. Borrowing and loaning money	7	<u>5</u>
55. Installment buying	8	<u>6</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	6
57. Home investing	7	5
58. Travel services	7	7
59. Use of telephone directory	8	8
60. Business conduct standards	7	7
61. Laws of society	7	5
62. Business and government	6	3
63. General welfare and business	5	—
64. Business law	4	3
65. Conservation of natural resources	6	2
66. Conserving human resources	7	5
TOTAL SCORE	450	<u>306</u>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	10
2. Review questions	13	12
3. Study helps	13	12
4. Problems for discussion	14	14
5. Workbooks	10	9
6. Preview questions	9	9
7. Activity projects	13	7

II. Teacher

1. Free publication and service	13	10
2. Manual	14	12
3. Key to exercises and problems	15	10
4. References	13	9
5. Advisory service	12	10

TOTAL SCORE

150

101

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	<u>8</u>
2. Clear type	11	<u>11</u>
3. Interesting title	8	<u>8</u>
4. Impressiveness of make-up	8	<u>8</u>
5. Size of text	7	<u>7</u>
6. Economical in price	9	<u>8</u>
7. Well illustrated	9	<u>6</u>
II. Other Features		
1. Adequate number of questions and exercises	9	<u>9</u>
2. Workbook optional with text	9	<u>9</u>
3. Authors have ability and experience	11	<u>10</u>
4. Recency of publication	11	<u>6</u>
TOTAL SCORE	100	<u>90</u>
<hr/>		
A. Presentation	200	<u>142</u>
B. Illustrations	100	<u>70</u>
C. Content of Text	450	<u>306</u>
D. Teacher and Pupil Aids	150	<u>124</u>
E. Mechanical Features	100	<u>90</u>
GRAND TOTAL SCORE	1000	<u>732</u>

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: Textbook C

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
<u>I. General</u>		
1. Material logically presented	7	<u>6</u>
2. Unit method of presentation	7	<u>7</u>
3. Workbook accompanies	5	<u>4</u>
4. Index	8	<u>8</u>
5. Preface	6	<u>6</u>
6. Summaries	6	<u>5</u>
7. Illustrations	8	<u>6</u>
8. Problems for written work	7	<u>7</u>
9. Business arithmetic problems	7	<u>7</u>
10. Unit vocabulary drill	7	<u>7</u>
11. Spelling drills	7	<u>4</u>
12. Penmanship drills	5	<u> </u>
13. Job problems	6	<u>5</u>
14. Quiz programs	5	<u>3</u>
15. Life situations and problems	8	<u>5</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>7</u>
17. Testing business understanding	7	<u>7</u>
18. Activity projects	7	<u>7</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>5</u>
2. Personal-use value	9	<u>8</u>
3. Evaluation of goods and services	7	<u>7</u>
4. Skill maintenance in arithmetic	7	<u>7</u>
5. Improvement of penmanship	5	<u>5</u>
6. English improvement	7	<u>7</u>
7. Understanding of business terms	8	<u>5</u>
8. Vocational guidance and exploration	8	<u>2</u>
9. Personal understanding and guidance	7	<u>7</u>
10. Give an understanding of business	8	<u>6</u>
11. Develop habits, abilities, and skills for use in business	8	<u> </u>
TOTAL SCORE	200	160

B. ILLUSTRATIONS

1. Actual photographs	20	<u>6</u>
2. Graphs	16	<u>10</u>
3. Charts	16	<u>10</u>
4. Business papers	22	<u>20</u>
5. Cartoons	14	<u>4</u>
6. Colored illustrations	12	<u> </u>
TOTAL SCORE	100	50

