Annotated bibliography of audio-visual materials to assist the development of word recognition skills in kindergarten and/or primary school

Carmella Mary Sansone

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AN ANNOTATED BIBLIOGRAPHY OF AUDIO-VISUAL MATERIALS
TO ASSIST THE DEVELOPMENT OF WORD RECOGNITION
SKILLS IN KINDERGARTEN AND/OR PRIMARY SCHOOL

by

Carmella Mary Sansone

A RESEARCH PAPER
SUBMITTED IN PARTIAL FULFILLMENT OF THE
REQUIREMENTS FOR THE DEGREE OF
MASTER OF ARTS IN EDUCATION (READING SPECIALIST)
AT THE CARDINAL STRITCH COLLEGE

Milwaukee, Wisconsin
1971
This research paper has been approved for the Graduate Committee of the Cardinal Stritch College by

[Signature]
Advisor
Date: May 3, 1971
ACKNOWLEDGEMENTS

The writer wishes to express deep gratitude to her parents for their patient encouragement. She also wishes to thank Mrs. Diane Christianson and Miss Janet Theodor, for their sincere interest and helpfulness.

A sincere thank you is extended to Mr. George J. Cretilli, the advisor of this paper, and to Mrs. Donna Priem, the typist.
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2. Phonics
3. Structural Analysis
4. Teacher Training

IV. SUMMARY AND CONCLUSIONS

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Recommendations
Suggestions for Further Study
CHAPTER I

THE PROBLEM

Introduction

Until a few years ago, federal monies for the purchase of supplementary reading materials was extremely limited. Now, however, many school systems are faced with the difficult task of spending large sums of money quickly as well as wisely. Today's professional involved in the task of enhancing and enriching the reading program is overwhelmed with the quantity and variety of supplementary materials. The professional is now faced with a problem of utmost importance, that is the wise selection and purchase of these materials.

In the continual effort to seek out the best technological aids to supplement the school's reading program, the professional finds himself flooded with pamphlets, brochures, and catalogs from numerous publishers. It is the author's intent in this paper to assist the professional in the selection of meaningful supplementary materials.
Statement of the Purpose

This study's objective, therefore, is to present an annotated list of filmstrips, movies, recordings, tapes, and transparencies for the teaching of the word recognition skills at the kindergarten, first, second, and third grade levels. The list includes publishers' names, prices, and a brief description of content. No attempt has been made to evaluate these materials. Therefore, readers are cautioned that materials herein listed are not necessarily endorsed by the author. The listings are meant to be a resource for the professional who may want to investigate and/or purchase specific audio-visual aids to supplement the developmental or remedial reading program.

Scope and Limitations

The information for this study was gathered from the latest brochures, pamphlets, and/or catalogs up to and including 1970. The study has been limited to the audio-visual aids, filmstrips, recordings, tapes, transparencies, and films that will assist in the development of the word recognition skills. Materials beyond the third grade reading
level and/or appeal were not included. The list of publishers was given first to aid in a quicker reference. In Chapter II, each publisher and/or company was letter coded to the left. The letter to the right of each entry in Chapter III refers to the publisher and/or company from whom one can purchase or write for further information.
CHAPTER II

ADDRESSES OF PUBLISHERS AND/OR COMPANIES

A
AA  Acoustifone Corp. - 8954 Comanche Avenue - Chatsworth, California 91311

AB  Allyn and Bacon, Inc. - 150 Tremont Street - Boston, Massachusetts 02111

AC  American Book Co. - 300 Pike Street - Cincinnati, Ohio 45202

AG  American Guidance Service, Inc. - Publishers' Building - Circle Pines, Minnesota 55014

ACC Appleton-Century-Crafts, Inc. - Division of Meredith Corporation - 440 Park Avenue South - New York, New York 10016

B
BP  Benefic Press - 10300 West Roosevelt Road - Westchester, Illinois 60153

BM  Bobbs-Merrill Co. - 5400 West 62nd Street - Indianapolis, Indiana 46268

C
CF  Califone, Division of Rheem Mfg. - 5922 Bowcroft Street - Los Angeles, California 90016

