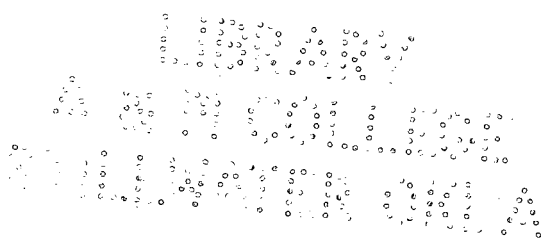


A CLASSIFIED  
ANNOTATED BIBLIOGRAPHY  
OF  
SELECTED BUSINESS EDUCATION ARTICLES  
PUBLISHED DURING THE YEAR  
1938



OKLAHOMA  
AGRICULTURAL & MECHANICAL COLLEGE  
LIBRARY  
NOV 27 1942

A CLASSIFIED  
ANNOTATED BIBLIOGRAPHY  
OF SELECTED BUSINESS EDUCATION ARTICLES  
PUBLISHED DURING THE YEAR 1938

by  
STUART BRUCE SEATON  
Bachelor of Science  
Central State Teachers College  
Edmond, Oklahoma  
1933

Submitted to the Department of Business Education  
Oklahoma Agricultural and Mechanical College  
In Partial Fulfillment of the Requirements  
For the degree of  
MASTER OF SCIENCE  
1942

146460

APPROVED BY:

C. K. Reiff  
Chairman, Thesis Committee

M. O. Penning  
Member of the Thesis Committee

C. K. Reiff  
Head of the Department

A. M. Intosh  
Dean of the Graduate School

ACKNOWLEDGMENT  
TABLE OF CONTENTS

The author wishes to acknowledge the use of the Business Education Index--1940, Business Education Index--1941, published by Delta Pi Epsilon, and the Education Index published by the H. W. Wilson Company.

Special acknowledgment is due Roy Whitten Poe whose study, The Development of a Classified Annotated Bibliography of Selected Business Education Articles Published During the Year 1939 served as a guide and a reference for this study.

The author also wishes to acknowledge the help of Professor J. Andrew Holley and Professor C. K. Reiff whose encouragement and counsel has made this study possible.

To Virginia Seaton Vandegrift and Llewella Morgan Seaton, for their assistance in assembling the data, many thanks.

Stuart Bruce Seaton

July, 1942.



## CHAPTER 1

Statement of the Problem: In recent years the literature in the field of business education has become quite voluminous.

Students in business education, both graduate and undergraduate, who are desirous of obtaining research data and current materials that will benefit them in their teaching and promote their professional growth should experience little difficulty in obtaining this information from the many articles written in professional magazines, yearbooks, monographs, and bulletins.

Research in business education is being carried on continuously in various institutions and every effort is being made to bring this information to the attention of the student and teacher through studies made available in various magazines.

The problem of the student is not one concerned with a paucity of material in the field but one of selection and easy accessibility. There are many hundreds of worthwhile and significant articles written each year in the business education publications which fail to come to the attention of students and teachers because they are widely scattered and therefore overlooked.<sup>1</sup> Information to be of maximum value should be classified.

---

1. Roy W. Poe, The Development of a Classified Annotated Bibliography of Selected Business Education Articles Published During the Year 1939, (unpublished Master's thesis, Oklahoma A. and M. College, page 1, 1941).

This study seeks to assist the student and teacher of business education in selecting materials, by setting up bases of classification for the articles selected and annotated. These bases have been refined from existing indexes.

"Although the Education Index and the Occupational Index have been of great help in organizing source material for literature of interest to business teachers, neither of these indexes has a complete listing of all material available in business education. Moreover, the fact that items of interest to commercial teachers are scattered through voluminous issues makes these services somewhat less useful to the specialists in business education."<sup>2</sup>

Purposes of the Study: Specifically, the purposes of this study are:

1. To provide the student, both graduate and undergraduate, with a carefully selected index to current literature in business education.

2. To assist the business education teacher in selecting articles that will be helpful in his teaching by providing annotations of selected articles in current literature.

3. To determine bases of classification of business education articles appearing in yearbooks, magazines, monographs, and bulleting.

---

2. Herbert A. Tonne, "Foreword" Business Education Index--1941. Page ii. 1941.

Need for the Study: Because of the large number of articles on business education written annually in the various business education magazines and magazines of general interest, the task of keeping abreast of the current educational thought looms large to the busy teacher. The time element alone precludes the possibility of anything but a perfunctory examination of the current literature. However, if there is a carefully selected index available, it is comparatively easy for the teacher to locate articles which would be of interest and benefit to him.

To those students and teachers who have experienced the difficulty of finding a desired article by searching through the many magazines and periodicals, the need for this study is evident.

Scope of the Study: Inasmuch as this study attempts to give the business teacher, or prospective business teacher, an index to the most significant contributions to him as a research worker or teacher of business subjects, it is limited necessarily to magazines of educational interest. Only those publications which are issued primarily for the benefit of the teacher and others associated with teaching are included in this index. As most articles written for the specific use of teachers are contained in educational publications, only these magazines are listed. This refers, for the most part, to publications issued by colleges and universities, educational publishing houses, yearbooks, state departments of education, and other organizations



interested in school work. That there are many articles included in magazines of general interest and other publications which would be of interest to the business teacher is undisputed. It would be an endless and impossible task to include all of these, therefore, none are indexed.

This study is further limited to articles appearing in the major publications which are distributed nationally. The magazines listed by the Education Index, Business Education Index--1940, Business Education Index--1941 were assumed to be major publications and they were indexed and articles annotated.

Procedure for the Study: (1) Indexes in the field of education were studied, and techniques in indexing and classifying articles noted. (2) The data obtained in studying other indexes were compiled and adapted with suitable modification to meet the purposes of this study. (3) Several articles on business education were read and annotated as a means of selecting style of annotation and classification. (4) A list of methods of selecting articles was prepared from readings in other selected bibliographies and personal observation of content of many articles in business education. (5) This list of methods of selection and criteria for judging articles was presented to members of the Oklahoma A. and M. library staff, and to a seminar group for criticism and approval. (6) The bases for selection were edited from the suggestions made by the jury, and adapted for use in compiling this bibliography. (7) Rules for classification

of articles were prepared, based upon the methods used by other indexes and the frequency of subjects in this bibliography. (8) A list of the major education magazines was made and submitted to experts in the field of secondary education for approval. (9) Articles pertaining to business education were read and selected for this bibliography by means of the criteria set up.

Bases of Classification: One of the most difficult problems that confronts the research worker in developing a subject index is that of subject classification. The classification must be comprehensive enough to include a wide variety of subject headings, yet not so inclusive as to become unwieldy and cumbersome and possible repetitive. For example, the problem arises of indexing an article such as "Testing in Accounting" under the subject heading Accounting or of making a general classification for Testing. An examination of other indexes reveals no unanimity of opinion on this score and that no definite rules were followed. In this index where such a situation arises the following policy is used: If the major portion of the article is devoted to phases of accounting other than testing it will be indexed under Accounting and cross referenced under Testing. In either event the article should be easily located if the reader is confused or in doubt as to the proper subject heading.

In the process of indexing and annotating, if an article is found which has sufficient merit to warrant its

inclusion and does not have a subject heading listed which is suitable to reveal the content of the article, a new subject heading will be added. This reasoning is based upon the assumption that if an article is significant enough to be included in the index, there is ample justification for giving it an appropriate subject heading.

Other problems arise such as those under the subject headings Stenographer and Stenography. If an article is of interest to stenographers generally and does not stress any particular phase of the craft, then it will be indexed under the subject heading Stenographers. If the article contains useful information concerning some technical or mechanical phase of the stenographic profession it will be indexed under Stenography.

To promote quick and easy location, the articles may then be divided into sub-topics such as "Teaching Methods," "Aims and Objectives," "Trends," etc., if there are articles to justify the divisions. Subjects such as shorthand, typewriting, and bookkeeping may have several sub-topics to facilitate easy reference such as: teaching methods, aims and objectives, research, tests, trends, etc.

Articles which are of general interest to business educators and administrators such as curriculum making, business teaching, supervision, and administration are classified under their appropriate headings, and are not included under the heading of a special subject even though the emphasis is directed toward that subject. The proper



headings, however, will be determined by the nature of the article such as Curriculum, Vocational Guidance, Administration and Supervision, Business and Education, etc. If there are articles which justify it, sub-titles will be given these subject headings. In indexing if it was thought that an article contributed more to the field of business education as a whole than to one particular subject in business education, the article was annotated under its general discussion.

To test the validity of the bases of classification the subject headings listed in this study were submitted to a seminar in business education composed of eight members. The instructions given them are contained in the following pages.

THE DEVELOPMENT OF THE BASES OF CLASSIFICATION  
OF  
SELECTED BUSINESS ARTICLES FOR 1938

An attempt is being made to validate the bases of classification for articles on Business Education which have appeared in magazines, yearbooks, pamphlets, and bulletins during the year 1938.

The subject headings listed below were taken, with minor additions and deletions, from the Business Education Index for 1940 and 1941 and a selected annotated bibliography of articles on Business Education for 1939, developed by Roy Whitten Poe.

This device or technique is being used to determine if the bases of classification are complete, appropriate, and

suitable to permit of easy accessibility. If these ends are not achieved, then the whole purpose for which this index is intended will be defeated.

The directions for testing these subject headings are as follows:

1. Read each article in each of the nine issues of the Balance Sheet for 1938.
2. Determine according to your own judgment under what subject heading it should be indexed.
3. Consult the list of subject headings below to see if an appropriate heading is suggested.
4. If no suitable subject heading, or headings, are listed, you are to suggest one.

On the 3 x 5 cards provided for this project, place the subject heading in the upper left-hand corner, the title of the article just below, then the name of the author with the month of publication and the page.

#### SUBJECT HEADINGS

1. Accounting
2. Administration and supervision
3. Advertising
4. Applications for positions
5. Arithmetic
6. Arithmetic, Commercial
7. Associations
8. Bookkeeping
9. Business and Education
10. Business education
11. Business English
12. Business law (see commercial law)
13. Business letters
14. Business machines (see office machines)
15. Business schools
16. Business teachers
17. Civil service

18. Clerical work
19. Commercial arithmetic
20. Commercial education (see business education)
21. Commercial law
22. Commercial teachers (see business teachers)
23. Consumer education
24. Co-operative education
25. Court stenographers (see Stenographers--  
court)
26. Credit unions
27. Curriculum
28. Distributive education
29. Distributive occupations
30. Economic geography
31. Economics
32. Education and business (see Business and  
education)
33. Educational associations (see Associations)
34. English (see Business English)
35. Extra-curricular activities
36. Follow-up studies
37. Future business leaders of America
38. General business subjects
39. Geography, commercial
40. Guidance (see Vocational Guidance)
41. Insurance
42. Job counseling (see Vocational guidance)
43. Junior business training
44. Marketing
45. Medical shorthand
46. Merchandising (see Retail selling)
47. Mimeograph (see Office Machines)
48. Moving pictures
49. National clerical-ability tests
50. National council for business education
51. Occupational adjustment
52. Occupations
53. Office machines
54. Office practice
55. Office work
56. Personality
57. Personnel Service
58. Placement
59. Private business schools (see Business schools)
60. Radio in education
61. Retail selling
62. Secretarial training
63. Shorthand
64. Social business subjects
65. Social security (see Insurance)
66. Stenographers
67. Stenography
68. Student teachers
69. Teachers (see Business teachers)



70. Tests
71. Textbooks
72. Transcription
73. Typewriting
74. Visual education
75. Vocabularies
76. Vocational education
77. Vocational guidance
78. Youth

To facilitate the compilation of the data, a number was given each article indexed starting with the first article in the January issue of the Balance Sheet for 1938 and continuing consecutively on through the various issues through December. Forty-seven articles indexed were given numbers. The subject headings, which are arranged alphabetically, were numbered consecutively.

An analysis of the data reveals that thirty-six (76%) of the forty-seven articles were indexed under the same subject heading by all eight of the readers. Article number eight was indexed under the subject heading Distributive Education by seven of the readers. One placed it under Vocational Education. Article number seventeen was indexed under the subject heading Arithmetic, Commercial by six of the readers. Two of them indexed it under Tests. Article number twenty-one was indexed under the heading Associations by seven of the readers. One placed it under the subject heading Extra-Curricular Activities. Article number twenty-six was indexed under Business Education by seven of the readers. One placed it under Social Business Subjects. Article number thirty-nine was placed under Contests by five of the readers. The other three failed to index it.

The subject heading Contests was not included among the subject headings suggested. Article number forty-two was placed under Extra-Curricular Activities by six of the readers. Two of them placed it under Administration and Supervision.

Only three new subject headings were suggested, Contests, Salesmanship, and Journalizing. The suggestions for including Contests and Salesmanship will be adopted. Although it was planned to include articles pertaining to selling under the heading Retail Selling, it will undoubtedly facilitate the finding of articles to add the new heading Salesmanship.

The suggestion for including the subject heading Journalizing will not be adopted. This article should clearly have been placed under the heading Bookkeeping.

The results of this experiment reveal that the subject headings proposed plus the two headings suggested would provide suitable subject headings for indexing the forty-seven articles, therefore it can be assumed that the bases of classification are reasonably objective.

## BUSINESS EDUCATION MAGAZINES INDEXED

Balance Sheet, Harmon Wilson, ed. South-Western Publishing Company, 201-203 West Fourth Street, Cincinnati, Ohio.

Ball State Commerce Journal, Mark E. Studebaker, ed. Department of Business Education, Ball State Teachers College, Muncie, Indiana.

Business Education World, John Robert Gregg, ed. Gregg Publishing Company, 270 Madison Avenue, New York, New York.

Journal of Business Education, Herbert A. Tonne, ed. Trethaway Publishing Company, Inc., 512 Brooks Building, Wilkes-Barre, Pennsylvania.

National Association of Business Teacher-Training Institutions, Ann Brewington, ed. University of Chicago, Chicago, Illinois.

National Business Education Quarterly, Edwin A. Swanson, ed. Department of Business Education, Arizona State Teachers College, Tempe, Arizona.