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
C. CONTENT OF TEXT		
1. Personality and character development	8	<u>2</u>
2. Success requirements	7	<u>5</u>
3. Leisure time uses	6	<u>2</u>
4. Good manners	7	<u>4</u>
5. Occupations and vocational guidance	8	<u>4</u>
6. Meaning of business	8	<u>7</u>
7. Communication	9	<u>9</u>
8. Business letter writing	8	<u>2</u>
9. Mail services	8	<u>8</u>
10. Telephone service	8	<u>8</u>
11. Teletypewriter	5	<u>—</u>
12. Telegraph service	8	<u>7</u>
13. Cable service	6	<u>6</u>
14. Wireless	6	<u>2</u>
15. Radiograms	6	<u>6</u>
16. Newspapers	7	<u>—</u>
17. Books and magazines	7	<u>—</u>
18. Filing	7	<u>7</u>
19. Thrift	8	<u>7</u>
20. Investments	8	<u>7</u>
21. Insurance	8	<u>8</u>
22. Bank service and procedure	9	<u>8</u>
23. Automobile transportation	7	<u>7</u>
24. The trolley and its use	4	<u>—</u>
25. The railroad and its use	7	<u>6</u>
26. Business organization and management	7	<u>7</u>
27. Buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>8</u>
29. Ordering and receiving merchandise	7	<u>7</u>
30. Selling	7	<u>7</u>
31. Sales organizations	6	<u>6</u>
32. Advertising	7	<u> </u>
33. Shipping	7	<u>7</u>
34. Cash payments	8	<u>7</u>
35. Personnel organization	5	<u>4</u>
36. Sole proprietorship business	5	<u>4</u>
37. Partnerships	5	<u>4</u>
38. The corporation	5	<u>4</u>
39. Budgeting	9	<u>9</u>
40. Where and how to find facts	8	<u>2</u>
41. Operation of trading concerns	5	<u>5</u>
42. Office activities	6	<u>6</u>
43. Stock keeping	5	<u>5</u>
44. Billing	5	<u>5</u>
45. Paying employees	6	<u>6</u>
46. Handling cash	8	<u>8</u>
47. Traffic regulations	6	<u>2</u>
48. Public services	7	<u>2</u>
49. Personal accounts	8	<u>6</u>
50. Personal business papers	8	<u>5</u>
51. Co-operative institutions	5	<u> </u>
52. Reading and writing numbers	5	<u>3</u>
53. Business arithmetic	7	<u>5</u>
54. Borrowing and loaning money	7	<u>6</u>
55. Installment buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	—
57. Home investing	7	—
58. Travel services	7	6
59. Use of telephone directory	8	8
60. Business conduct standards	7	5
61. Laws of society	7	2
62. Business and government	6	1
63. General welfare and business	5	1
64. Business law	4	—
65. Conservation of natural resources	6	—
66. Conserving human resources	7	5
		<hr/>
TOTAL SCORE	450	304
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D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	5
2. Review questions	13	10
3. Study helps	13	10
4. Problems for discussion	14	10
5. Workbooks	10	7
6. Preview questions	9	—
7. Activity projects	13	13

II. Teacher

1. Free publication and service	13	10
2. Manual	14	13
3. Key to exercises and problems	15	10
4. References	13	8
5. Advisory service	12	8

TOTAL SCORE

150

105

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	7
2. Clear type	11	9
3. Interesting title	8	8
4. Impressiveness of make-up	8	6
5. Size of text	7	5
6. Economical in price	9	7
7. Well illustrated	9	7
II. Other Features		
1. Adequate number of questions and exercises	9	9
2. Workbook optional with text	9	9
3. Authors have ability and experience	11	9
4. Recency of publication	11	6
	100	81
TOTAL SCORE	100	81
<hr/>		
A. Presentation	200	160
B. Illustrations	100	50
C. Content of Text	450	305
D. Teacher and Pupil Aids	150	105
E. Mechanical Features	100	81
	1000	700
GRAND TOTAL SCORE	1000	700

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

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Name of Textbook Rated: Textbook D

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
<u>I. General</u>		
1. Material logically presented	7	<u>5</u>
2. Unit method of presentation	7	<u>7</u>
3. Workbook accompanies	5	<u>5</u>
4. Index	8	<u>8</u>
5. Preface	6	<u>5</u>
6. Summaries	6	<u>4</u>
7. Illustrations	8	<u>7</u>
8. Problems for written work	7	<u>6</u>
9. Business arithmetic problems	7	<u>6</u>
10. Unit vocabulary drill	7	<u>7</u>
11. Spelling drills	7	<u>7</u>
12. Penmanship drills	5	<u>5</u>
13. Job problems	6	<u>4</u>
14. Quiz programs	5	<u>3</u>
15. Life situations and problems	8	<u>6</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>6</u>
17. Testing business understanding	7	<u>6</u>
18. Activity projects	7	<u>6</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>5</u>
2. Personal-use value	9	<u>7</u>
3. Evaluation of goods and services	7	<u>6</u>
4. Skill maintenance in arithmetic	7	<u>6</u>
5. Improvement of penmanship	5	<u>5</u>
6. English improvement	7	<u>5</u>
7. Understanding of business terms	8	<u>7</u>
8. Vocational guidance and exploration	8	<u>7</u>
9. Personal understanding and guidance	7	<u>6</u>
10. Give an understanding of business	8	<u>8</u>
11. Develop habits, abilities, and skills for use in business	8	<u>6</u>
TOTAL SCORE	200	<u><u>171</u></u>