CP  Carlton Films - 2870 Bartells Drive - Beloit, Wisconsin 53511

CorF Coronet Films - 65 East South Water Street - Chicago, Illinois 60601
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<th>Code</th>
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<td>E</td>
<td>EP</td>
<td>Educational Progress Corp. - 8538 East 41st Street - Tulsa, Oklahoma 74145</td>
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<tr>
<td>EF</td>
<td>Electronic Futures, Inc. - Division of KMS Industries, Inc. - 57 Dodge Avenue - North Haven, Connecticut 06473</td>
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<tr>
<td>EB</td>
<td>Encyclopedia Britannica Educational Corp. - 425 North Michigan Avenue - Chicago, Illinois</td>
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<td>F</td>
<td>FE</td>
<td>Field Educational Publications, Inc. - 609 Mission Street - San Francisco, California 94105</td>
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<td>F</td>
<td>Follett Educational Corp. - 1010 West Washington Boulevard - Chicago, Illinois 60607</td>
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<td>Ginn and Company - 125 Second Avenue - Waltham, Massachusetts 02154</td>
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<td>Ideal School Supply Co. - Oak Lawn, Illinois 60453</td>
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<td>III</td>
<td>Individualized Instruction Inc. - P. O. Box 25308 - Oklahoma City, Oklahoma 73125</td>
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<td>L</td>
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<td>Learning Corporation of America - 711 Fifth Avenue - New York, New York 10022</td>
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<td>Thatcher and Madison - River Forest, Illinois</td>
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<td>Lyons - 688 Industrial Drive</td>
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<td>61301</td>
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<td>Psychotechnics, Inc. - 1900 Pickwick</td>
<td>Glenview, Illinois</td>
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<td></td>
<td>Avenue - Glenview, Illinois</td>
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<td>Random House School &amp; Library Service, Inc.</td>
<td>437 Madison Avenue - New York, New York</td>
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<td>RD</td>
<td>Reader's Digest Service, Inc. -</td>
<td>Educational Division - Pleasantville, New York</td>
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<td>10570</td>
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<td>Scholastic Magazines, Inc. - 900 Sylvan</td>
<td>Englewood Cliffs, New Jersey</td>
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<td>Jersey 07960</td>
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<td>SS</td>
<td>Simon &amp; Schuster, Inc. - 1 West 39th</td>
<td>Street - New York, New York</td>
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<td>Street - New York, New York</td>
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SB Stanley-Bowmar Co. Inc. - 4 Broadway - Walhalla, New York 10595

TT Teaching Technology Corp. - Box 3817 - 6837 Hayvenhurst Avenue - Van Nuys, California 91407

TE Tecnifax Education Division - The Plastic Coating Corp. - Holyoke, Massachusetts 01040

WEB Webster Division of McGraw-Hill Book Co. - Manchester Road - Manchester, Missouri 63011

WEA Webster's Educational Aids, Inc. - P. O. Box 35087 - Dallas, Texas 75235
CHAPTER III

AUDIO-VISUAL MATERIALS

Chapter three will list the audio-visual materials under five major headings: filmstrips, films, transparencies, records and tapes. These materials will be further subdivided under the word recognition techniques of sight vocabulary, phonics, structural analysis, context and dictionary skills where available. The author felt that it was also important, in view of the in-service programs being developed, to include teacher training materials on developing word recognition skills.

A. FILMSTRIPS

1. Sight Vocabulary

**Reading Skills/Oral Expression**

As part of reading readiness, these audio-visual materials introduce experiences that broaden a child's perspective...give him visible, concrete examples of language correctly used. Recordings and record/filmstrip packages are especially suited to the beginner's early reading development because all his learning senses are involved.
And filmstrips can be used as "talk-alongs" - springboards for discussions, preludes to language expression.

Reading Skills/Oral Expression Grouping

1 Teacher's Resource Book;  
3 Captioned Filmstrip Series;  
2 Shortstrip Series;  
10 Records

Total Price.............................................$243.80

Numbers, Names and Colors
This set is designed to meet the needs of the "little learner" as he approaches his primary education. Materials are provided to present and teach vocabulary correlated with color and number concepts. Set includes a visual aids packet, five color filmstrips, 10 word number charts, 30 flash cards and 10 phrase cards. (Average length about 35 frames.)