## YEARBOOKS INDEXED

Commercial Education Association of the City of New York and Vicinity, Ninth Yearbook 1938, Benjamin F. Davis, ed. Andrew Jackson High School, St. Albans, Long Island.

Eastern Commercial Teachers Association, Twelfth Yearbook, 1938. Peter L. Agnew, ed. New York University School of Education, Washington Square, New York, New York.

National Commercial Teachers Federation, Fifth Yearbook 1938. D. D. Lessenberry, ed. University of Pittsburg, Pittsburg, Pennsylvania.

Southern Business Education Association, First Yearbook 1938. A. J. Lawrence, ed. University of Kentucky, Lexington, Kentucky.

## PUBLISHERS OF MONOGRAPHS AND BULLETINS

South-Western Publishing Company, 201-203 West Fourth Street,



Cincinnati, Ohio.

University of Chicago Press, Chicago, Illinois.

OTHER PERIODICALS INDEXED

American School Board Journal. William George Bruce, ed.  
Bruce Publishing Company, 540 North Milwaukee  
Street, Milwaukee, Wisconsin.

California Journal of Secondary Education. Edward H. Redford,  
ed. Rooms 9-10, Haviland Hall, Berkeley, California.

The Clearing House. Forrest E. Long, ed. 207 Fourth Avenue,  
New York, New York.

Curriculum Journal. H. Harap, ed. George Peabody College,  
Nashville, Tennessee.

Education. Palmer Company, 370 Atlantic Avenue, Boston,  
Massachusetts.

The Educational Screen. Nelson L. Greene, ed. Educational  
Screen, Inc., 64 East Lake Street, Chicago,  
Illinois.

Junior College Journal. Walter Crosby Eells, ed. American  
Association of Junior Colleges, 730 Jackson Place,  
N.W. Washington, D. C.

Journal of Adult Education. Morse A. Cartright and Mary L.  
Ely, eds. American Association for Adult Educa-  
tion, 60 East 42nd Street. New York, New York.

North Central Association Quarterly. Calvin O. Davis, Man-  
aging ed. North Central Association of Colleges  
and Secondary Schools. 1439 University Element-  
ary School Building, Ann Arbor, Michigan.

Occupations. National Vocational Guidance Association, Inc.  
Harry D. Kitson, ed. 425 West 123rd Street, New  
York, New York.

Progressive Education. W. Carson Ryan, ed. Progressive  
Education Association, 221 West 57th Street, New  
York, New York.

School (Toronto--Secondary Edition). Charles E. Phillips,  
managing ed. Ontario College of Education, 371  
Bloor Street West, Toronto, Five.

School Executive. Jesse H. Newlon and N. L. Engelhardt, eds.  
The School Executive, 470 Fourth Avenue, New York,  
New York.

School Review. Leonard V. Koos, ed. Department of Education  
University of Chicago, 5835 Kimbark Avenue,  
Chicago, Illinois.

### Criteria in Selecting Articles

1. Does the article make definite contributions to business education in the way of new methods, experiments, research, etc.?
2. Is the publication recognized by other indexes?
3. Is the article written for the business education teacher?
4. Is the article pertinent to the teaching of business subjects?
5. Does the editorial policy of the publisher color the article?
6. Is the factual material based upon scientific research that is reliable?
7. Is the article written by an authority or agency from whom reliable information and careful workmanship should be expected?

Method of Annotating Articles: After reading and scanning the articles selected for this study, an annotation of each one was placed on a 3 x 5 card.

Some of the annotations were made in topical form; that is, a semicolon was used to separate the several points covered in the article where this method seemed to reveal the content adequately. In other cases the author was quoted directly where a significant statement seemed to sum up the content of the article. When a statement is a direct

quotation, it will appear in quotation marks.

Procedure for Classifying Articles: Each article which appears in this study is indexed by author and subject. After an article had been selected and annotated it was given an appropriate subject heading. Then another card was made out under the author's name which was placed in an alphabetic file. At this point cross reference cards were made for subject headings such as Business Law (see Commercial Law), Commercial Teachers (see Business Teachers). The next step was to arrange the two sets of cards together alphabetically and type them.

CHAPTER II  
AN AUTHOR-SUBJECT INDEX  
TO  
SELECTED BUSINESS EDUCATION ARTICLES

ABNEY, VELMA OVERNE

Vocational Guidance for Employment in the Banking Field. Journ Bus Ed 14:14-16. December, 1938.

ACCOUNTING

How the Teacher of Accounting may Develop Desirable Personal Qualities in his Pupils. Simon J. Jason. Eleventh Yearbook ECTA. 1938.

The answer to personality development is more personal teaching in the opinion of the author.

Recent Legislation Affecting Accounting. A. L. Prickett. Bus Ed World 19:245-247. November, 1938.

The author tells of the increasing demands made on the accountant by recent legislation and gives a suggested list of studies which will prepare the accountant for his task.

The Rise of Accounting. Otto Bettmann. Bus Ed World 19:120-121. October, 1938.

The history of the development of accounting is discussed in this article.

Recent Legislation Affecting Accounting. A. L. Prickett. Bus Ed World 19:109-111. October, 1938.

A review of recent legislation affecting accounting with comments by the author; A brief of four cases pending before the Federal Trade Commission.

First-year Accounting in Twelve Southern Colleges. Bertie M. McGee. Journ Bus Ed 13:13-14. May, 1938.

An inquiry into texts used; Manner of testing; Year offered; Comparisons.

Course of Study in Accounting. E. R. Holley. First Yearbook SBEA. 1938.

This article deals with the adaption of accounting to a life-situation; prerequisites and objectives.

ADAMS, ELIZABETH S.

Analysis of the Process of Transcription. Fourth Yearbook NCTF 220-225. 1938.

Typewriting and Transcription. Bus Ed World 18:579-580. March, 1938.

## ADMINISTRATION AND SUPERVISION

The Supervisor and the Classroom Teacher. J. W. Given. Bus Ed World 18:714-716. May, 1938.

The change in meaning of the duties of a supervisor is discussed.

Essential Records for Commercial Departments. E. G. Blackstone. Bus Ed World 19:269-271. December, 1938.

Illustrations of the following forms are given: Equipment record; classroom inventory; perpetual inventory; supply requisition.

Snooervisor, Whoopervisor or Supervisor. M. B. Kenwood. Bus Ed World 19:125-127. October, 1938.

A discussion of the supervisor's training, knowledge and duties.

School Credit for Business Experience. E. G. Johnston. Bus Ed World 19:93-95. October, 1938.

The question of whether credit toward graduation should be granted for work done outside of school is discussed in this article.

Some Problems in the Administration of Commercial Education. Harvey A. Andruss. Balance Sheet 20:159-161. December, 1938.

Possible solutions to some of the administrative problems are discussed in this article.

## ADVERTISING

Advertising--Is It True? Robert Roy Aurner. Balance Sheet 20:112-113. November, 1938.

The author discusses the pro and con arguments in regard to advertising in this article.

## AGNEW, PETER L.

Teaching Office Practice Based on Actual Business Office Activities. Fourth Yearbook NCTE 270-280. 1938.

## ALEXANDER, MEROY

Business and School get Together. Journ Bus Ed 13:12-16. April, 1938.

## ALPORSI, PAUL R.

Why Some Bookkeeping for Every High School Student. Balance Sheet 20:9-10. September, 1938.

## ANDRUSS, HARVEY A.

Some Problems in the Administration of Commercial Education. Balance Sheet 20:159-161. December, 1938.

Simplifying Bookkeeping Closing Procedures. Bus Ed World 18:719-722. May, 1938.



ANDRUSS, HARVEY A.

Law for the Layman. Journ Bus Ed 14:24-25. September, 1938.

Commercial Law. Fourth Yearbook NCTF 159-166. 1938.

AMERSON, VERA MIGNON

The new and the Old in Curriculum Construction. Journ Bus Ed 13:9-10. February, 1938.

ANGELL, ALBERT D.

Suggestions for Improving Procedures and Devices in the Teaching of Machine Calculation. Eleventh Yearbook ECTA 273-278. 1938.

APEL, CHARLES

A Commercial Curriculum for the Small High School. Bus Ed World 18:561-563. March, 1938.

ARITHMETIC, COMMERCIAL

Methods in Commercial Arithmetic. Ralph E. Oliver. Balance Sheet 19:261-262. February, 1938.

This article presents devices that can be used to arouse interest in the study of arithmetic.

ASSOCIATIONS

Bigger and Better Associations for Commercial Teachers. Herbert A. Tonne. Journ Bus Ed 14:7. October, 1938.

ATKINSON, EARL W.

Consumer Education in the Senior High and Junior College. Bus Ed World 19:239-241. November, 1938.

AURNER, ROBERT ROY

Advertising--Is it True? Balance Sheet 20:112-113. November, 1938.

BADER, LONIS

Economic Education for the Average Man. Journ Bus Ed 13:21-22. June, 1938.

BALAAM, RUFUS C.

Salesmanship Books are Too Easy. Bus Ed World 18:731-733. May, 1938.

Enrichment of the Commercial Curriculum. Bus Ed World 19:213-215. November, 1938.

BALDWIN, DOROTHY M.

Suggestions for Improving Teaching Techniques in Retail Selling Through Correlation with other Subjects. Eleventh Yearbook ECTA 289-294. 1938.



BALDWIN, MARY L.

Extra-Curricular Activities in Secondary Schools.  
Ball State Com Journ 10:7-8. November, 1938.

BARGEN, BERNHARD

Instruction Sheets in Typewriting. Bus Ed World 18:  
564-565. March, 1938.

Instruction Sheets in Typewriting. Bus Ed World 18:  
467-470. February, 1938.

BARNHART, WILBUR S.

Office Machines and Business Education. Nat Bus Ed  
Quar 6:44-46. May, 1938.

BECKERT, R. F.

Consumer Protection by Private and Semiprivate Agencies.  
Journ Bus Ed 14:21-22, 29. December, 1938.

BERTSCHI, LLOYD

When Teaching Accruals. Bus Ed World 19:283-286.  
December, 1938.

BETTMANN, OTTO

The Rise of Accounting. Bus Ed World 19:120-121.  
October, 1938.

BLACKSTONE, E. G.

Essential Records for Commercial Departments. Bus Ed  
World 19:269-271, December, 1938.

BOGNER, HOWARD F.

Business Behavior--Its Place in the Curriculum. Fourth  
Yearbook NCTF 150-159. 1938.

BOOKKEEPING

A Method of Assigning Practice Work in Bookkeeping.  
Orville H. Palmer. Balance Sheet 20:116-135. November,  
1938.

Concrete and detailed plans are given here for  
assigning practice work.

Teaching Bookkeeping Sets more Effectively. P. W.  
Cutshall. Balance Sheet 20:61-64. October, 1938.

This article shows the importance of preparing  
students for their practice sets by the use of  
newspaper articles.

Why Some Bookkeeping for Every High School Student?  
Paul R. Alfonsi. Balance Sheet. 20:9-10. September,  
1938.

In this article the author points out some examples  
of the importance of a knowledge of bookkeeping.

## BOOKKEEPING

Missouri State Course of Study. W. V. Cleek. Balance Sheet 19:310-327. March, 1938.

The course of study and a discussion of it are given in this article.

When Teaching Accruals. Lloyd Bertschi. Bus Ed World 19:283-286. December, 1938.

The author shows how to relate the teaching of accruals to the previous known experience of the student.

Simplifying Closing Procedures. J. L. Briggs. Bus Ed World 19:117-119. October, 1938.

This article is in the nature of a reply to Harvey A. Andruss' article "Simplifying Bookkeeping Closing Procedures," published in May issue of Bus Ed World, 1938.

Simplifying Bookkeeping Closing Procedures. Harvey A. Andruss. Bus Ed World 18:719-722. May, 1938.

The trend toward shortening the bookkeeping course necessitates a simpler method of teaching closing of the ledger; a plan is offered.

A One-Year Course in Bookkeeping. A. O. Colvin. Bus Ed World 18:635-637. April, 1938.

General objectives, specific objectives and vocational opportunities for a one-year bookkeeping course.

A One-Semester Course in Nonvocational Bookkeeping. Lloyd V. Douglas. Bus Ed World 18:355-358. January, 1938.

A plan for shortening the bookkeeping course to one semester with emphasis on the social values.

Whither the Bookkeeping Course? Sophie Shinke. Journ Bus Ed 14:19-20. December, 1938.

This article discusses the expanding opportunities for employment in bookkeeping and emphasizes the rapid strides being made in machine bookkeeping.

The Fundamental Equation of Bookkeeping. Arthur C. Kelley. Journ Bus Ed 14:17-18. October, 1938.

This article discusses the advantages of this type of approach.

Farm Bookkeeping for the Rural School. Robert Finch. Journ Bus Ed 14:11-12. September, 1938.

This article presents the difference between rural and city bookkeeping and suggests methods for merging the two.

## BOOKKEEPING

In defense of the Bookkeeping Equation. E. R. McIsaac. Journ Bus Ed 13:14. April, 1938.

This article contends that though the equation approach is not perfect it is the best or the most adequate method of presenting the subject.

The Bookkeeping Equation is Fundamental. Harry H. Hatcher. Journ Bus Ed 13:13-14. April, 1938.

This article upholds the contention that the equation is fundamental. It is in answer to those attacking this premise.

The Next Step in the Balance Sheet Approach. Herbert A. Tonne. J. Dewberry Copeland. Journ Bus Ed 13:13-14. February, 1938.

A discussion of the interpretative phases of bookkeeping.

The Teacher of Bookkeeping Provides for Varying Abilities of Pupils. Bernard A. Shilt. Eleventh Yearbook ECTA. 1938.

A plan is suggested for providing for individual differences of bookkeeping students.

Getting the Best Results in Teaching Bookkeeping Classes. R. L. Rahbar. Ball State Com Journ 10:13-14. November, 1938.

Suggested procedures for starting instruction in bookkeeping; aims and objectives; motivation.

Tying up Bookkeeping Instruction with Business. R. O. Skar. Fourth Yearbook NCTF 140-150. 1938.

This article attempts to show how bookkeeping can be taught so as to present a composite system which is applicable to all types of business.

Measuring the Outcomes of Bookkeeping Instruction. Paul L. Salsgiver. Bus Ed World. 18:547-550. March, 1938.