B. ILLUSTRATIONS

1. Actual photographs	20	<u>16</u>
2. Graphs	16	<u> </u>
3. Charts	16	<u>16</u>
4. Business papers	22	<u>20</u>
5. Cartoons	14	<u>8</u>
6. Colored illustrations	12	<u>10</u>
TOTAL SCORE	100	<u><u>70</u></u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
C. CONTENT OF TEXT		
1. Personality and character development	8	<u>6</u>
2. Success requirements	7	<u>5</u>
3. Leisure time uses	6	<u>2</u>
4. Good manners	7	<u>4</u>
5. Occupations and vocational guidance	8	<u>6</u>
6. Meaning of business	8	<u>8</u>
7. Communication	9	<u>9</u>
8. Business letter writing	8	<u>8</u>
9. Mail services	8	<u>8</u>
10. Telephone service	8	<u>8</u>
11. Teletypewriter	5	<u>5</u>
12. Telegraph service	8	<u>8</u>
13. Cable service	6	<u>6</u>
14. Wireless	6	<u>3</u>
15. Radiograms	6	<u>6</u>
16. Newspapers	7	<u>3</u>
17. Books and magazines	7	<u>3</u>
18. Filing	7	<u>7</u>
19. Thrift	8	<u>8</u>
20. Investments	8	<u>8</u>
21. Insurance	8	<u>8</u>
22. Bank service and procedure	9	<u>9</u>
23. Automobile transportation	7	<u>6</u>
24. The trolley and its use	4	<u>—</u>
25. The railroad and its use	7	<u>6</u>
26. Business organization and management	7	<u>6</u>
27. Buying	8	<u>7</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>3</u>
29. Ordering and receiving merchandise	7	<u>6</u>
30. Selling	7	<u>7</u>
31. Sales organizations	6	<u>5</u>
32. Advertising	7	<u>6</u>
33. Shipping	7	<u>6</u>
34. Cash payments	8	<u>8</u>
35. Personnel organization	5	<u>3</u>
36. Sole proprietorship business	5	<u>3</u>
37. Partnerships	5	<u>3</u>
38. The corporation	5	<u>3</u>
39. Budgeting	9	<u>9</u>
40. Where and how to find facts	8	<u>7</u>
41. Operation of trading concerns	5	<u>4</u>
42. Office activities	6	<u>5</u>
43. Stock keeping	5	<u>5</u>
44. Billing	5	<u>4</u>
45. Paying employees	6	<u>5</u>
46. Handling cash	8	<u>8</u>
47. Traffic regulations	6	<u>6</u>
48. Public services	7	<u>6</u>
49. Personal accounts	8	<u>8</u>
50. Personal business papers	8	<u>6</u>
51. Co-operative institutions	5	<u>3</u>
52. Reading and writing numbers	5	<u>5</u>
53. Business arithmetic	7	<u>7</u>
54. Borrowing and loaning money	7	<u>7</u>
55. Installment buying	8	<u>7</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	<u>6</u>
57. Home investing	7	<u>5</u>
58. Travel services	7	<u>7</u>
59. Use of telephone directory	8	<u>8</u>
60. Business conduct standards	7	<u>5</u>
61. Laws of society	7	<u>6</u>
62. Business and government	6	<u>6</u>
63. General welfare and business	5	<u>3</u>
64. Business law	4	<u>4</u>
65. Conservation of natural resources	6	<u>6</u>
66. Conserving human resources	7	<u>7</u>
		<hr/>
TOTAL SCORE	450	381
		<hr/> <hr/>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	<u>6</u>
2. Review questions	13	<u>13</u>
3. Study helps	13	<u>13</u>
4. Problems for discussion	14	<u>14</u>
5. Workbooks	10	<u>10</u>
6. Preview questions	9	<u>3</u>
7. Activity projects	13	<u>12</u>

II. Teacher

1. Free publication and service	13	<u>13</u>
2. Manual	14	<u>12</u>
3. Key to exercises and problems	15	<u>12</u>
4. References	13	<u>10</u>
5. Advisory service	12	<u>12</u>

TOTAL SCORE

150

130

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	8
2. Clear type	11	11
3. Interesting title	8	8
4. Impressiveness of make-up	8	8
5. Size of text	7	7
6. Economical in price	9	9
7. Well illustrated	9	9
II. Other Features		
1. Adequate number of questions and exercises	9	9
2. Workbook optional with text	9	9
3. Authors have ability and experience	11	11
4. Recency of publication	11	8
TOTAL SCORE	100	97
<hr/>		
A. Presentation	200	171
B. Illustrations	100	70
C. Content of Text	450	381
D. Teacher and Pupil Aids	150	130
E. Mechanical Features	100	97
GRAND TOTAL SCORE	1000	849

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

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Name of Textbook Rated: Textbook E

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
<u>I. General</u>		
1. Material logically presented	7	<u>6</u>
2. Unit method of presentation	7	<u>7</u>
3. Workbook accompanies	5	<u>5</u>
4. Index	8	<u>8</u>
5. Preface	6	<u>6</u>
6. Summaries	6	<u> </u>
7. Illustrations	8	<u>5</u>
8. Problems for written work	7	<u>7</u>
9. Business arithmetic problems	7	<u>7</u>
10. Unit vocabulary drill	7	<u>7</u>
11. Spelling drills	7	<u>7</u>
12. Penmanship drills	5	<u>5</u>
13. Job problems	6	<u>6</u>
14. Quiz programs	5	<u>4</u>
15. Life situations and problems	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>7</u>
17. Testing business understanding	7	<u>7</u>
18. Activity projects	7	<u>4</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>4</u>
2. Personal-use value	9	<u>6</u>
3. Evaluation of goods and services	7	<u>5</u>
4. Skill maintenance in arithmetic	7	<u>6</u>
5. Improvement of penmanship	5	<u>5</u>
6. English improvement	7	<u>5</u>
7. Understanding of business terms	8	<u>8</u>
8. Vocational guidance and exploration	8	<u>8</u>
9. Personal understanding and guidance	7	<u>6</u>
10. Give an understanding of business	8	<u>8</u>
11. Develop habits, abilities, and skills for use in business	8	<u>8</u>
TOTAL SCORE	200	<u>175</u>