Each Filmstrip............................................$ 6.00  
Visual Aids Packet....................................$ 7.00  
Complete Set.............................................$ 35.00

Old Tales For Young Folks
Schools having programs in reading readiness which utilize i.t.a. (Initial Teaching Alphabet) can use this colorful series. Captions are printed in i.t.a. for this filmstrip version. This has been designed to augment textbooks utilizing this system and to provide visual materials to highlight this method.

The Three Bears  
The Three Billy Goats Gruff  
The Three Spinners  
The Sweet Porridge  
The Golden Goose  
The Three Little Pigs

Each Filmstrip.............................................$ 6.00  
Complete Set.............................................$ 34.00
Basic Concepts
These well recommended early learning color sound filmstrips deal with the ABC's, counting and other simple concepts. Children like the way they are clearly presented and will respond to its ideas with enthusiasm.

Space Alphabet
One, Two, Three for Fun
Everything Has a Shape
Everything Has a Size

Complete Set w/records.........................$ 32.00
Complete Set w/cassettes.......................$ 34.00

Visual Perception Skills
Visual perception has been shown to be the single most important factor in promoting reading achievement. This series is designed to aid in the development of basic visual skills. While structured exercises dealing with several aspects are presented in each filmstrip, one particular area of visual development is stressed in each.

Visual Memory
Visual Motor Coordination
Visual Constancy
Visual Discrimination
Visualization
Figure-Ground
Perception
Visual Matching

Complete Set (7 Color Filmstrips, Boxed).....$ 49.00
Each Filmstrip..............................$ 7.00

My Magic Words
A color filmstrip which presents the same 32 pictures as on the large easel cards, which can be purchased separately. The pictures help to present an initial reading vocabulary. Included in this set is a record with the sounds of the words presented.

Complete Set (Color Filmstrip,
7" LP Record)..............................$ 8.95
First Concepts Filmstrip Library

Seven delightful color filmstrips that teach children the alphabet, number facts, safety, manners, shapes and perceptual concepts. The engaging art and easy words provide a wonderful introduction to the world of learning for young people.

Complete Set: .................................................. $42.00
Each Filmstrip: .................................................. $6.00

Primary Set: The Elaborate Language Series
Planned, concept-building language activities in a MULTI-MEDIA series which will provide valuable assistance for teachers. Visual materials help students progress from "labeling" language to elaborate speaking and thinking. Oral participation provides practice and imitation opportunities and conceptual development is structured around complete sentences, precise meanings and expression. Includes 105 student response booklets, 120 manipulative shapes, tests, administrative factor's guide and teacher manual.

Complete Set: .................................................. $149.00

Phrase Training Filmstrip
Designed to teach children to see phrases accurately, reading from left to right. Includes a readiness strip containing symbols, numbers and letters instead of words to help train the younger pre-reader child in the same skills later used in phrase reading. Includes vocabulary at progressively higher grade levels.

Complete Set (12 Filmstrips, Guide, Boxed): .................................................. $45.00
Basic Sight Words
The program includes twenty films containing 245 words. The words are divided into two parts. Part I (Films 1 through 10) contains 127 common nouns; Part II (Films 11 through 20) contains 118 common service words that include: verbs, prepositions, adjectives, etc.

Complete Set
(Basic Sight Words (20 Films) Basic Sight Words Master Book) .................. $ 60.00
35 Flash Test Exercise Pages .................. $ 9.00

Basic Sight Words
All the words are grouped under various homogenous titles (word clustering). The words are divided into two film sets. The Service word program contains 118 of the most common service words - verbs, pronouns, prepositions, adjectives, etc. The Common Noun Program contains 127 nouns that children encounter at home, in school, in play. Words are presented in a visual tracking format and are designed for use in the Tachomatic 500 Simulator/Projector.

Complete Set............................... $180.00
Service Words (30 Films and Teacher's Manual) $ 90.00
Common Words (30 Films and Teacher's Manual). $ 90.00

Words and Phrases
A film series program includes 3,825 of the most common sight words usually found in approved word list for first eight grades. The program combines specific training in sight word recognition with related phrases.