Suggestions for improvement of testing in bookkeeping.

## BOWERS, FRANCES B.

Trends in Commercial Education. Balance Sheet 20:52-55. October, 1938.

Trends in Commercial Education. Balance Sheet 20:4-5, 47. September, 1938.

## BOWMAN, NEAL

Vocational Training in the Distributive Field. Balance Sheet 19:255-258. February, 1938.

## BREIDENBAUGH, V. E.

Commercial Contents. Bus Ed World 19:325-326. December, 1938.

BREWINGTON, ANNE

A Critical Review of the Various Methods of Teaching Shorthand. Fourth Yearbook NCTE 185-195. 1938.

BRIGGS, J. L.

Simplifying Closing Procedures. Bus Ed World 19:117-119. October, 1938.

BROCKMANN, CHARLES

Teaching the Use of Libraries in Commercial Schools. Journ Bus Ed 14:27-28. September, 1938.

BROOK, H. E.

The Business Field Trip in the Secondary Schools. Bus Ed World 18:700-704. May, 1938.

BUCHER, K. EZRA

Administration of Duplicating in a Small High School. Journ Bus Ed 13:12. March, 1938.

#### BUSINESS AND EDUCATION

The Relation of Business Education to General Education. Earl R. Douglass. Balance Sheet 19:247-288. February, 1938.

How general education trends are likely to influence business education.

School and Business Must Cooperate. G. D. Carpenter. Bus Ed World 19:166. October, 1938.

A business man discusses the attitude of the business world toward the products of our educational systems.

What "White-Collar" Business Expects of High School Graduates. G. A. Prosser. Bus Ed World 18:525-528. March, 1938.

The qualifications and demands made by business on the graduate of high schools.

The Commercial Teacher and the Business Man. Lloyd H. Hayes. Journ Bus Ed 13:17-18. February, 1938.

From the business man the teacher should get the answer to the question "What shall I teach in my commercial curriculum?"

Fuzzy-Mindedness or Realistic Thinking? Ralph R. Rice. Balance Sheet 20:106-108. November, 1938.

The author maintains that vocational efficiency is more than the acquisition of certain skills.

Principles to be Observed in Determining the Scope and the Content of Business Subjects. Benjamin R. Haynes. Balance Sheet 20:100-105. November, 1938.

The author contends that the scope of business education includes any subjects or experiences related to business that are needed to help the pupils attain their goals.

## BUSINESS EDUCATION

Trends in Commercial Education. Frances B. Bowers. Balance Sheet 20:52-55. October, 1938.

Comments on the changes in commercial education and their significance to curriculum revision.

The Contribution of Business Education to Citizenship Training. Walter A. Kumpf. Balance Sheet 20:11-13. September, 1938.

"Business plays such a large part in our daily lives, education for citizenship is incomplete without business training."

A Fundamental Philosophy for Business Education. Lloyd V. Douglas. Balance Sheet. 19:208-227. January, 1938.

Discussion of the six essential points the teacher should keep in mind concerning a sound philosophy of business education.

The Relation of Business Education to General Education. David Weglein. Balance Sheet 19:196-197, 240. January, 1938.

A discussion of how the problems of administration and supervision in commercial education differ from those of general education.

Trends in Commercial Education. Frances B. Bowers. Balance Sheet 20:4-5, 47. September, 1938.

Comments on the changes in commercial education and their significance to curriculum revision.

Business Education is and must Remain Vocational. P. O. Selby. Bus Ed World 19:265-268. December, 1938.

The arguments against vocational education are given; a definition of vocational education is given; what vocational education is not.

Expanding Business Education to Meet Present Conditions. Earl R. Douglass, Ph. D. Bus Ed World 19:19-22. September, 1938.

Suggesting changes in the curriculum to bring business education to more people.

Integration in Business Education. Roy G. Price. Bus Ed World 18:739-740. May, 1938.

A plan is proposed for integrating the various business subjects.

Mr. Deal Goes to School. Don T. Deal. Bus Ed World 18:711-713. May, 1938.

A study of business methods used at Marshall Field's.

The Business Field Trip in the Secondary Schools. H. E. Broom. Bus Ed World 18:700-704. May, 1938.

Information concerning the value of the opportunities for, and the technique of using the field trip in business education courses in secondary school.

## BUSINESS EDUCATION

Business Education's Contributions to General Secondary Education. L. R. Kilzer. Bus Ed World 18:529-532. March, 1938.

Business education, even narrowly conceived, makes many worth-while contributions to secondary education in general according to the author.

Providing for Individual Differences among Commercial Students. F. S. Jacobson. Bus Ed World 18:344-348. January, 1938.

Several plans are proposed for providing for individual differences.

Not Always to the Swift. Jessica J. Tremmer. Journ Bus Ed 14:9-10, 18. November, 1938.

Case studies in vocational ability are presented in this article.

Helps in Teaching Business Letter Writing. Carl Naether. Journ Bus Ed 14:15-16. October, 1938.

This article deals with methods of increasing a student's knowledge of standard english and ability to write it acceptably.

Criticism, Comment and Challenge. Frederick G. Nichols. Journ Bus Ed 14:9. October, 1938.

A plea for more integrity in business education.

Teaching the use of Libraries in Commercial Schools. Charles Brockmann. Journ Bus Ed 14:27-28. September, 1938.

Cultivating the library habit among commercial students; suggestions for starting a library.

Business Education Facts and Trends in New Jersey. C. W. Hamilton. Journ Bus Ed 13:18. June, 1938.

A study of teacher loads, enrollment trends; popularity of the various commercial courses as reflected by the number taking them.

Articulation Between Secondary Schools and Collegiate Schools of Business. S. Howard Patterson. Journ Bus Ed 13:9-11. April, 1938.

The reasons for a closer cooperation between high schools and colleges of business education are outlined in this article.

Reformation of the German Vocational Training System for Commerce and Trade. Frederick Feld. Journ Bus Ed 13:19. March, 1938.

An explanation of how human beings and labor opportunities are brought together in the German system of vocational education.



**BUSINESS EDUCATION**

Characteristics of Graduate and Undergraduate Work in Business Education. Robert N. Tarkington. Journ Bus Ed 13:15-16. January, 1938.

A New York University graduate class in Business Education gives its opinions on what differentiates work on these two levels.

Business Education on the Junior College Level. C. D. Cocanower. Nat Bus Ed Quar 6:15-17. March, 1938.

Objectives and courses of study for terminal course in business education at the Phoenix, Arizona, Junior College.

Tests in Business Education. Irving Springer. First Yearbook SBEA. 1938.

This summary includes some of the different types of tests and suggests ways of using them.

Commercial Teaching and the New Psychology of Training. Raymond H. Wheeler. Fourth Yearbook NCTF 1-11. 1938.

Learning is promoted by dynamic teaching and by dynamic teachers. They must be emotionally disciplined and stable. They must be unafraid in the classroom.

Individual Differences and Commercial Education.

Robert S. Ellis. Fourth Yearbook NCTF 60-68. 1938.

Individual differences are nearly always differences in degree or amount of the same thing; that is, they are quantitative, according to the author.

Factors of Learning--Materials of Instruction. Paul A. Carlson. Fourth Yearbook, NCTF 80-90. 1938.

The author discusses three types of learning (1) acquisition of a physical skill, (2) acquisition of an idea, (3) combination of both types.

Factors of Learning--Study Activities. Catherine F. Multy. Fourth Yearbook NCTF 109-122. 1938.

This article deals with the activities involved in studying commercial subjects.

Making Letter Writing Interesting. Leo Van Meer. Balance Sheet 19:396,417. May, 1938.

Various devices for arousing interest and maintaining enthusiasm are given in this article.

Teaching Correspondence Through Class Discussion. Carl Waether. Bus Ed World. 18:717-718. May, 1938.

This article demonstrates how to promote student interest through class discussion.

**BUSINESS ENGLISH**

Uniting Classroom Methods in Business English with Business Practice. F. H. Sumrall. Fourth Yearbook NCTF 166-178. 1938.

This article suggests methods of achieving the objective of functional English.

Correlating English With Shorthand. Rhoda Tracy. Bus Ed World 18:626-628. April, 1938.

A plan for cultivating the use of correct english along with transcribing skill.

**BUSINESS LAW (see Commercial Law)****BUSINESS MACHINES (see Office Machines)****BUSINESS SCHOOLS**

Private Business Schools in New York. William S. Risinger. Journ Bus Ed 14:17-18. November, 1938.

An analysis of the needs and aims of the private business schools.

Graduate Business Department of Los Angeles Metropolitan High School. Mildred L. Davidson. Journ Bus Ed 13:9-10. June, 1938.

This article contains: courses offered student personnel, counseling and guidance, placement service, employer conferences of the graduate school.

Typewriting Department in a Private Business School. Nina K. Richardson. Journ Bus Ed 13:17-18. March, 1938.

Looking Forward--What Should be the Curriculum of the Private School. Pernin H. Q. Taylor. Eleventh Yearbook ECTA 333-337. 1938.

The curriculum of the future will include the necessary skills to achieve the greatest efficiency possible, plus a better understanding of the functions of business, according to the author.

Looking Forward--What Should be the Employment Obligations of the Private School to its Graduates? P. S. Spangler. Eleventh Yearbook ECTA 338-343. 1938.

No private school can honestly guarantee a position for they do not know the demand for tomorrow. A definite policy is outlined in this article.

Looking Forward--What Should be the Qualifications of Teachers in the Private School. E. O. Fenton. Eleventh Yearbook ECTA 344-348. 1938.

Physical requirements; personality requirements; mental qualifications; educational qualifications; practical experience.

## BUSINESS TEACHERS

The Supply and the Demand for Commercial Teachers in the High Schools of the United States. R. N. Tarkington. Balance Sheet 19:259-260, 274. February, 1938.

The findings of a survey on employment opportunities for commercial teachers in the U. S. are given in this article.

A Four-Year Program in Commercial Teacher Training. James M. Thompson. Journ Bus Ed 14:9-10, 16. December, 1938.

This article contains a detailed program for the preparation of commercial teachers at the Eastern Illinois State Teachers College.

The Selection and Training of Teachers of Vocational Commercial subjects. Irma Ehrenhardt. Journ Bus Ed 14:19-20, 22. November, 1938.

This article reveals what is being done among teacher-training institutions in the U. S. toward a progressive program of selection, admission, elimination and final certification for teaching.

Factors of Learning--The Role of the Teacher. J. N. Given. Fourth Yearbook NCTF 90-101. 1938.

This article contains a discussion of the characteristics that should be possessed by the successful teacher.

CARLSON, PAUL A.

Factors of Learning--Materials of Instruction. Fourth Yearbook NCTF 80-90. 1928.

CARPENTER, G. D.

School and Business Must Cooperate. Bus Ed World 19:166. October, 1938.

CARVER, CECIL C.

A Few Notes on the Typewriting Approach. Bus Ed World 19:272-274. December, 1938.

CHAIM, HENRY I.

Whither Consumer Education? Journ Bus Ed 13:11-12, 14. May, 1938.

CHEEK, W. V.

Missouri State Course of Study. Balance Sheet 19:308-310, 327. March, 1938.

CLARK, EDITH

Correlating Typing Training with Business Requirements. Fourth Yearbook NCTF 200-208. 1938.

## CLERICAL WORK

Suggestions for Improving Teaching Procedures and Devices in the Teaching of Filing. Norma Louise Cofren. Eleventh Yearbook ECTA 265-278. 1938.

The author contends that it is not enough to teach the theory of filing. To be of constructive help, we must be able to show how the theory is applied.

## CLEVENGER, EARL

Pen versus Pencil. Journa Bus Ed 13:15-16. June, 1938.

## COATES, T. H.

Course of study in Consumer Business Education. First Yearbook SBEA. 1938.

The Status of and Trends in Consumer Business Education in the South. First Yearbook SBEA. 1938.

## COCANOVER, C. D.

Business Education on the Junior College Level. Nat Bus Ed Quar 6:15-17. March, 1938.

## COFREN, NORMA LOUISE

Suggestions for Improving Teaching Procedures and Devices in the Teaching of Filing. Eleventh Yearbook ECTA 265-272. 1938.

## COLVIN, A. O.

Consumer Economics. Bus Ed World 18:267-268. January, 1938.

Introduction to Business. Bus Ed World 18:462-464. February, 1938.

A One-Year Course in Bookkeeping. Bus Ed World 18:635-637. April, 1938.

## COMMERCIAL ARITHMETIC

Business Arithmetic in the Twelfth Year. Grace M. Kennedy. Journ Bus Ed 14:21-22. November, 1938.

"It is a generally accepted principle that subjects which are to be used vocationally should be placed in the curriculum as near as possible to the time of their vocational use."

How Consumer Values May be Developed in Introduction to Business and Business Arithmetic. Frank Piazza. Eleventh Yearbook ECTA. 1938.

How the consumer values are developed through the teaching of arithmetic in the Junior High School.

Arithmetic of Business. Lawrence N. Pease. Fourth Yearbook NCTF 132-140. 1938.

A discussion of a study made to determine what arithmetic was used by workers in business occupations.



COMMERCIAL EDUCATION (see Business Education)

COMMERCIAL LAW

Commercial Law. Harvey A. Andruss. Fourth Yearbook NCTF 159-166. 1938.

Aims and objectives; methods of presentation; necessity for business people to have a knowledge of; necessity of training better jurors.

Course of study in Business Law. Solon Gentry. First Yearbook SBEA. 1938.

An analysis of the general and specific objectives, the methods of motivation and teaching procedures in the study of business law.

Law for the Layman. Harvey A. Andruss. Journ Bus Ed 14:24-25. September, 1938.

Business law as consumer education; a plea for a wider dissemination of legal information.

The Reason of the Law Ceasing, The Law Itself Ceases. Cuddie E. Davidson. Bus Ed World. 18:471. February, 1938.

Obsolescent laws and the problem of their removal from the statute books are discussed in this article.

Some Popular Fallacies of the Law. P. B. S. Peters. Balance Sheet. 19:204-206, 230. January, 1938.

Misconceptions concerning legal tender, wills, doctors, judicial sales, names, jury service, patents, witnesses.