B. ILLUSTRATIONS

1. Actual photographs	20	<u>10</u>
2. Graphs	16	<u> </u>
3. Charts	16	<u>14</u>
4. Business papers	22	<u>20</u>
5. Cartoons	14	<u>10</u>
6. Colored illustrations	12	<u> </u>
TOTAL SCORE	100	<u>54</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
C. CONTENT OF TEXT		
1. Personality and character development	8	<u>6</u>
2. Success requirements	7	<u>7</u>
3. Leisure time uses	6	<u>6</u>
4. Good manners	7	<u>6</u>
5. Occupations and vocational guidance	8	<u>8</u>
6. Meaning of business	8	<u>8</u>
7. Communication	9	<u>9</u>
8. Business letter writing	8	<u>8</u>
9. Mail services	8	<u>8</u>
10. Telephone service	8	<u>8</u>
11. Teletypewriter	5	<u>5</u>
12. Telegraph service	8	<u>8</u>
13. Cable service	6	<u>6</u>
14. Wireless	6	<u>6</u>
15. Radiograms	6	<u>6</u>
16. Newspapers	7	—
17. Books and magazines	7	—
18. Filing	7	<u>7</u>
19. Thrift	8	<u>8</u>
20. Investments	8	<u>8</u>
21. Insurance	8	<u>8</u>
22. Bank service and procedure	9	<u>9</u>
23. Automobile transportation	7	<u>7</u>
24. The trolley and its use	4	—
25. The railroad and its use	7	<u>7</u>
26. Business organization and management	7	<u>7</u>
27. Buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>7</u>
29. Ordering and receiving merchandise	7	<u> </u>
30. Selling	7	<u> </u>
31. Sales organizations	6	<u> </u>
32. Advertising	7	<u> </u>
33. Shipping	7	<u>7</u>
34. Cash payments	8	<u>8</u>
35. Personnel organization	5	<u> </u>
36. Sole proprietorship business	5	<u>5</u>
37. Partnerships	5	<u> </u>
38. The corporation	5	<u> </u>
39. Budgeting	9	<u>9</u>
40. Where and how to find facts	8	<u>6</u>
41. Operation of trading concerns	5	<u> </u>
42. Office activities	6	<u>5</u>
43. Stock keeping	5	<u>5</u>
44. Billing	5	<u>4</u>
45. Paying employees	6	<u> </u>
46. Handling cash	8	<u>8</u>
47. Traffic regulations	6	<u>2</u>
48. Public services	7	<u>5</u>
49. Personal accounts	8	<u>8</u>
50. Personal business papers	8	<u>8</u>
51. Co-operative institutions	5	<u>5</u>
52. Reading and writing numbers	5	<u>5</u>
53. Business arithmetic	7	<u>7</u>
54. Borrowing and loaning money	7	<u>5</u>
55. Installment buying	8	<u>6</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	<u>5</u>
57. Home investing	7	<u>7</u>
58. Travel services	7	<u>8</u>
59. Use of telephone directory	8	<u>5</u>
60. Business conduct standards	7	<u>6</u>
61. Laws of society	7	<u>—</u>
62. Business and government	6	<u>3</u>
63. General welfare and business	5	<u>—</u>
64. Business law	4	<u>—</u>
65. Conservation of natural resources	6	<u>5</u>
66. Conserving human resources	7	<u>—</u>
		<u>328</u>
TOTAL SCORE	450	<u>—</u>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	<u>—</u>
2. Review questions	13	<u>13</u>
3. Study helps	13	<u>12</u>
4. Problems for discussion	14	<u>14</u>
5. Workbooks	10	<u>10</u>
6. Preview questions	9	<u>—</u>
7. Activity projects	13	<u>11</u>

II. Teacher

1. Free publication and service	13	<u>10</u>
2. Manual	14	<u>12</u>
3. Key to exercises and problems	15	<u>15</u>
4. References	13	<u>6</u>
5. Advisory service	12	<u>8</u>

TOTAL SCORE

150

111

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	<u>8</u>
2. Clear type	11	<u>11</u>
3. Interesting title	8	<u>4</u>
4. Impressiveness of make-up	8	<u>7</u>
5. Size of text	7	<u>7</u>
6. Economical in price	9	<u>9</u>
7. Well illustrated	9	<u>7</u>
II. Other Features		
1. Adequate number of questions and exercises	9	<u>9</u>
2. Workbook optional with text	9	<u>9</u>
3. Authors have ability and experience	11	<u>11</u>
4. Recency of publication	11	<u>6</u>
TOTAL SCORE	100	<u>88</u>
<hr/>		
A. Presentation	200	<u>175</u>
B. Illustrations	100	<u>54</u>
C. Content of Text	450	<u>328</u>
D. Teacher and Pupil Aids	150	<u>111</u>
E. Mechanical Features	100	<u>88</u>
GRAND TOTAL SCORE	1000	<u>756</u>