Film for T-Matic 150 or Tachomatic 500
Grade 1 ........................................ $ 60.00
Grade 2 ........................................ $ 60.00
Grade 3 ........................................ $ 60.00
Sight Word Vocabulary
Each essay "sensitizes" the student to recognize five key words and understand their meaning as they're used in the essay.

"D" units start student at 3rd grade level.

New Graded Word Phrases
Improves student's ability to recognize words and phrases...use with or without a Tachistoscope! Words and phrases were carefully selected after an exhaustive study of basic school readers and various word lists. Each filmstrip has 50 phrases, 57 frames.

NEW LEVELS A & B (Primer, 1st Grade - Level A: No. 1; Level B; Nos. 2-4)
Set of 4 Filmstrips..........................$ 12.00

NEW LEVEL C (2nd Grade; Nos. 5-12)
Set of 8 Filmstrips..........................$ 24.00

NEW LEVEL D (3rd Grade; Nos. 13-20)
Set of 8 Filmstrips..........................$ 24.00

NEW LEVEL E (4th Grade; Nos. 21-32)
Set of 12 Filmstrips..........................$ 36.00

NEW LEVEL F (5th-6th Grades; Nos. 33-44)
Set of 12 Filmstrips..........................$ 36.00

NEW LEVEL G (7th-8th Grades; Nos. 45-56)
Set of 12 Filmstrips..........................$ 36.00

Complete Set (56 Filmstrips with Teacher's Guide)..........................$168.00
Ready, Set, Read

Set A - Ready!
Films that help enliven the child's world - enhance his awareness - help him sharpen visual perception - give practice in visual attention and memory.

Complete Set (12 Full Color Super 8 Film Loops).................................$235.00
Each Filmstrip (3-4 minutes).................................$ 21.00

Set B - Set!
A series of films that encourages problem solving by giving clues, discovering rules, sorting, predicting, showing relationship, developing concepts by sets, time and number.

Complete Set (12 Full Color Super 8 Film Loops).................................$235.00
Each Filmstrip (3-4 minutes).................................$ 21.00

Set C - Read!
Practice in learning to hear different word sounds, in discriminating between letters often confused, in the visual skill of left and right scanning, in learning to take words apart and put them together through plurals, rhymes, and beginning sounds.

Complete Set (12 Full Color Super 8 Film Loops).................................$235.00
Each Filmstrip (3-4 minutes).................................$ 21.00

Programmed Reading
(A Sullivan Associates Program)
A set of seven filmstrips to supplement the seven programmed readers of Series I. Each filmstrip is a readiness aid to be presented before work begins in the text, and is also quite effective for periodic reviews of the material covered.

Complete Set..............................................$ 36.00
Filmed Reading Lessons For Use With The Tachomatic 500

Through the program, vocabulary growth, word attack skills and good eye movement habits can be developed and improved.

Grade 1 Happy Times

40 Filmstrips, Reader & Teacher's Manual...$125.00

Grade 2 Down Our Way

Just For Fun

20 Filmstrips, Reader & Teacher's Manual...$ 75.00

Grade 3 Stories From Everywhere

Once Upon A Storytime

20 Filmstrips, Reader & Teacher's Manual...$ 75.00

Now

This audio-visual program for Reading Motivation in elementary grades consists of four kits. Each kit includes the following:

5 Full-color Sound Filmstrips, each 8-10 minutes
3 12" records to accompany the filmstrips
5 Correlated paperback books, color, one for each filmstrip
A Comprehensive Teacher's Manual which concentrates on critical reading skills.

Complete Set (20 Color Filmstrips), 12 records, 20 paperback books and 4 Teacher's Manuals

2. Phonics

Early Reading Recognition Skills

Through this carefully structured filmstrip program, the young child is encouraged to recognize, identify, synthesize and manipulate vowel and consonant letters, letter combinations
and words. Careful attention is given to those letters and letter combinations which have been found to be the most difficult for the young child.