COMMERCIAL TEACHERS (see Business Teachers)

COMMITTEE REPORT

National Vocational Ability Tests. Eleventh Yearbook ECTA 309-330. 1938.

CONSUMER EDUCATION

Business and Community Aids in Teaching Consumer Education. Ray G. Price. Fourth Yearbook NCTF 263-269. 1938.

Use of business men in the community; field trips; student investigations.

The Buying Habits and Home Conditions of People in Small Towns. Ivan Dale Prough. Ball State Con Journ 10:3-5, 16. November, 1938.

This study inquires into the buying habits of residents of Middletown, Indiana.

What Should be Done to Develop Personal Utility or Consumer Values Through the Teaching of Business Subjects? William M. Polishook. Eleventh Yearbook ECTA. 1938.

A discussion of the subject matter of Consumer Education with a presentation of some new problems with a warning as to the emphasis.

Course of Study in Consumer Business Education. T. H. Coates. First Yearbook SBEA. 1938.

A discussion of the demand for, stages in the development of and economic trends in consumer business education.

The Status of and Trends in Consumer Business Education in the South. T. H. Coates. First Yearbook SBEA. 1938.

A summary of the nature and extent of consumer business education offerings in the southern states.

A Program for Consumer Business Education in the High School. Parker Liles and Herman A. Ellis. First Yearbook. SBEA. 1938.

Observations and conclusions on the general scope and objectives of consumer business education for high school students.

Another Evaluation of Consumer Education. Milton C. Olson. Journ Bus Ed 13:21-22. February. 1938.

The author evaluates consumer education from the standpoint of the time element, immaturity of the students, qualification of the teachers.

A National Study of Consumer Business Education. Paul S. Lomax. Journ Bus Ed 13:14-16. March, 1938.

This article deals with the extent and scope of consumer education in the U. S.

Education of the Commercial Teacher in Consumer Goods. Edward Reich. Journ Bus Ed 13:17-18. April, 1938.

A concrete plan for education the teacher in consumer's goods is presented in this article.

Whither Consumer Education? Henry I. Chaim. Journ Bus Ed 13:11-12, 14. May, 1938.

In this article the author questions some of the concomitant outcomes of consumer education.

Consumer Protection by Private and Semiprivate Agencies. R. F. Beckert. Journ Bus Ed 14:21-22, 29. December, 1938.

The sources from which consumer education can be obtained are listed in this article.

Consumer Economics. A. O. Colvin. Bus Ed World 18:367-368. January, 1938.

The necessity for constructive teaching of effective business and economic principles to all high school students.

## CONSUMER EDUCATION

The Counting House. James A. McFadzen. Bus Ed World 18:435-438. February, 1938.

Consumer education lesson plan for record keeping and budgeting.

Consumer Education in the Business Curriculum. Henry Harop. Bus Ed World 18:613-619. April, 1938.

Suggestions for adjusting the business curriculum to the problems of the students' potential economic level.

The Consumer Must be Educated. Marilyn Parks. Bus Ed World 19:9-14. September, 1938.

A discussion of effective devices of educating the consumer.

Consumer Education in the Senior High and Junior College. Earl W. Atkinson. Bus Ed World 19:239-241. November, 1938.

This article reviews the status of the consumer education courses, the growth of the movement and content of the courses.

Consumer Education Notes. Ray G. Price. Bus Ed World 19:329-330. December, 1938.

Mr. Price believes the school has a responsibility in respect to the future wage earners. In this article he gives statistics and makes suggestions.

Is Consumer Business Education a Fad? Herbert A. Tonne. Balance Sheet. 19:304-307. March, 1938.

A discussion of the trends in consumer business education.

The Consumer Concept. Robert Frembling. Balance Sheet 19:399. May, 1938.

A discussion of the formulation of a sound philosophy concerning consumer education.

## COOPERATIVE EDUCATION

Part-time Cooperative Office Jobs. Randle E. Dahl. Fourth Yearbook NCTE 313-319. 1938.

Discussion of the pairing method of instruction; predictions for the future of this type of educational procedure.

Limitations and Weaknesses of Part-time Cooperative Business Education. C. A. Nolan. Fourth Yearbook NCTE 291-299. 1938.

Progress in this field has been negligible; administration authorities in the school must be keenly interested; must have variety of stores.

## COOPERATIVE EDUCATION

History and Theory of Part-time Cooperative Work.  
George H. Haines. Hourth Yearbook NCTF 282-290.  
1938.

The author defines cooperative education as part-time schooling that makes possible an opportunity for students regularly enrolled in school or college to gain outside practical experience.

Cooperative Commercial Course. Margaret L. Kane. Journ Bus Ed 13:19-20. May, 1938.

The program for a cooperative commercial course in Wilmington, Delaware is outlined in this article.

Commercial School Students need Apprenticeship. Helenora M. Strackan. Balance Sheet 19:394-419. May, 1938.

A discussion of the need for Cooperative training for commercial students.

## CONTESTS

Commercial Contests. V. E. Breidenbaugh. Bus Ed World 19:325-326. December, 1938.

Mr. Breidenbaugh offers suggestions toward the improvement of the contest idea.

## COURT STENOGRAPHERS (see Stenography, Court.)

COX, FREDERICK G.

An Experiment in Transcription. Bus Ed World 19:97-99  
October, 1938.

COX, PHILLIP W. L.

Social Policy and the George-Deen Act. Journ Bus Ed 14:20-21. September, 1938.

CRAWSHAW, MARSHALL R.

Office Practice Classes. Journ Bus Ed 13:15-16 May, 1938.

## CURRICULUM

Business Behavior--Its Place in the Curriculum. Howard F. Bogner. Fourth Yearbook NCTF 150-159. 1938.

The author suggests methods for integrating the teaching of office behavior with the various other commercial subjects.

Factors to be considered in Reconstructing the Commercial Curriculum. William R. Odell. Fourth Yearbook NCTF 47-60. 1938.

The author contends we should adopt a realistic attitude toward the values which we claim for our various commercial subjects.



NOV 27 1942

CURRICULUM

The Function of the Curriculum in Helping the Pupil to Achieve Desirable Goals. Vierling Kersey. Fourth Year-book NCTF 32-47. 1938.

"As the purpose of education is not merely adjustment to the status quo, but also to an evolving social order, continuous curriculum revision is necessary."

Providing Types of Business Education That Will Meet the Needs of the Changing Character of the Secondary School Population. J. Murray Hill. Eleventh Yearbook ECTA. 1938.

The author contends that the schools should offer subjects which will continue to occupy the minds of thinking men after school days are over.

Commercial Curriculum Suggestions. Winifred West. Journ Bus Ed 13:9-10. January, 1938.

This article gives a plan for the sequence of subjects in a small high school.

The New and the Old in Curriculum Construction. Vera Mignon Amerson. Journ Bus Ed 13:9-10. February, 1938.

A discussion of the new emphasis and new philosophy behind curriculum making.

A Curriculum Study of Commercial Education. Louise Hair, Ida Wallace. Journ Bus Ed 13:9-10. May, 1938.

The article presents the results of a curriculum study made of the commercial division of secondary education in thirty-seven cities.

A Commercial Curriculum for the Small High School. Charles Apel. Bus Ed World 18:561-563. March, 1938.

Suggested curriculum for small high schools; aims and objectives; offerings on different grade levels; personal use values stressed.

Enrichment of the Commercial Curriculum. Rufus C. Balaam. Bus Ed World 19:213-215. November, 1938.

The author makes suggestions on how to expand and enrich the commercial curriculum.

CUTSHALL P. W.

Teaching Bookkeeping Sets More Effectively. Balance Sheet 20:61-64. October, 1938.

DAHL, RANDLE E.

Part-time Cooperative Office Jobs. Fourth Yearbook NCTF 313-319. 1938.

DAVIDSON, MILDRED L.

Graduate Business Department of Los Angeles Metropolitan High School. Journ Bus Ed 13:9-10. June, 1938.

DAVIDSON, CUDDIE E.

The Reason of the Law Ceasing, the Law Itself Ceases. Bus Ed World 18:471. February, 1938.

DAVIS, BENJAMIN

A Diversified Occupations Program. Journ Bus Ed 13:11-12. June, 1938.

DAVIS, CLIFFORD M.

Secretarial Accounting. Bus Ed World 18:438-439. February, 1938.

DAVIS, ELSIE MARES

The Job for Me. Balance Sheet 20:110-111, 144. November, 1938.

DAVIS, LESLIE M.

How the Consumer Values May be Developed in Social-Business Subjects. Eleventh Yearbook, ECTA. 1938.

DEAL, DON T.

Mr. Deal Goes to School. Bus Ed World 18:711-713. May, 1938.

DEWEY, GODFREY

Shorthand for General Use--If Not, Why Not? Journ Bus Ed 13:10-11. March, 1938.

#### DISTRIBUTIVE EDUCATION

Part-time Cooperative Selling Jobs. Marion B. Tombaugh. Fourth Yearbook NCTF. 300-312. 1938.

A discussion of the alternate school and store plan; occasional practice plan.

Timely Warning. Hollis Preston Guy. Nat Bus Ed Quar 6:39-41. May, 1938.

The Possible pitfalls foreseen in the Distributive Education program are presented in this article.

Vocational Education for the Distributive Occupations in Michigan. George H. Fern. Nat Bus Ed Quar 6:35-38. May, 1938.

This article deals with what the state of Michigan is doing with their distributive education program under the George-Deen Act.

The Cleveland Retail Store Course. Myrtle Glueck. Nat Bus Ed Quar 6:20-33. May, 1938.

A complete retail store course plan is given and outlined in this article.

## DISTRIBUTIVE EDUCATION

Distributive Education. E. Frank Kyker. Nat Bus Ed Quar 6:33-35. March, 1938.

This article attempts to give a general idea of the nature of this program.

The George-Deen Act and its Relation to Vocational Business Education. Clinton A. Reed. Eleventh Yearbook NCTA 297-305. 1938.

The author contends that now students who take vocational business courses should be more carefully selected and more students should be directed into the retail selling field.

How to Create Consumer Values in Merchandising Courses. Marion Toonen. Eleventh Yearbook NCTA. 1938.

Since the information the salesperson should have is also what the consumer wants to know the course in Retail Selling presents an excellent opportunity to teach consumer values.

A Diversified Occupations Program. Benjamin F. Davis. Journ Bus Ed 13:11-12. June, 1938.

A discussion of the organization, establishment and operation of the program.

Social Policy and the George-Deen Act. Phillip W. L. Cox. Journ Bus Ed 14:20-21. September, 1938.

A plea for more emphasis on the social aspects of the George-Deen Act.

Qualifications for Teachers of Distributive Education. Kenneth B. Haas. Journ Bus Ed 14:13-16. October, 1938.

This report suggests requirements for teachers of distributive education. Five are listed; (1) general education, (2) technical training, (3) Professional training, (4) occupational experience, (5) Teaching experience.

Distributive Education in Tennessee. Marion Lyndon. Journ Bus Ed 14:17-18. December, 1938.

This relates the methods practiced by the distributive education classes of the University of Tennessee.

School and Business Cooperate. Carl J. Kemetz. Bus Ed World 19:55-58. September, 1938.

Providing practical business training for salesmanship students in the Greenwich, Connecticut, high school.

Distributive Education--A Challenge to the Business Educator. Jack Milligan. Bus Ed World 19:89-92. October, 1938.

The article suggests several methods of focusing attention of the business educator on the program of distributive education.

**Distributive Education Objectives and Achievements.**  
Kenneth E. Haas. Bus Ed World 19:278-282. December, 1938.

"The social-economic objectives of distributive education should be considered the fundamental basis for intelligent participation in the program."

**Vocational Training in the Distributive Field.** Neal Bowman. Balance Sheet 19:255-258. February, 1938.

**Cooperative Training in Salesmanship in Smaller Cities and Towns.** R. T. Patrick. Balance Sheet, 19:392-393. May, 1938.

A cooperative project allowing the students to take over the operation of a store is discussed and outlined.

**Vocationalizing Commercial Subjects in Kittanning High School.** Thomas E. Miller. 20:114-115. November, 1938.  
The development of a vocational commercial project within the school itself.

**An Analysis of the George-Deen Act.** F. V. Unzicker. Balance Sheet 20:164. December, 1938.

This analysis is based upon information gathered from conferences and various state plans.

**DOTSON, OSCAR W.**  
Textbooks in Economic Geography. Bus Ed World 18:727-728. May, 1938.

**DOUGLAS, LLOYD V.**  
A One-Semester Course in Nonvocational Bookkeeping. Bus Ed World 18:355-358. January, 1938.

**A Fundamental Philosophy for Business Education.** Balance Sheet 19:207-208, 227. January, 1938.

**DOUGLASS, HARL R.**  
The Relation of Business Education to General Education. Balance Sheet 19:244-247, 288. February, 1938.

**Expanding Business Education to Meet Present Conditions.** Bus Ed World 19:19-22. September, 1938.

**DU FRAIN, VIOLA**  
The Adaptation Approach in Teaching Shorthand. Fourth Yearbook NCTE 195-199. 1938.



## ECONOMIC GEOGRAPHY

Field Work in Economic Geography. H. O. Lathrop. Bus Ed World 18:551-554. March, 1938.

A discussion of the law of apperception as applied to the learning process; the value of field trips in teaching.

Textbooks in Economic Geography. Oscar W. Dotson. Bus Ed World 18:727-728. May, 1938.

An examination of eight textbooks in Economic Geography as to content, makeup, illustrations, etc.

Vitalizing the Study of Economic Geography. H. Harrison Russell. Bus Ed World 18:815-818. June, 1938.

A plan for relating activities of the pupils to life situations.

Geographic Principles in Economic Geography. Douglas C. Ridgley. Bus Ed World 19:205-207. November, 1938.

A discourse on the meaning of geographic principles and geographic factors, and the application to appropriate situations.

Economic Effects of the New England Hurricane. George F. Howe. Bus Ed World 19:290-292. December, 1938.

A description of various results of the new England hurricane of 1938, and the economic effects.

## ECONOMICS

Economic Education for the Average Man. Louis Bader. Journ Bus Ed 13:21-22. June, 1938.

A plea for the treatment of economic facts and principles on the level of the masses.