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: Textbook F

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
I. General		
1. Material logically presented	7	<u>7</u>
2. Unit method of presentation	7	<u>7</u>
3. Workbook accompanies	5	<u>5</u>
4. Index	8	<u>8</u>
5. Preface	6	<u>6</u>
6. Summaries	6	<u> </u>
7. Illustrations	8	<u>8</u>
8. Problems for written work	7	<u>6</u>
9. Business arithmetic problems	7	<u>7</u>
10. Unit vocabulary drill	7	<u>7</u>
11. Spelling drills	7	<u> </u>
12. Penmanship drills	5	<u> </u>
13. Job problems	6	<u>4</u>
14. Quiz programs	5	<u> </u>
15. Life situations and problems	8	<u>6</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	6
17. Testing business understanding	7	6
18. Activity projects	7	7
II. Aims in presentation of material		
1. Indirect vocational	6	5
2. Personal-use value	9	9
3. Evaluation of goods and services	7	6
4. Skill maintenance in arithmetic	7	7
5. Improvement of penmanship	5	—
6. English improvement	7	—
7. Understanding of business terms	8	8
8. Vocational guidance and exploration	8	6
9. Personal understanding and guidance	7	—
10. Give an understanding of business	8	8
11. Develop habits, abilities, and skills for use in business	8	5
TOTAL SCORE	200	144

B. ILLUSTRATIONS

1. Actual photographs	20	15
2. Graphs	16	—
3. Charts	16	14
4. Business papers	22	20
5. Cartoons	14	—
6. Colored illustrations	12	5
TOTAL SCORE	100	54

FEATURESMAXIMUM
SCORESCORE
ALLOTTED

C. CONTENT OF TEXT

1. Personality and character development	8	<u>8</u>
2. Success requirements	7	<u>6</u>
3. Leisure time uses	6	<u> </u>
4. Good manners	7	<u>6</u>
5. Occupations and vocational guidance	8	<u>8</u>
6. Meaning of business	8	<u>8</u>
7. Communication	9	<u>9</u>
8. Business letter writing	8	<u>7</u>
9. Mail services	8	<u>8</u>
10. Telephone service	8	<u>8</u>
11. Teletypewriter	5	<u>5</u>
12. Telegraph service	8	<u>8</u>
13. Cable service	6	<u>6</u>
14. Wireless	6	<u>6</u>
15. Radiograms	6	<u>6</u>
16. Newspapers	7	<u>7</u>
17. Books and magazines	7	<u>7</u>
18. Filing	7	<u>7</u>
19. Thrift	8	<u>8</u>
20. Investments	8	<u>8</u>
21. Insurance	8	<u>8</u>
22. Bank service and procedure	9	<u>9</u>
23. Automobile transportation	7	<u>7</u>
24. The trolley and its use	4	<u>4</u>
25. The railroad and its use	7	<u>7</u>
26. Business organization and management	7	<u>7</u>
27. Buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>7</u>
29. Ordering and receiving merchandise	7	<u>7</u>
30. Selling	7	<u>7</u>
31. Sales organizations	6	<u>6</u>
32. Advertising	7	<u>7</u>
33. Shipping	7	<u>7</u>
34. Cash payments	8	<u>8</u>
35. Personnel organization	5	<u>5</u>
36. Sole proprietorship business	5	<u>5</u>
37. Partnerships	5	<u>5</u>
38. The corporation	5	<u>5</u>
39. Budgeting	9	<u>9</u>
40. Where and how to find facts	8	<u> </u>
41. Operation of trading concerns	5	<u>4</u>
42. Office activities	6	<u>5</u>
43. Stock keeping	5	<u>5</u>
44. Billing	5	<u>5</u>
45. Paying employees	6	<u> </u>
46. Handling cash	8	<u>8</u>
47. Traffic regulations	6	<u>6</u>
48. Public services	7	<u>6</u>
49. Personal accounts	8	<u>8</u>
50. Personal business papers	8	<u>6</u>
51. Co-operative institutions	5	<u>3</u>
52. Reading and writing numbers	5	<u>5</u>
53. Business arithmetic	7	<u>6</u>
54. Borrowing and loaning money	7	<u>6</u>
55. Installment buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	—
57. Home investing	7	<u>5</u>
58. Travel services	7	<u>7</u>
59. Use of telephone directory	8	<u>8</u>
60. Business conduct standards	7	<u>5</u>
61. Laws of society	7	—
62. Business and government	6	<u>6</u>
63. General welfare and business	5	<u>5</u>
64. Business law	4	—
65. Conservation of natural resources	6	—
66. Conserving human resources	7	<u>6</u>
	<hr/>	<hr/>
TOTAL SCORE	450	391
	<hr/> <hr/>	<hr/> <hr/>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	<u>4</u>
2. Review questions	13	<u>12</u>
3. Study helps	13	<u>9</u>
4. Problems for discussion	14	<u>14</u>
5. Workbooks	10	<u>10</u>
6. Preview questions	9	—
7. Activity projects	13	<u>10</u>