Suggestions for Vitalizing Economics. Richard M. Kirby. Journ Bus Ed 14:23-24. November, 1938.

This article deals with motivating devices for teaching economics and suggestions for arousing enthusiasm for study.

The Economic Workshop. Ina M. McCausland. Balance Sheet 19:300-303. March, 1938.

An extra-class activity at South Portland High School South Portland, Maine.

A Teaching Unit in Economic Geography. Zoe A. Thralls. Balance Sheet. 19:340-343, 384. April, 1938.

Suggested methods of presenting a teaching unit on the relation of our wheat production to the world situation.

If We Must Test, Let's Enjoy It. Ina M. McCausland. Balance Sheet 19:349-352, 375. April, 1938.

This article is concerned with teaching and testing in economics.

## ECONOMICS

Are We Economic Illiterates? William E. Haines. Balance Sheet 19:353-354. April, 1938.

The need for a wider diffusion of economic education is discussed in this article.

The Romance of Economics in Current News. Ina M. McCausland. Balance Sheet 19:388-390, 419. May, 1938.

Dramatizing the teaching of economics by use of current periodicals.

EDUCATION AND BUSINESS (see Business and Education)

EDUCATIONAL ASSOCIATIONS (see Associations)

## EHRENHARDT, IRMA

The Selection and Training of Teachers of Vocational Commercial Subjects. Journ Bus Ed 14:19-20,22. November 1938.

The National Clerical Ability Tests and National Certificates. Journ Bus Ed 13:7. March, 1938.

## ELLIS, HERMAN A

--and Liles, Parker

A Program for Consumer Business Education in the High School. First Yearbook SBEA. 1938.

## ELLIS, ROBERT I.

Individual Differences and Commercial Education. Fourth Yearbook NCTF 60-68. 1938

ENGLISH (see Business English)

## EXTRA-CURRICULAR ACTIVITIES

Extra-Curricular Activities in Secondary Schools. Mary L. Baldwin. Bass State Com Journ 10:7-8. November, 1938.

This article points out that there is a need for more integration of the school and the business world; activities are suggested which will bring this about.

Projects for the Commercial Club. Robert H. Scott. Bus Ed World 18:577-578. March, 1938.

Devices for stimulating interest in commercial club work.

Student Extra-Curricular Activities. Florence M. Wallace. Bus Ed World 19:153-155. October, 1938.

Extra curricular activities are important in helping to develop personality. Suggestions are made for leisure-time activities of the commercial student.

## EXTRA-CURRICULAR ACTIVITIES

A Dime a Week Does It. J. G. Pritchard. Balance Sheet 19:395, 432. May, 1938.

Financing your extra-curricular activities through a weekly deposit plan.

Yesterday and Today. Robert E. Finch. Bus Ed World 19:229-233. November, 1938.

A commercial club play is presented in its entirety in this article.

The Mimeographed School Annual. Robert Finch. Balance Sheet 20:152-154. December, 1938.

The various problems encountered in publishing a school annual are discussed.

## EYRICK, GRACE L.

How the Teacher of Introduction to Business and Business Arithmetic may Develop Desirable Personal Qualities in His Pupils. Eleventh Yearbook NCTA 1938.

## FAIRHELLER, E. F.

How the Teacher of Secretarial Subjects May Develop Desirable Personal Qualities in His Pupils. Eleventh Yearbook NCTA. 1938.

## FARRIS, KENNETH D.

Course of study in Gregg Shorthand. First Yearbook SEEA 1938.

## FARSGARD, FRED J.

Office Practice and Ability Levels. Journ Bus Ed 14:11-13 November, 1938.

## FAUCETTE, MARTHA B.

Motivating and Appraising Typing Practice. Fourth Yearbook NCTF 209-219. 1938.

## FELD, FREDERICK

Reformation of the German Vocational Training System for Commerce and Trade. Journ Bus Ed 13:19. March, 1938.

## FENTON, E. O.

Looking Forward--What Should be the Qualifications of Teachers in the Private School. Eleventh Yearbook NCTA 344-348. 1938.

## FENN, GEORGE H.

Vocational Education for the Distributive Occupations in Michigan. Nat Bus Ed Quar 6:35-38. May, 1938.

## FINCH, ROBERT

The Mimeographed School Annual. Balance Sheet 20:152-154. December, 1938.

**FINCH, ROBERT**

Farm Bookkeeping for the Rural School. Journ Bus Ed  
14:11-12. September, 1938.

Yesterday and Today. Bus Ed World 19:229-233. November,  
1938.

**FORNESTER, GERTRUDE**

A Vocational, Avocational and Homeroom Guidance Program.  
Balance Sheet 20:14. September, 1938.

**FOSTER, WILLIAM H.**

Error Checking After the Pretest. Bus Ed World 19:31-32.  
September, 1938.

Shall We Carelessly Say It's Carelessness? Bus Ed World  
18:557-559. March, 1938.

Shall We Carelessly Say It's Carelessness? Bus Ed World  
18:451-453. February, 1938.

**FREMLING, ROBERT**

The Consumer Concept. Balance Sheet 19:399. May, 1938.

**GABRIEL, P.**

How to Enrich the Study of Industrial or Commercial Geo-  
graphy. Balance Sheet 20:65. October, 1938.

**GEENEY, WARD B.**

Suggestions for Improving Teaching Techniques in Retail  
Selling and Advertising Through Correlation with Non-  
School Education. Eleventh Yearbook, ECTA 279-288.  
1938.

**GENERAL BUSINESS SUBJECTS**

A General Business Course for Non-Commercial Pupils.  
Heber M. Ryan. Bus Ed World 18:423-427. February, 1938.  
The author maintains that there is a rapidly growing  
demand for General Business on the eleventh and  
twelfth grade levels.

Introduction to Business. A. O. Colvin. Bus Ed World  
18:463-464. February, 1938.

The author presents reasons for his contention that  
this course is second in importance in the business  
curriculum only to consumer economics.

Crackpotism or Civilized Thinking? Ralph R Rice. Balance  
Sheet 20:148. December, 1938.

A plea for a sensible approach to evaluating our  
business system.



**CENTRY, SOLOM**

Course of Study in Business Law. First Yearbook SBEA.  
1938.

**GEOGRAPHY, COMMERCIAL**

How to Enrich the study of Industrial Commercial Geography. P. Gabriel. Balance Sheet 20:65. October, 1938.  
Devices for motivating and enriching the geography course are discussed in this article.

**GIBSON, JESSIE J.**

The Purchasing Power of Personality. Journ Bus Ed 14:  
9-10. September, 1938.

The Purchasing Power of Personality. Journ Bus Ed 14:  
11-12. October, 1938.

**GIVEN J. N.**

Factors of Learning--The Role of the Teacher. Fourth  
Yearbook NCTE 90-101. 1938.

The Supervisor and the Classroom Teacher. Bus Ed World  
18:714-716. May, 1938.

**GLURCK, MYRTLE**

The Cleveland Retail Store Course. Nat Bus Ed Quar 6:  
20-23. May, 1938.

**GOLL, MICHAEL J.**

How Provision May be Made in Junior Business and Business  
Arithmetic for Varying Abilities. Eleventh Yearbook, NCTA  
1938.

**GOODFELLOW, RAYMOND C.**

Vocational Guidance Through Junior Business Training.  
Balance Sheet 19:209-213. January, 1938.

**GREENLEY, KENNETH F.**

The Organization and the Operation of a Business. Balance  
Sheet 20:162-163, 192. December, 1938.

**GROSS, ANNA G.**

Lesson Plans in Elementary Business Training. Journ Bus  
Ed 13:19, 22. February, 1938.

Lesson Plans in Elementary Business Training. Journ Bus  
Ed. 13:20-21. March, 1938.

**GROSSMAN, AUDLEY H.**

How We Teach Office Appliances at Detroit Western High  
School. Bus Ed World 18:444-445. February, 1938.

**GUIDANCE (see Vocational Guidance)**

- GUY, HOLLIS PRESTON  
Timely Warning. Nat Bus Ed Quar 6:39-41. May, 1938.
- HAAS, KENNETH B.  
Qualification for Teachers of Distributive Education. Journ Bus Ed 14:13-16. October, 1938.  
  
Distributive Education Objectives and Achievements. Bus Ed World 19:278-282. December, 1938.  
  
How Do You Teach Salesmanship? Bus Ed World 18:643-646. April, 1938.
- HAINES, GEORGE H.  
History and Theory of Part-time Cooperative Work. Fourth Yearbook NCTE 282-290. 1938.
- HAINES, WILLIAM E.  
Are We Economic Illiterates? Balance Sheet 19:353-354. April, 1938.
- HAINFIELD, CHARLES F.  
Making Laboratory Assignments in Secretarial Practice Effective. Eleventh Yearbook EGTA. 1938.
- HAIR, LOUISE  
--Wallace, Ida  
A Curriculum Study of Commercial Education. Journ Bus Ed. 13:9-10. May, 1938.
- HAMILTON, C. W.  
Business Education Facts and Trends in New Jersey. Journ Bus Ed 13:18. June, 1938.
- HARAP, HENRY  
Consumer Education in the Business Curriculum. Bus Ed World 18:613-619. April, 1938.
- HARWELL, L. C.  
Course of study in Salesmanship. First Yearbook SBEA. 1938.
- HATCHER, HARRY H.  
The Bookkeeping Equation is Fundamental. Journ Bus Ed 13:13-14. April, 1938.
- HAYES, LLOYD H.  
The Commercial Teacher and the Business Man. Journ Bus Ed 13:17-18. February, 1938.  
  
Developing Office Attitudes in Vocational Typewriting. Journ Bus Ed. 13:17-18. June, 1938.

MAYNES, DR. BENJAMIN R.

Principles to be Observed in Determining the Scope and the Content of Business Subjects. Balance Sheet 20: 100-103. November, 1938.

HILL, J. MURRAY

Providing Types of Business Education That Will Meet the Needs of the Changing Character of the Secondary School Population. Eleventh Yearbook ECTA. 1938.

HILLMER, GEORGE P.

Office Training for Graduating Students. Journ Bus Ed 14:23-24. December, 1938.

HOLLEY, E. R.

Course of Study in Accounting. First Yearbook SBEA 1938.

HORTON, WALTER J.

A Practical Project in Salesmanship. Balance Sheet 20:165, 191. December, 1938.

HOWE, GEORGE F.

Economic Effects of the New England Hurricane. Bus Ed World 19:290-292. December, 1938.

HUMPHREY, MINNIE FRANCES

Course of Study in Typewriting. First Yearbook SBEA 1938.

HUNSINGER, MARJORIE

Improving Instruction in Stenographic Practice. Journ Bus Ed 13:13-14. June, 1938.

JACOBSON, MARGARET E.

How the Teacher of Merchandising Subjects May Develop Desirable Personal Qualities in Her Pupils. Eleventh Yearbook ECTA. 1938.

JACOBSON, P. B.

Providing for Individual Differences Among Commercial Students. Bus Ed World 18:344-348. January, 1938.

JASON, SIMON J.

How the Teacher of Accounting May Develop Desirable Personal Qualities in His Pupils. Eleventh Yearbook ECTA. 1938.

JENKINS, LAWRENCE A.

A Practical Method of Speed Building in Shorthand. Journ Bus Ed 14:25-26. December, 1938.

JENSEN, CHARLES J.

Fundamental Principles of Seeking Employment. Bus Ed World 18:621-625. April, 1938.

**JOB COUNSELING (see Vocational Guidance)**

**JOHNSTON, E. G.**

School Credit for Business Experience. *Bus Ed World* 19:93-95. October, 1938.

**JUNIOR BUSINESS TRAINING**

The Organization and the Operation of a Business.

Kenneth F. Greenley. *Balance Sheet* 20:162-163, 192. December, 1938.

A plan for the actual operation of a business as a project in Rock Island, Illinois.

The Need For Junior Business Training. Jacob H. Sheffy. *Balance Sheet* 19:397-398. May, 1938.

Arguments are presented to uphold the contention that junior business training should be taught in all of our schools.

A Method of Approach to Introductory Business Problems.

Mary E. Kennedy. *Journ Bus Ed* 13:19-20. April, 1938. The development of a plan and related topics.

Lesson Plans in Elementary Business Training. Anna G. Cross. *Journ Bus Ed* 13:20-21. March, 1938.

Detailed lesson plans together with aims and objectives and outcomes.

Lesson Plans in Elementary Business Training. Anna G. Cross. *Journ Bus Ed* 13:19-22. February, 1938.

How Provisions May be Made in Junior Business and Business Arithmetic for Varying Abilities. Michael J. Goll. *Eleventh Yearbook ECTA*. 1938.

The problem of providing for individual differences in these subjects are discussed.

**KANE, MARGARET L.**

Cooperative Commercial Course. *Journ Bus Ed* 13:19-20. May, 1938.

**KAPPSTATTER, MILTON**

A Proposed Retailing Curriculum. *Journ Bus Ed* 14:14-16. November, 1938.

**KELLEY, ARTHUR C.**

The Fundamental Equation of Bookkeeping. *Journ Bus Ed* 14:17-18. October, 1938.

**KENNEDY, GRACE H.**

Business Arithmetic in the Twelfth Year. *Journ Bus Ed* 14:21-22. November, 1938.



- KENNEDY, MARY E.  
A Method of Approach to Introductory Business Problems.  
Journ Bus Ed 13:19-20. April, 1938.
- KENWOOD, H. B.  
Snoopervisor, Whoopervisor or Supervisor. Bus Ed World  
19:125-127. October, 1938.
- KERSEY, VIERLING  
The Function of the Curriculum in Helping the Pupil to  
Achieve Desirable Goals. Fourth Yearbook NCTE 32-47.  
1938.
- KILZER, T. R.  
Business Education's Contributions to General Secondary  
Education. Bus Ed World 18:529-532. March, 1938.
- KIRBY, RICHARD H.  
Suggestions for Vitalizing Economics. Journ Bus Ed 14:  
23-24. November, 1938.
- KOKANOUR, E. AGNES  
Plans for Office Training. Journ Bus Ed 13:15-16.  
April, 1938.
- KRAMER, EDWARD D.  
Typewriting Habits Multiply. Bus Ed World 18:360-361.  
January, 1938.
- KUMPF, WALTER A.  
The Contribution of Business Education to Citizenship  
Training. Balance Sheet 20:11-13. September, 1938.
- KYKER, B. FRANK  
Distributive Education. Nat Bus Ed Quar 6:33-35.  
March, 1938.
- LARIMER, W. A.  
"Speed 'em Up" Typing Drills. Bus Ed World 18:465-  
February, 1938.
- LATHROP, H. O.  
Field Work in Economic Geography. Bus Ed World 18:  
551-554. March, 1938.
- LEFLIN, ALLAN  
A Summer in a Retail Store. Journ Bus Ed 13:13-18.  
March, 1938.
- LESLIE, LOUIS A.  
Psychological Background of the Functional Method.  
Bus Ed World 18:539-543. March, 1938.  
  
Psychological Background of the Functional Method.  
Bus Ed World 18:431-433. February, 1938.

LESLIE, LOUIS A.

Wondering and Wandering. Bus Ed World 18:397-399.  
January, 1938.

Functional Method of Teaching Gregg Shorthand. Bus  
Ed World 18:373-374. January, 1938.

LESSENBERY, D. D.

Providing Guidance to meet the Changes in Business  
Education. Eleventh Yearbook NCTA. 1938.

LOMAX, PAUL S.

A Program of Placement and Follow-up in Business Edu-  
cation. Journ Bus Ed 13:7. March, 1938.

A National Study of Consumer Business Education. Journ  
Bus Ed 13:14-16. March, 1938.

LYNDON, MARION

Distributive Education in Tennessee. Journ Bus Ed 14:  
17-18. December, 1938.

MCCAUSLAND, IMA H.

The Economic Workshop. Balance Sheet 19:300-303.  
March, 1938.

If We Must Test, Let's Enjoy It. Balance Sheet 19:  
349-352, 375. April, 1938.

The Romance of Economics in Current News. Balance  
Sheet 19:388-390, 419. May, 1938.

McFADZEN, JAMES A.

The Counting House. Bus Ed World 18:435-438. February,  
1938.

McGEE, BERTIE H.

First-Year Accounting in Twelve Southern Colleges.  
Journ Bus Ed 13:13-14. May, 1938.

McISAAC, E. R.

In Defense of the Bookkeeping Equation. Journ Bus Ed  
13:14. April, 1938.

McKENZIE, J. H. EARL

Teaching Selling Occupations from the Business Man's  
Viewpoint. Fourth Yearbook NCTE 178-185. 1938.

MERCHANDISING (see Retail Selling)

MERRICK, NELLIE T.

A Personal Typing Program Educationally Effective in  
the Seventh Grade. Journ Bus Ed 14:13-16. September,  
1938.

MILLER, THOMAS E.

Vocationalizing Commercial Subjects in Kittaning High School. Balance Sheet 20:114-115. November, 1938.

MILLIGAN, JACK

Distributive Education--A Challenge to the Business Educator. Bus Ed World 19:89-92. October, 1938.

MIMEOGRAPH (see Office Machines)

MITCHELL, JOHN

A Follow-up of the 1937 Graduates. Journ Bus Ed 13:11-12. February, 1938.

NAETHER, CARL

Helps in Teaching Business Letter Writing. Journ Bus Ed 14:15-16. October, 1938.

Teaching Correspondence Through Class Discussion. Bus Ed World 18:717-718. May, 1938.

NASH, ELIZABETH A.

The Textbook's Place in Machine Office Practice. Bus Ed World 19:138-140. October, 1938.

NATIONAL CLERICAL ABILITY TESTS.

National Clerical Ability Tests. F. G. Nichols. Bus Ed World 18:339-342. January, 1938.

This article discusses reasons for poor showing of students on clerical ability tests.

Criticism Comment and Challenge. Frederick G. Nichols. Journ Bus Ed 14:8, 12. September, 1938.

Measuring results of teaching; permanent testing program; administration of tests; testing centers; cost of tests.

A Plan for the Permanent administration of the National Clerical Ability Tests. Helen Reynolds. Journ Bus Ed 13:26-27. March, 1938.

Financial support; getting enrollments for tests; preparing tests; things to be done by permanent committee.

The National Clerical Ability Tests and National Certificates. Irma Ehrenhardt. Journ Bus Ed 13:7. March, 1938.

Waste in business education can be eliminated according to this author, by the use of these tests.

NEMETZ, CARL J.

School and Business Cooperate. Bus Ed World 19:55-56. September, 1938.

NEWLUN, LOVINA E.

Types of Tests Used in Commercial Contests. Bus Ed World 19:225-228. November, 1938.

NICHOLS, F. G.

National Clerical Ability Tests. Bus Ed World 18: 339-342. January, 1938.

Criticism, Comment and Challenge. Journ Bus Ed 14:9, October, 1938.

Criticism, Comment and Challenge. Journ Bus Ed 14:8, 12. September, 1938.

Criticism, Comment and Challenge. Journ Bus Ed 13:8, 22. April, 1938.

NOCK, HARRY W.

What Should Be Done to Develop Desirable Personal Traits in Business Pupils? Eleventh Yearbook ECTA. 1938.

NOLAN, C. A.

Limitations and Weaknesses of Part-time Cooperative Business Education. Fourth Yearbook NCTF 291-299. 1938.

NOONAN, MARION

How to Create Consumer Values in Merchandising Courses. Eleventh Yearbook, ECTA. 1938.

NULTY, CATHERINE F.

Factors of Learning--Study Activities. Fourth Yearbook NCTF 109-122. 1938.

O'BRIEN, GUY E.

Typewriting As a Process. Bus Ed World 19:141-142. October, 1938.

ODELL, WILLIAM R.

Factors to be Considered in Reconstructing the Commercial Curriculum. Fourth Yearbook NCTF 47-60. 1938.

OFFICE MACHINES

Teaching Procedures Involved in the Teaching of the Computing Machine. Mary Stuart. Fourth Yearbook NCTF 256-262. 1938.

Aims and Objectives; teaching techniques; motivating devices.

Office Machines and Business Education. Wilbur S. Barnhart. Nat Bus Ed Quar. 6:44-46. May, 1938.

Whether office machines has helped or hindered business education is discussed in this article.



**OFFICE MACHINES**

Suggestions for Improving Procedures and Devices in the Teaching of Machine Calculation. Albert D. Angell. Eleventh Yearbook ECTA 273-278. 1938.

A plea for specialized training on the rotation plan.

How We Teach Office Appliances at Detroit Western High School. Audley M. Crossman. Bus Ed World 18:444-445. February, 1938.

A discussion of the combined battery and integrated laboratory plan of teaching office machines.

Your School Can Afford Office Machine Instruction. Earl F. Strong. Bus Ed World 18:629-630-632. April, 1938.

A discussion of the single-machine battery plan, integrated plan and rotation plan methods of organization.

Teaching Office Practice Based on Actual Business Office Activities. Peter L. Agnew. Fourth Yearbook NCTF 270-280. 1938.

Discussion of equipment used; content of course; organization of the course; practical application.

Filing Instruction in the High School. Clare Sweeney. Fourth Yearbook NCTF 247-255. 1938.

Five ways are given in which the organization of the filing course will vary widely among schools; practical suggestions are offered for each situation.

How the Teacher of Clerical Practice may Develop Desirable Personal Qualities in his Pupils. Emily D. Thompson. Eleventh Yearbook ECTA. 1938.

The author maintains that to develop desirable personal qualities the teacher must approach the problem with sympathy, understanding and confidence.

A Program in Office Practice and Management. Arthur L. Walker. Journ Bus Ed 13:13-14. January, 1938.

An office practice course on the college level is outlined.

**OFFICE PRACTICE**

Administration of Duplicating in a small High School. K. Ezra Rucher. Journ Bus Ed 13:12. March, 1938.

A plan for confronting the problems encountered in a high school in connection with office reports and departmental requests.

## OFFICE PRACTICE

Plans for Office Training. E. Agnes Kokanour. Journ Bus Ed 13:15-16. April, 1938.

How typing, dictation and transcription skills are maintained; equipment used in machine courses.

Office Practice Classes. Marshall R. Crawshaw. Journ Bus Ed 13:15-16. May, 1938.

A Discussion of motivation, references, use of the scientific method, interviews, mimeographing.

Office Practice and Ability Levels. Fred G. Forsgard. Journ Bus Ed 14:11-13. November, 1938.

This reports the office practice program used for all ability levels in the High School at Upper Darby, Pennsylvania.

May I Visit Your Office? May E. Webster. Journ Bus Ed 14:11-13. December, 1938

A study of methods of bringing the office practice course as offered by the schools into direct accord with business procedure.

Office Training for Graduating Students. George P. Hillmer. Journ Bus Ed 14:23-24. December, 1938.

A summary of the highly successful office practice system used at the Stamford Collegiate Vocational Institute, Niagara Falls, Ontario.

The Textbook's Place in Machine Office Practice.

Elizabeth A. Nash. Bus Ed World 19:138-140 October, 1938.

"The systematic use of an office-practice textbook is an investment of time that justifies itself in future dividends of success on the job."

Office Practice in the Small High School. F. V. Unzicker. Balance Sheet 20:20. September, 1938.

This article explains how to carry out a program of office practice in a small high school with limited funds.

OLIVER, RALPH E.

Methods in Commercial Arithmetic. Balance Sheet 19: 261-262. February, 1938.

OLSON, MILTON C.

Another evaluation of Consumer Education. Journ Bus Ed 13:21-22. February, 1938.

O'NEAL, AUGUSTA

Erasing in Typewriting. Journ Bus Ed 14:25. November, 1938.

PALMER, ORVILLE H.

A Method of Assigning Practice Work in Bookkeeping.  
Balance Sheet 20:116-135. November, 1938.

PARKS, MARILYN

The Consumer Must be Educated. Bus Ed World 19:9-14.  
September, 1938.

PATRICK, R. L.

Cooperative Training in Salesmanship in Smaller Cities  
and Towns. Balance Sheet 19:392-393. May, 1938.

PATTERSON, S. HOWARD

Articulation Between Secondary Schools and Collegiate  
Schools of Business. Journ Bus Ed 13:9-11. April,  
1938.

PEASE, LAWRENCE N.

Arithmetic of Business. Fourth Yearbook NCTF 132-140.  
1938.

#### PERSONALITY

How the Teacher of Merchandising Subjects May Develop  
Desirable Personal Qualities in her Pupils. Margaret  
E. Jacobson. Eleventh Yearbook ECTA. 1938.

The author shows how this quality may be developed  
by precept and example.

How the Teacher of Social Business Subjects May Develop  
Desirable Personal Qualities in his Pupils. Robert J.  
Young. Eleventh Yearbook ECTA. 1938.

This article states that the qualities of person-  
ality can be developed through imitation and ex-  
ample.

How the Teacher of Introduction to Business and Busi-  
ness Arithmetic May Develop Desirable Personal Qualities  
in his pupils. Grace L. Eyrick. Eleventh Yearbook  
ECTA. 1938.

This article shows how poise, courtesy, honesty,  
dependability, cooperation are developed in these  
courses.

What Should Be Done to Develop Desirable Personal Traits  
in Business Pupils? Harry W. Nock. Eleventh Yearbook  
ECTA. 1938.

The manner in which desirable personality traits  
are developed is discussed in this article.

The Purchasing Power of Personality. Jessie J. Gibson.  
Journ Bus Ed 14:9-10. September, 1938.

This report gives results of a survey made by  
various schools on personality deficiencies, and  
suggests remedies.

## PERSONALITY

The Purchasing Power of Personality. Jessie J. Gibson.  
Journ Bus Ed 14:11-12. October, 1938.

Part II of article dealing with courses suggested  
for aids to personality development.

## PETERS, P. B. S.

Some Popular Fallacies of the Law. Balance Sheet 19:  
204-206, 230. January, 1938.

## PIAZZA, FRANK

How Consumer Values May be Developed in Introduction  
to Business and Business Arithmetic. Eleventh Yearbook  
ECTA. 1938.

## PLACEMENT

Business and School Get Together. Mercy Olenbush.  
Journ Bus Ed 13:12,16. April, 1938.

What they are doing in the Haddon Heights High  
School in the way of community surveys, placement,  
and cooperative training.

## POLISHOOK, WILLIAM M.

What Should be Done to Develop Personal Utility or  
Consumer Values Through the Teaching of Business Sub-  
jects? Eleventh Yearbook ECTA. 1938.

## POWER, JAMES R.

Tools of Shorthand. Journ Bus Ed 14:17-19. September,  
1938.

Tools of Shorthand. Journ Bus Ed 14:19-21. October,  
1938.

Give Them a Thrill. Bus Ed World 19:223-224.  
November, 1938.

Shorthand on a Shingle. Bus Ed World 18:633-634.  
April, 1938.

## PRICE, ROY G.

Integration in Business Education. Bus Ed World 18:  
739-740. May, 1938.

Business and Community Aids in Teaching Consumer Educa-  
tion. Fourth Yearbook NCTE 263-269. 1938.

Consumer Education Notes. Bus Ed World 19:329-330.  
December, 1938.

## PRICKETT, A. T.

Recent Legislation affecting Accounting. Bus Ed World  
19:109-111. October, 1938.



PRICKETT, A. T.

Recent Legislation Affecting Accounting. Bus Ed World 19:245-247. November, 1938.

PRIESTLEY, CELIA AYARS

Nutmeg and Ginger. Bus Ed World 19:235. November, 1938.

PRITCHARD, J. G.

A Dime a Week Does It. Balance Sheet 19:395-432. May, 1938.

PRIVATE BUSINESS SCHOOLS (see Business Schools)

PROSSER, G. A.

What "White-Collar" Business Expects of High School Graduates. Bus Ed World 18:525-528. March, 1938.

PROUGH, IVAN DALE

The Buying Habits and Home Conditions of People in Small Towns. Ball State Com Journ 10:3-5, 16. November, 1938.

QUINETTE, ALFRED H.

Improvement of Instruction in Typewriting. Journ Bus Ed 13:17-18. January, 1938.

RANBAR, R. L.

Getting the Best Results in Teaching Bookkeeping Classes. Ball State Com Journ 10:13-14. November, 1938.

REED, CLINTON A.