II. Teacher

1. Free publication and service	13	<u>10</u>
2. Manual	14	<u>12</u>
3. Key to exercises and problems	15	<u>10</u>
4. References	13	<u>13</u>
5. Advisory service	12	<u>8</u>

TOTAL SCORE

150

112

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	<u>8</u>
2. Clear type	11	<u>11</u>
3. Interesting title	8	<u>7</u>
4. Impressiveness of make-up	8	<u>7</u>
5. Size of text	7	<u>7</u>
6. Economical in price	9	<u>9</u>
7. Well illustrated	9	<u>8</u>
II. Other Features		
1. Adequate number of questions and exercises	9	<u>8</u>
2. Workbook optional with text	9	<u>9</u>
3. Authors have ability and experience	11	<u>10</u>
4. Recency of publication	11	<u>10</u>
TOTAL SCORE	100	<u>94</u>
<hr/>		
A. Presentation	200	<u>144</u>
B. Illustrations	100	<u>54</u>
C. Content of Text	450	<u>391</u>
D. Teacher and Pupil Aids	150	<u>112</u>
E. Mechanical Features	100	<u>94</u>
GRAND TOTAL SCORE	1000	<u>795</u>

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: Textbook G

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
I. General		
1. Material logically presented	7	6
2. Unit method of presentation	7	5
3. Workbook accompanies	5	5
4. Index	8	7
5. Preface	6	6
6. Summaries	6	3
7. Illustrations	8	6
8. Problems for written work	7	6
9. Business arithmetic problems	7	6
10. Unit vocabulary drill	7	7
11. Spelling drills	7	5
12. Penmanship drills	5	—
13. Job problems	6	4
14. Quiz programs	5	3
15. Life situations and problems	8	6

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>7</u>
17. Testing business understanding	7	<u>7</u>
18. Activity projects	7	<u>7</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>5</u>
2. Personal-use value	9	<u>7</u>
3. Evaluation of goods and services	7	<u>5</u>
4. Skill maintenance in arithmetic	7	<u>6</u>
5. Improvement of penmanship	5	<u>1</u>
6. English improvement	7	<u>6</u>
7. Understanding of business terms	8	<u>7</u>
8. Vocational guidance and exploration	8	<u>6</u>
9. Personal understanding and guidance	7	<u>5</u>
10. Give an understanding of business	8	<u>6</u>
11. Develop habits, abilities, and skills for use in business	8	<u>5</u>
TOTAL SCORE	200	<u>153</u>

B. ILLUSTRATIONS

1. Actual photographs	20	<u>18</u>
2. Graphs	16	<u>10</u>
3. Charts	16	<u>8</u>
4. Business papers	22	<u>20</u>
5. Cartoons	14	<u>4</u>
6. Colored illustrations	12	<u>8</u>
TOTAL SCORE	100	<u>68</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
C. CONTENT OF TEXT		
1. Personality and character development	8	<u>5</u>
2. Success requirements	7	<u>5</u>
3. Leisure time uses	6	<u>3</u>
4. Good manners	7	<u>4</u>
5. Occupations and vocational guidance	8	<u>5</u>
6. Meaning of business	8	<u>8</u>
7. Communication	9	<u>9</u>
8. Business letter writing	8	<u>8</u>
9. Mail services	8	<u>7</u>
10. Telephone service	8	<u>8</u>
11. Teletypewriter	5	<u>1</u>
12. Telegraph service	8	<u>8</u>
13. Cable service	6	<u>3</u>
14. Wireless	6	<u>1</u>
15. Radiograms	6	<u>3</u>
16. Newspapers	7	<u>2</u>
17. Books and magazines	7	<u>2</u>
18. Filing	7	<u>7</u>
19. Thrift	8	<u>8</u>
20. Investments	8	<u>8</u>
21. Insurance	8	<u>8</u>
22. Bank service and procedure	9	<u>9</u>
23. Automobile transportation	7	<u>7</u>
24. The trolley and its use	4	<u>2</u>
25. The railroad and its use	7	<u>7</u>
26. Business organization and management	7	<u>6</u>
27. Buying	8	<u>7</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	7
29. Ordering and receiving merchandise	7	6
30. Selling	7	5
31. Sales organizations	6	5
32. Advertising	7	6
33. Shipping	7	5
34. Cash payments	8	7
35. Personnel organization	5	5
36. Sole proprietorship business	5	3
37. Partnerships	5	3
38. The corporation	5	4
39. Budgeting	9	9
40. Where and how to find facts	8	7
41. Operation of trading concerns	5	3
42. Office activities	6	5
43. Stock keeping	5	4
44. Billing	5	—
45. Paying employees	6	3
46. Handling cash	8	8
47. Traffic regulations	6	5
48. Public services	7	5
49. Personal accounts	8	7
50. Personal business papers	8	6
51. Co-operative institutions	5	3
52. Reading and writing numbers	5	5
53. Business arithmetic	7	6
54. Borrowing and loaning money	7	6
55. Installment buying	8	6