The George-Deen Act and its Relation to Vocational Business Education. Eleventh Yearbook ECTA 297-305. 1938.

REICH, EDWARD

Education of the Commercial Teacher in Consumer Goods. Journ Bus Ed 13:17-18. April, 1938.

RENSHAW, WALLACE W.

An Effective Plan for Teaching Transcription. Bus Ed World 18:351-354. January, 1938.

An Effective Plan For Teaching Transcription. Bus Ed World 18:455-457. February, 1938.

RETAIL SELLING

Suggestions for Improving Teaching Techniques in Retail Selling Through Correlation with other Subjects. Dorothy M. Baldwin. Eleventh Yearbook, ECTA. 289-294. 1938.

A discussion of the project method, socialized recitation, the source method, and the topical method in correlating selling with other subjects.

## RETAIL SELLING

Course of Study in Salesmanship. L. C. Harwell. First Yearbook SBEA. 1938.

This article suggests that the benefit derived by pupils from this course depends upon their interests, aptitudes and ability and upon the enthusiasm of the instructor.

Teaching Selling Occupations from the Business Man's Viewpoint. J. H. Earl McKenzie. Fourth Yearbook NCTE 178-185. 1938.

This article offers concrete suggestions for teaching selling from the standpoint of business.

Suggestions for Improving Teaching Techniques in Retail Selling and Advertising Through Correlation with Non-School Education. Ward B. Gedney. Eleventh Yearbook ECTA. 279-288. 1938.

This article outlines the plan used by the Trenton, New Jersey, Central High School in Cooperation with the Retail Merchant's Division of the Trenton Chamber of Commerce.

A Summer in a Retail Store. Allan Leflin. Journ Bus Ed. 13:13, 18. March, 1938.

A teacher tells of the advantages of working in a store in the summer in teaching retail selling to high school students.

A Practical Project in Salesmanship. Walter J. Horton. Balance Sheet 20:165, 191. December, 1938.

A plan is presented here for vitalizing the teaching of salesmanship and making it functional.

What Do You Sell? Mary Williamson. Journ Bus Ed 13: 21-22. April, 1938.

A discussion of the dignity of one's work; sources of knowledge; planning for demonstration.

A Proposed Retailing Curriculum. Milton Kappstatter. Journ Bus Ed 14:14-16. November, 1938.

This article stresses the importance of teaching merchandise information, salesmanship and orientation.

How do You Teach Salesmanship? Kenneth B. Maas. Bus Ed World 18:645-646. April, 1938.

Suggestions for teaching several methods of selling; author warns teacher not to concentrate on any one device to the exclusion of the others.

Salesmanship Books are Too Easy. Rufus C. Balaam. Bus Ed World 18:731-733. May, 1938.

A plea for a more complete text book in salesmanship; weaknesses of existing books; suggestions for improvement.

REYNOLDS, HELEN

A Plan for the Permanent Administration of the National Clerical Ability Tests. Journ Bus Ed 13:26-27. March, 1938.

RICE, RALPH R.

Fuzzy-Mindedness or Realistic Thinking. Balance Sheet 20:106-108. November, 1938.

Crackpotism or Civilized Thinking. Balance Sheet 20:148. December, 1938.

RICHARDS, WILLIAM A.

Habits: Your Servant in Typing. Bus Ed World 19:203. November, 1938.

RICHARDSON, NINA K.

Typewriting Department in a Private Business School. Journ Bus Ed 13:17-18. March, 1938.

RIDGLEY, DOUGLAS C.

Geographic Principles in Economic Geography. Bus Ed World 19:205-207. November, 1938.

RISINGER, WILLIAM S.

Private Business Schools in New York. Journ Bus Ed 14:17-18. November, 1938.

ROSENBLUM, IRVING

Sight and Sound Aids in Commercial Subjects. Journ Bus Ed 13:23. February, 1938.

Sight and Sound Aids in Teaching Commercial Subjects. Journ Bus Ed 13:23-24. March, 1938.

ROSENLOF, GEORGE W.

Making Advanced Typewriting Functional. Balance Sheet 20:153-158, 191. December, 1938.

RUSSELL, H. HARRISON

Vitalizing the Study of Economic Geography. Bus Ed World 18:815-818. June, 1938.

RYAN, HEBER H.

A General Business Course for Non-Commercial Pupils. Bus Ed World 18:423-427. February, 1938.

SALESMANSHIP (see Retail Selling)

SALSGIVER, PAUL L.

Measuring the outcomes of Bookkeeping Instruction. Bus Ed World 18:547-550. March, 1938.

SCHNEIDER, ARNOLD E.

Streamlined Rhythm. Bus Ed World 18:649-651. April 1938.

SCHNEIDER, ARNOLD E.  
Streamlined Rhythm. Bus Ed World 18:536-538. March,  
1938.

SCOTT, ROBERT H.  
Projects for the Commercial Club. Bus Ed World 18:  
577-578. March, 1938.

#### SECRETARIAL TRAINING

Making Laboratory Assignments in Secretarial Practice  
Effective. Charles F. Hainfeld. Eleventh Yearbook  
ECTA. 1938.

The author suggests a plan and applies it to a  
definite school situation.

Secretarial Accounting. Clifford M. Davis. Bus Ed  
World 18:438-439. February, 1938.

The subject matter that should be included in this  
course is outlined by the author.

SELBY, P. O.  
Business Education is and Must Remain Vocational. Bus  
Ed World 19:265-268. December, 1938.

SHEFFY, JACOB H.  
The Need for Junior Business Training. Balance Sheet  
19:397-398. May, 1938.

SHILT, BERNARD A.  
The Teacher of Bookkeeping Provides for Varying Abili-  
ties of Pupils. Eleventh Yearbook ECTA. 1938.

Factors of Learning--Visual Education. Fourth Yearbook  
NCTF 101-109. 1938.

SHIMKO, SOPHIE  
Whither the Bookkeeping Course? Journ Bus Ed 14:19-20.  
December, 1938.

#### SHORTHAND

The Adaptation Approach in Teaching Shorthand. Viola  
Du Frain. Fourth Yearbook NCTF 195-199. 1938.

"A complete adaptation to writing and reading in  
shorthand any thought in the English language at  
normal or high speeds is the end-ideal of the  
shorthand writer."

A Critical Review of the Various Methods of Teaching  
Shorthand. Ann Brewington. Fourth Yearbook NCTF 185-  
195. 1938.

The author draws up a set of principles and checks  
all methods to be considered against that set of  
principles.



## SHORTHAND

Course of Study in Gregg Shorthand. Kermit D. Farris. First Yearbook SBEA. 1938.

Suggested Teaching Procedure for each Objective in the Study of Shorthand.

A Teacher Looks Over the Shorthand Situation. Marian Louise Wilson. Journ Bus Ed 13:12, 22. February, 1938.

A critical analysis of the methods of shorthand teaching in three Los Angeles high schools (evening).

Shorthand for General Use: If Not, Why Not? Godfrey Dewey. Journ Bus Ed 13:10-11. March, 1938.

This author contends that shorthand for general use should be a part of the education of every man or woman who passes through our high school.

Problems in Shorthand Prognosis. Paul L. Turse. Journ Bus Ed 13:17-18, 20. May, 1938.

This article discusses the various prognostic tests for determining shorthand ability.

Pen Versus Pencil. Earl Glevenger. Journ Bus Ed 13:15-16. June, 1938.

A discussion of the advantages of the pen over the pencil in writing shorthand notes.

Tools of Shorthand. James R. Power. Journ Bus Ed 14:17-19. September, 1938.

Interesting facts relating to the history of aids to shorthand writing.

Tools of Shorthand. James R. Power. Journ Bus Ed 14:19-21. October, 1938.

Another of the series of stories on aids to shorthand. This one pictures the romantic background of ink, paper, typewriters, carbon paper.

A Practical Method of Speed Building in Shorthand.

Lawrence A. Jenkins. Journ Bus Ed 14:25-26. December, 1938.

In this article a shorthand teacher describes his organization of subject matter and its actual presentation in the classroom.

Functional Method of Teaching Gregg Shorthand. Louis A. Leslie. Bus Ed World 18:373-374. January, 1938.

A discussion of the psychological background for the functional method.

Psychological Background of the Functional Method. Louis A. Leslie. Bus Ed World 18:431-433. February, 1938.

An explanation of the soundness of the psychological background of the functional method.

## SHORTHAND

An Effective Plan for Teaching Transcription. Wallace W. Renshaw. Bus Ed World 18:455-457. February, 1938.  
A discussion of the breaking down of transcription into its component parts so that effective teaching procedure can be built up.

Psychological Background of the Functional Method. Louis A Leslie. Bus Ed World 18:539-543. March, 1938.  
A further discussion of the psychological basis for the functional method.

Shorthand on a Shingle. James R. Power. Bus Ed World 18:633-634. April, 1938.  
A plea for teaching students to write shorthand under unusual conditions.

Give Them a Thrill. James R. Power. Bus Ed World. 19: 223-224. November, 1938.  
Amusing suggestions for short cuts and quickening the tempo of the class.

Nutmeg and Ginger. Celia Ayars Priestley. Bus Ed World. 19:235. November, 1938.  
This article contains pertinent suggestions for spicing up shorthand and typing classes.

## SKAR, R. O.

Typing up Bookkeeping Instruction with Business. Fourth Yearbook NCTF 140-150. 1938.

## SKIMIN, ELEANOR

Improving the Teaching of Transcription. Fourth Yearbook NCTF 226-246. 1938.

## SOCIAL BUSINESS SUBJECTS

Suggestions for Improving Teaching Techniques in Economic Geography, Economics and Business Law Through the Use of the Problem Method of Approach. David J. Swartz. Eleventh Yearbook ECTA 249-256. 1938.  
Problem versus questions; method of the problem technique; evaluation of the problem technique.

How the Consumer Values May be Developed in Social-Business Subjects. Leslie M. Davis. Eleventh Yearbook ECTA. 1938.  
This article shows how consumer values are developed in the teaching of law, economic geography, economics.

## SOCIAL SECURITY (see Insurance)

## SPANGLER, P.S.

Looking Forward--What Should be the Employment Obligations of the Private School to its Graduates? Eleventh Yearbook ECTA 338-343. 1938.

## SPRINGER, IRVING

Tests in Business Education. First Yearbook SBEA. 1938.

## STENOGRAPHY

How the Teacher of Secretarial Subjects May Develop Desirable Personal Qualities in His Pupils. M. F. Fairheller. Eleventh Yearbook ECTA. 1938.

Sample lesson plans are submitted which will develop desirable personality traits.

How Provision May Be Made in Secretarial Subjects for Varying Abilities of Pupils. Esta Ross Stuart. Eleventh Yearbook ECTA. 1938.

A concrete plan for providing for individual differences in typing and shorthand is outlined.

Improving Instruction in Stenographic Practice. Marjorie Hunsinger. Journ Bus Ed 13:13-14. June, 1938; An organization of ideas as to ways and means of handling a stenographic practice course.

Wondering and Wandering. Louis A. Leslie. Bus Ed World 18:397-399. January, 1938.

Devices for motivating the students in the secretarial courses are presented in this article.

## STRACHAN, HELENORA

Commercial School Students Need Apprenticeship. Balance Sheet. 19:394-419. May, 1938.

## STRONG, EARL P.

Your School Can Afford Office Machine Instruction. Bus Ed World 18:629-630, 632. April, 1938.

## STUART, ESTA ROSS

How Provision May Be Made in Secretarial Subjects for Varying Abilities of Pupils. Eleventh Yearbook ECTA 1938.

## STUART, MARY

Teaching Procedures Involved in the Teaching of the Computing Machine. Fourth Yearbook NCTF 256-262. 1938.

## SUMRALL F. H.

Uniting Classroom Methods in Business English with Business Practice. Jourth Yearbook NCTF 166-178. 1938.

## SWARTZ, DAVID J.

Suggestions for Improving Teaching Techniques in Economic Geography, Economics and Business Law Through the Use of the Problem Method of Approach. Eleventh Yearbook ECTA 249-256. 1938.

SWEENEY, CLARE

Filing Instruction in the High School. Fourth Yearbook  
NCTE 247-255. 1938.

TAPIN, MARY

Jobs That Train for Jobs. Bus Ed World 18:275-276.  
January, 1938.

TARKINGTON, ROBERT W.

Characteristics of Graduate and Undergraduate Work in  
Business Education. Journ Bus Ed 13:15-16. January,  
1938.

The Supply and the Demand for Commercial Teachers in the  
High Schools of the United States. Balance Sheet 19:  
259-260, 274. February, 1938.

TAYLOR, PERVIN H. Q.

Looking Forward--What Should Be the Curriculum of the  
Private School? Eleventh Yearbook ECTA 333-337. 1938.

TEACHERS (see Business Teachers)

TESTS

National Vocational Ability Tests. Committee Report.  
Eleventh Yearbook ECTA 309-330. 1938.

A report on testing in seven cities on the various  
business vocational tests.

Error Checking After the Pretest. William R. Foster,  
Bus Ed World 19:31-32. September, 1938.

One of an interesting series on the proof reading  
of typewritten work by pupils.

Types of Tests Used in Commercial Contests. Lovina E.  
Newlun. Bus Ed World 19:225-228. November, 1938.

A summary of tests from a survey made by the com-  
mercial Teacher's Association of Trumbell County,  
Ohio.

THOMPSON, EMILY D.

How the Teacher of Clerical Practice May Develop De-  
sirable Personal Qualities in his Pupils. Eleventh  
Yearbook ECTA. 1938.

THOMPSON, JAMES M.

A Four-Year Program in Commercial Teacher Training.  
Journ Bus Ed 14:9-10, 16. December, 1938.

THORNTON, DEAN S.

That First Month of Typewriting. Bus Ed World 19:  
15-18. September, 1938.

TROLLS, ZOE A.

A Teaching Unit in Economic Geography. Balance Sheet  
19:340-343, 384. April, 1938.

TIDWELL, M. FRED.

Direct Approach to the Teaching of Typing. Bus Ed  
World 18:789-792. June, 1938.

TOLL, LEWIS R.

Mental Guides to Typing Improvement. Bus Ed World  
19:101-104. October, 1938.

TOMBAUGH, MARION B.