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	<u>6</u>
57. Home investing	7	<u>6</u>
58. Travel services	7	<u>7</u>
59. Use of telephone directory	8	<u>8</u>
60. Business conduct standards	7	<u>7</u>
61. Laws of society	7	<u>6</u>
62. Business and government	6	<u>5</u>
63. General welfare and business	5	<u>5</u>
64. Business law	4	<u>2</u>
65. Conservation of natural resources	6	<u>4</u>
66. Conserving human resources	7	<u>4</u>
TOTAL SCORE		450
		360

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	<u>8</u>
2. Review questions	13	<u>13</u>
3. Study helps	13	<u>13</u>
4. Problems for discussion	14	<u>13</u>
5. Workbooks	10	<u>10</u>
6. Preview questions	9	<u>2</u>
7. Activity projects	13	<u>13</u>

II. Teacher

1. Free publication and service	13	<u>12</u>
2. Manual	14	<u>13</u>
3. Key to exercises and problems	15	<u>15</u>
4. References	13	<u>12</u>
5. Advisory service	12	<u>12</u>

TOTAL SCORE	150	136
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<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	<u>8</u>
2. Clear type	11	<u>11</u>
3. Interesting title	8	<u>6</u>
4. Impressiveness of make-up	8	<u>8</u>
5. Size of text	7	<u>7</u>
6. Economical in price	9	<u>9</u>
7. Well illustrated	9	<u>8</u>
II. Other Features		
1. Adequate number of questions and exercises	9	<u>9</u>
2. Workbook optional with text	9	<u>9</u>
3. Authors have ability and experience	11	<u>10</u>
4. Recency of publication	11	<u>10</u>
TOTAL SCORE	100	<u>95</u>
<hr/>		
A. Presentation	200	<u>153</u>
B. Illustrations	100	<u>68</u>
C. Content of Text	450	<u>360</u>
D. Teacher and Pupil Aids	150	<u>136</u>
E. Mechanical Features	100	<u>95</u>
GRAND TOTAL SCORE	1000	<u>812</u>

SCORE CARD FOR RATING

JUNIOR BUSINESS TRAINING TEXTBOOKS

Directions for using the score card: Each junior business training text should be rated on a separate score card. Features should be rated on the basis of a maximum score listed in the column headed "Maximum score." If, in the opinion of the rater, that particular item needs no improvement, the feature should be given the maximum score. If the feature is omitted from the text or is included in such a manner as to be detrimental to the learning activities of the pupil, the item should be rated zero. Any other score between the two extremes of zero and maximum may be allotted to each feature in accordance with the judgment of the rater. A total "Score allowed" should be computed for each of the main divisions and for the textbook as a whole.

Name of Textbook Rated: Textbook H

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>A. PRESENTATION</u>		
<u>I. General</u>		
1. Material logically presented	7	<u>7</u>
2. Unit method of presentation	7	<u>7</u>
3. Workbook accompanies	5	<u>—</u>
4. Index	8	<u>8</u>
5. Preface	6	<u>6</u>
6. Summaries	6	<u>6</u>
7. Illustrations	8	<u>8</u>
8. Problems for written work	7	<u>7</u>
9. Business arithmetic problems	7	<u>7</u>
10. Unit vocabulary drill	7	<u>7</u>
11. Spelling drills	7	<u>7</u>
12. Penmanship drills	5	<u>5</u>
13. Job problems	6	<u>6</u>
14. Quiz programs	5	<u>5</u>
15. Life situations and problems	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
16. Thought problems and questions	7	<u>7</u>
17. Testing business understanding	7	<u>7</u>
18. Activity projects	7	<u>7</u>
II. Aims in presentation of material		
1. Indirect vocational	6	<u>5</u>
2. Personal-use value	9	<u>9</u>
3. Evaluation of goods and services	7	<u>7</u>
4. Skill maintenance in arithmetic	7	<u>6</u>
5. Improvement of penmanship	5	<u>5</u>
6. English improvement	7	<u>7</u>
7. Understanding of business terms	8	<u>8</u>
8. Vocational guidance and exploration	8	<u>7</u>
9. Personal understanding and guidance	7	<u>6</u>
10. Give an understanding of business	8	<u>8</u>
11. Develop habits, abilities, and skills for use in business	8	<u>7</u>
TOTAL SCORE	200	<u>190</u>

B. ILLUSTRATIONS

1. Actual photographs	20	<u>20</u>
2. Graphs	16	—
3. Charts	16	<u>16</u>
4. Business papers	22	<u>10</u>
5. Cartoons	14	<u>14</u>
6. Colored illustrations	12	—
TOTAL SCORE	100	<u>60</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
C. CONTENT OF TEXT		
1. Personality and character development	8	<u>8</u>
2. Success requirements	7	<u>6</u>
3. Leisure time uses	6	<u>5</u>
4. Good manners	7	<u>7</u>
5. Occupations and vocational guidance	8	<u>7</u>
6. Meaning of business	8	<u>8</u>
7. Communication	9	<u>9</u>
8. Business letter writing	8	<u>8</u>
9. Mail services	8	<u>8</u>
10. Telephone service	8	<u>8</u>
11. Teletypewriter	5	<u>5</u>
12. Telegraph service	8	<u>8</u>
13. Cable service	6	<u>6</u>
14. Wireless	6	<u>4</u>
15. Radiograms	6	<u>6</u>
16. Newspapers	7	<u>7</u>
17. Books and magazines	7	<u>6</u>
18. Filing	7	<u>7</u>
19. Thrift	8	<u>8</u>
20. Investments	8	<u>8</u>
21. Insurance	8	<u>8</u>
22. Bank service and procedure	9	<u>9</u>
23. Automobile transportation	7	<u>7</u>
24. The trolley and its use	4	<u>4</u>
25. The railroad and its use	7	<u>7</u>
26. Business organization and management	7	<u>7</u>
27. Buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
28. Consumer problems	9	<u>8</u>
29. Ordering and receiving merchandise	7	<u>6</u>
30. Selling	7	<u>7</u>
31. Sales organizations	6	<u>6</u>
32. Advertising	7	<u>7</u>
33. Shipping	7	<u>7</u>
34. Cash payments	8	<u>8</u>
35. Personnel organization	5	<u>5</u>
36. Sole proprietorship business	5	<u>4</u>
37. Partnerships	5	<u>5</u>
38. The corporation	5	<u>5</u>
39. Budgeting	9	<u>9</u>
40. Where and how to find facts	8	<u>8</u>
41. Operation of trading concerns	5	<u>5</u>
42. Office activities	6	<u>6</u>
43. Stock keeping	5	—
44. Billing	5	—
45. Paying employees	6	—
46. Handling cash	8	<u>8</u>
47. Traffic regulations	6	<u>3</u>
48. Public services	7	<u>7</u>
49. Personal accounts	8	<u>8</u>
50. Personal business papers	8	<u>6</u>
51. Co-operative institutions	5	<u>5</u>
52. Reading and writing numbers	5	<u>5</u>
53. Business arithmetic	7	<u>7</u>
54. Borrowing and loaning money	7	<u>7</u>
55. Installment buying	8	<u>8</u>

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
56. Governmental aids in saving	7	<u>6</u>
57. Home investing	7	<u>5</u>
58. Travel services	7	<u>7</u>
59. Use of telephone directory	8	<u>7</u>
60. Business conduct standards	7	<u>7</u>
61. Laws of society	7	<u>7</u>
62. Business and government	6	<u>6</u>
63. General welfare and business	5	<u>5</u>
64. Business law	4	<u>4</u>
65. Conservation of natural resources	6	<u>6</u>
66. Conserving human resources	7	<u>5</u>
	<hr/>	<hr/>
TOTAL SCORE	450	<u><u>410</u></u>

D. TEACHER AND PUPIL AIDS

I. Pupil

1. Preview	11	<u>10</u>
2. Review questions	13	<u>12</u>
3. Study helps	13	<u>11</u>
4. Problems for discussion	14	<u>14</u>
5. Workbooks	10	<u>—</u>
6. Preview questions	9	<u>9</u>
7. Activity projects	13	<u>12</u>

II. Teacher

1. Free publication and service	13	<u>10</u>
2. Manual	14	<u>6</u>
3. Key to exercises and problems	15	<u>—</u>
4. References	13	<u>—</u>
5. Advisory service	12	<u>8</u>
	<hr/>	<hr/>

TOTAL SCORE

150

88

<u>FEATURES</u>	<u>MAXIMUM SCORE</u>	<u>SCORE ALLOTTED</u>
<u>E. MECHANICAL FEATURES</u>		
I. Quality and Make-up		
1. Unglazed paper	8	<u>8</u>
2. Clear type	11	<u>11</u>
3. Interesting title	8	<u>6</u>
4. Impressiveness of make-up	8	<u>7</u>
5. Size of text	7	<u>7</u>
6. Economical in price	9	<u>9</u>
7. Well illustrated	9	<u>9</u>
II. Other Features		
1. Adequate number of questions and exercises	9	<u>3</u>
2. Workbook optional with text	9	<u>11</u>
3. Authors have ability and experience	11	<u>11</u>
4. Recency of publication	11	<u>11</u>
	100	<u>91</u>
TOTAL SCORE	100	<u>91</u>
<hr/>		
A. Presentation	200	<u>190</u>
B. Illustrations	100	<u>60</u>
C. Content of Text	450	<u>410</u>
D. Teacher and Pupil Aids	150	<u>92</u>
E. Mechanical Features	100	<u>91</u>
	1000	<u>853</u>
GRAND TOTAL SCORE	1000	<u>853</u>

JURY

1. Ralph I. Shockey, High School Principal, Chambersburg, Pennsylvania.
2. P. A. Golden, High School Principal, Kingston, Pennsylvania.
3. Wilbur Devilbiss, High School Principal, Frederick, Maryland.
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