Part-time Cooperative Selling Jobs. Fourth Yearbook  
NCTE 300-312. 1938.

TONNE, HERBERT A.

Is Consumer-Business Education a Fad? Balance Sheet  
19:304-307. March, 1938.

Bigger and Better Association for Commercial Teachers.  
Journ Bus Ed 14:7. October, 1938.

TONNE, HERBERT A.

--Copeland, J. Dewberry

The Next Step in the Balance Sheet Approach. Journ  
Bus Ed 13:13-14. February, 1938.

TRACY, RHODA

Correlating English With Shorthand. Bus Ed World  
18:626-628. April, 1938.

TRANSCRIPTION

Improving the Teaching of Transcription. Eleanor  
Skimin. Fourth Yearbook NCTE 226-246. 1938.

The author contends that transcription is the  
"weakest link" in the shorthand-typing-transcrip-  
tion program; suggested procedures for correcting  
this difficulty.

Analysis of the Process of Transcription. Elizabeth  
S. Adams. Fourth Yearbook NCTE 220-225. 1938.

The author states that transcription is a process  
blended of several special skills and knowledges;  
she then breaks it up in its component parts.

An Effective Plan for Teaching Transcription. Wallace  
W. Renshaw. Bus Ed World 18:351-354. January, 1938.

The various steps in teaching transcription effect-  
ively are discussed.

Popularizing Transcription in the Classroom. Florence E.  
Ulrich. Bus Ed World 18:400-402. January, 1938.

This article discusses the various methods which can  
be successfully used to arouse and maintain student  
interest in transcription.



## TRANSCRIPTION

Typewriting and Transcription. Elizabeth S. Adams.  
Bus Ed World 18:579-580. March, 1938.

Suggestions for acquiring good transcription habits.

An Experiment in Transcription. Frederick G. Con. Bus  
Ed World 19:97-99. October, 1938.

The article deals with outlines of the procedure  
used in teaching transcription as a separate tech-  
nique.

Common Errors in Grammar Made In Transcription. Homer  
N. Williams. Balance Sheet 20:56-60, 96. October,  
1938.

A plan for reducing the errors of grammar in trans-  
cription is given in this article.

TROMMER, JESSICA J.

Not Always to the Swift. Journ Bus Ed 14:9-10, 18.  
November, 1938.

TURSE, PAUL L.

Problems in Shorthand Prognosis. Journ Bus Ed 13:17-  
18, 20. May, 1938.

## TYPEWRITING

Course of Study in Typewriting. Minnie Frances Humphrey.  
First Yearbook SBEA. 1938.

A short study on the function, objectives and teach-  
ing procedures of typewriting.

Motivating and Appraising Typing Practice. Martha B.  
Faucette. Fourth Yearbook NCTF 209-219. 1938.

The author contends that we should correlate in-so-  
far as possible, all the related subjects of the  
curriculum with the subject of typewriting.

Correlating Typing Training With Business Requirements.  
Edith Clark. Fourth Yearbook NCTF 200-208. 1938.

The author contends that typing courses should be  
organized from the beginning with the idea of re-  
ciprocal relation between the classroom and the  
business office.

Improvement of Instruction in Typewriting. Alfred H.  
Quinette. Journ Bus Ed 13:17-18. January, 1938.

Instruction in typing should be closely allied  
with actual business practices.

Criticism, Comment and Challenge. Frederick G. Nichols.  
Journ Bus Ed 13:8, 22. April, 1938.

A discussion of penalty for errors; curricular  
variations; copying-speed versus typing ability.

## TYPEWRITING

Developing Office Attitudes in Vocational Typewriting. Lloyd H. Hayes. Journ Bus Ed 13:17-18. June, 1938. Plan of the office set-up; reaction of students; advantages of the plan.

A Personal Typing Program Educationally Effective in the Seventh Grade. Nellie L. Merrick. Journ Bus Ed 14:13-16. September, 1938.

Arguments and evidence are submitted to support the premise that typing should and can be taught effectively in the lower grades.

Erasing in Typewriting. Augusta O'Neal. Journ Bus Ed 14:25.

"Tie erasers to the typewriters and watch the quality of work go up and the amount of paper wasted go down."

Typewriting Habits Multiply. Edward D. Kramer. Bus Ed World 18:360-361. January, 1938.

The author warns the readers that typing faults must be corrected early in the course.

Jobs That Train for Jobs. Mary Tapin. Bus Ed World 18:375-376. January, 1938.

This article presents a plan for retaining interest in typing on the second year level.

Shall We Carelessly Say It's Carelessness? William R. Foster. Bus Ed World 18:451-453. February, 1938.

A discussion of the problem of checking typing errors.

"Speed 'em Up" Typing Drills. W. A. Lorimer. Bus Ed World 18:465. February, 1938.

A list of sentences is given to aid the student of typing in gaining a mastery of the most frequently used words.

Instruction Sheets in Typewriting. Bernhard Borgen. Bus Ed World 18:467-470. February, 1938.

An explanation of a loose-leaf folder of instruction sheets in typewriting supplementing the regular text which have been used with success.

Streamlined Rhythm. Arnold E. Schneider. Bus Ed World 18:536-538. March, 1938.

This article presents a challenge to exponents of rhythmic typing; continuity in writing is more important according to Schneider.

## TYPEWRITING

Shall We Carelessly Say It's Carelessness? William R. Foster. Bus Ed World 18:557-559. March, 1938.  
Ideas for developing error-consciousness in students.

Instruction Sheets in Typewriting. Bernhard Bergen. Bus Ed World 18:564-565. March, 1938.  
Suggestions for teaching correct paper insertion.

Typewriting As A Process. Guy E. O'Brien. Bus Ed World 19:141-142. October, 1938.

The three types of learners encountered in teaching any process are described and methods of dealing with them are given.

Streamlined Rhythm. Arnold E. Schneider. Bus Ed World 18:649-651. April, 1938.

A lesson plan for developing continuity and fluency in typing.

Direct Approach to the Teaching of Typing. M. Fred Tidwell. Bus Ed World 18:789-792. June, 1938.

Definition of direct approach; psychological principles back of this method are discussed.

That First Month of Typewriting. Dean S. Thornton. Bus Ed World 19:15-18. September, 1938.

This article suggests several successful teaching devices for the first month.

Mental Guides to Typing Improvement. Lewis R. Toll. Bus Ed World 19:101-104. October, 1938.

Motivating devices are discussed for improving accuracy and speed.

Habits: Your Servant in Typing. William A. Richards. Bus Ed World 19:203. November, 1938.

"The best typist is the one who has acquired the best habits and has succeeded, through effort, in developing them to their utmost."

A Few Notes on the Typewriting Approach. Cecil C. Carver. Bus Ed World 19:272-274. December, 1938.

An interesting article on the teaching procedures and methodology of typing.

Making Advanced Typewriting Functional. George W. Rosenlof. Balance Sheet 20:155-158-191. December, 1938.

A proposal for vitalizing the teaching of typing by making it more functional.

### TYPEDWRITING

Letter Placement. Claire Williams. Balance Sheet 20: 22-23. September, 1938.

A new device for teaching centering of typescript.

### ULRICH, FLORENCE E.

Popularizing Transcription in the Classroom. Bus Ed World 18:400-402. January, 1938.

### UNZICKER, F. V.

An Analysis of the George-Deen Act. Balance Sheet 20: 164. December, 1938.

Office Practice in the Small High School. Balance Sheet 20:20. September, 1938.

### VAN MEER, LEO

Making Letter Writing Interesting. Balance Sheet 19: 396-417. May, 1938.

### VISUAL EDUCATION

Factors of Learning--Visual Education. Bernard A. Shilt. Fourth Yearbook NCTE 101-109. 1938.

This article is suggestive of what may be done with visual instruction in the way of aiding instruction in the business subjects.

Sight and Sound Aids in Commercial Subjects. Irving Rosenblum. Journ Bus Ed 13:23. February, 1938.

This article presents suggestions for providing teachers with a more complete set of educational tools.

Sight and Sound Aids in Teaching Commercial Subjects. Irving Rosenblum. Journ Bus Ed 13:23-24. March, 1938.

How the radio can be used in the classroom; library aids.

Visual Instruction in the Commercial Subjects. R. G. Walters. Balance Sheet 19:198-203. January, 1938.

Visual aids which involve participation by teachers and students; use of the black board; class trips; dramatizations.

Visual Instruction in the Commercial Subjects. R. G. Walters. Balance Sheet 19:248-254. February, 1938.

A discussion of the use of such visual aids as specimens, models, and appliances in commercial subjects.

Visual Instruction in the Commercial Subjects. R. G. Walters. Balance Sheet 19:292-299. March, 1938.

A discussion of the pictorial and delineated representations.



### VISUAL EDUCATION

Visual Instruction in the Commercial Subjects. R. G. Walters. Balance Sheet 19:344-348. April, 1938.

The various types of machines used in showing pictures are discussed in this article.

### VOCATIONAL EDUCATION

A Follow-up of the 1937 Graduates. John Mitchell. Journ Bus Ed 13:11-12. February, 1938.

A follow-up of the graduates of the Newton, New Jersey, high school to determine to what extent commercial education is vocational.

### VOCATIONAL GUIDANCE

Providing Guidance to Meet the Changes in Business Education. D. D. Lessenberry. Eleventh Yearbook ECTA. 1938.

The author believes that business education has a rich contribution to make to general education of all high school students, those of high I. Q. as well as those of low I. Q.

A Program of Placement and Follow-up in Business Education. Paul S. Lomax. Journ Bus Ed 13:7. March, 1938.

This article suggests evaluative criteria by which to judge a program of placement and follow-up of business graduates.

Vocational Guidance for Employment in the Banking Field. Velma Overne Abney. Journ Bus Ed 14:14-16. December, 1938.

This is a suggestion for business teachers on acquainting themselves with the requirements of the various occupations and professions.

Fundamental Principles of Seeking Employment. Charles J. Jensen. Bus Ed World 18:621-625, April, 1938.

An outline of instructions on principles of job finding.

Vocational Guidance Through Junior Business Training. Raymond C. Goodfellow. Balance Sheet 19:209-213. January, 1938.

A discussion of the various devices for guidance of pupils in junior business training.

A Vocational, Avocational, and Homeroom Guidance Program. Gertrude Forrester. Balance Sheet 20:14. September, 1938.

Guidance through a well-planned homeroom program.

The Job For Me. Elsie Davis. Balance Sheet 20:110-111. November, 1938.

The development of a guidance program through the medium of dramatization is outlined in this article.



- WALKER, ARTHUR L.  
A Program in Office Practice and Management. Journ Bus Ed 13:13-14. January, 1938.
- WALLACE, FLORENCE  
Student Extra-Curricular Activities. Bus Ed World 19:153-155. October, 1938.
- WALTERS, R. G.  
Visual Instruction in the Commercial Subjects. Balance Sheet 19:198-203. January, 1938.  
Visual Instruction in the Commercial Subjects. Balance Sheet 19:344-348, 373. April, 1938.  
Visual Instruction in the Commercial Subjects. Balance Sheet 19:292-299. March, 1938.  
Visual Instruction in the Commercial Subjects. Balance Sheet 19:348-254. February, 1938.
- WEBSTER, MAY E.  
May I Visit Your Office? Journ Bus Ed 14:11-13. December, 1938.
- WEGLEIN, DAVID  
The Relation of Business Education to General Education. Balance Sheet 19:196-197, 240. January, 1938.
- WEST, WINIFRED  
Commercial Curriculum Suggestions. Journ Bus Ed 13:9-10. January, 1938.
- WHEELER, RAYMOND H.  
Commercial Teaching and the New Psychology of Learning. Fourth Yearbook NCTE 1-11. 1938.
- WILLIAMS, CLAIRE  
Letter Placement. Balance Sheet 20:22-23. September 1938.
- WILLIAMS, HOMER N.  
Common Errors in Grammar Made in Transcription. Balance Sheet 20:56-60, 96. October, 1938.
- WILLIAMSON, MARY  
What do You Sell? Journ Bus Ed 13:31-22. April, 1938.
- WILSON, MARION LOUISE  
A Teacher Looks Over the Shorthand Situation. Journ Bus Ed 13:12,22. February, 1938.
- YOUNG, ROBERT J.  
How the Teacher of Social-Business Subjects May Develop Desirable Personal Qualities in His Pupils. Eleventh Yearbook ECTA. 1938.

## CHAPTER III

Conclusions and Recommendations: This subject-author index contains over 700 entries obtained from fourteen magazines, yearbooks, and monographs.

There is an enormous amount of material written within a single year in the various magazines devoted to Business Education which can be obtained free or at a very reasonable price.

Most of the articles read were found to be of definite value to the teacher of Business Education. There were comparatively few articles contained in the business education magazines which were not included in this study.

The magazines which are distributed by publishing companies were found to be remarkably free of bias which is evidence of careful editing.

It is recommended that this type of study be continued to extend back to at least 1935. This can be done as individual theses, as a report, or as a class project in a graduate research class.

## BIBLIOGRAPHY

## A. BOOKS

- The Education Index. Dorothy Ross Carpenter, ed. The H. W. Wilson Company, New York. 1940.
- Occupational Index. National Occupational Conference, 551 Fifth Avenue, New York, New York.
- Shaw, Charles B, A List of Books for College Libraries 1931-38. American Library Association, 1940.
- South, Earl Bennett, An Index of Periodical Literature on Testing--1921-1936. The Psychological Corporation, New York, New York.
- What to Read. (Prepared with the aid of members of the faculties of the University of Michigan) University of Michigan Press, 1939.

## B. MAGAZINES

- Fisk, McKee, "Evaluating Research in Business Education." National Business Education Quarterly. Volume 8, Pages 7-8. May, 1940.

## C. PAMPHLETS

- Business Education Index--1940. Eugene H. Hughes, ed. The Business Education World, 278 Madison Avenue, New York, New York.
- Business Education Index--1941. Eugene H. Hughes, ed. The Business Education World, 278 Madison Avenue, New York, New York.
- Preliminary Bibliography of Current Periodicals, Quarterlylies, Yearbooks, and Bulletins in Business Education. Federal Security Agency, U. S. Office of Education, Washington, D. C.