Complete Set (7 color Filmstrips, Boxed).....$ 49.00  Each Filmstrip..........................$ 7.00

Learning Letter Sounds Filmstrips  HM
The complete program consists of a series of twenty-two filmstrips and a Teacher's Guide. The filmstrips may be used to provide further practice for pupils using the workbook, Learning Letter Sounds; or, if used in place of the workbooks to present the same instructional program in letter-sound associations.

Each filmstrip in the series is devoted to the letter-sound association of one of 18 single consonants (b, c, d, f, g, h, j, k, l, m, n, p, r, s, t, v, w, y) and to one of the four speech consonants (ch, sh, th, wh).

Complete Set (22 Filmstrips and a Teacher's Guide).........................$ 54.00

Basic Reading Series - Revised  SVE
This series of newly revised filmstrips presents phonics plus stories...an excellent program for reading readiness, remedial reading, as well as basic instruction. Exciting, full-color pictures plus captions give step-by-step phonics instruction and tell exciting stories. This functional approach to new letter combinations offers extensive materials for vocabulary building and sound spelling. Books A-D correlate with 1969 edition of Lippincott Basic Reading
Series; others correlate with 1970 edition - strengthen any elementary reading program.

**Books A-D** Introduces vowels, consonants and groups of letters commonly found together. Each Filmstrip; average 47 frames. (Grade 1)

8 Captioned Filmstrips, Guide.................$46.80

**Book E** Sound spelling presented in same sequence as Books A-D, grouping more letters together. Each Filmstrip; average 41 frames. (Grade 2)

7 Captioned Filmstrips, Guide.................$40.95

**Book F** Emphasis is upon practice in using the sound spellings as they appear in the stories. Each Filmstrip; average 44 frames. (Grade 2)

6 Captioned Filmstrips, Guide.................$35.10

**Book G** Reviews phonics lessons in stories selected to create an interest in reading. Each Filmstrip; average 47 frames. (Grade 3)

7 Captioned Filmstrips, Guide.................$40.95

**Book H** Provides a wealth of story material for phonics review. Each Filmstrip; average 43 frames. (Grade 3)

7 Captioned Filmstrips, Guide.................$40.95

Complete Set of 35 Filmstrips above, 5 Teacher's Guides. (Includes Books: A-D, E, F, G, H)...........................$204.75

**Sounds We Use G**
Full-color filmstrips for the primary CF
grades which develop and reinforce the auditory and visual recognition of the sounds represented by letters. The filmstrips are designed for practice review and application of phonic skills. Produced in cooperation with Ginn and Company for their 100 Edition Series. The average length is about 34 frames.

Set I, Consonant Sounds

Set of 8 Filmstrips with Manual............$ 49.50

Set II, Vowel Sounds

Set of 4 Filmstrips with Manual............$ 24.90

Set III, Words and their Parts

Set of 7 Filmstrips with Manual............$ 47.55

Each Filmstrip...............................$ 7.00

Look And Listen

Four full-color filmstrips and two LP records that make children aware of sounds as they associate sounds with pictures.

Learning To Listen
Rhymes And Riddles
Alike And Different
Symbols And Sounds

Complete Set.................................$ 30.00

Consonants: How They Look and Sound

Each consonant filmstrip consists of two parts. First pupils learn how the consonant looks and sounds. Then they read an amusing illustrated story. The series makes the pupils familiar
with more than a hundred words.

Complete Set (20 Color Filmstrips, 10-10" LP Records, Scripts, Boxed).............$130.00

Vowels: How They Look and Sound
The treatment is similar to that of Consonants: How They Look and Sound. The set includes 10 programs, 5 on short vowels and 5 on long vowels.

Complete Set (10 Color Filmstrips, 10-10" LP Records, Scripts, Boxed).............$ 65.00

Word Games on Phonograms
These programs provide novel, challenging and exciting drill in consonant substitution at the beginning and end of single syllable words. Pupils learn to fit words into a puzzle matrix. The first five programs demonstrate consonant substitution using short-vowel words. The second five use the long-vowel words. Each program teaches the basic structure of the coding and decoding system of English.

Complete Set (10 Color Filmstrips 5-10" 33-1/2 RPM Records, 40 Spirit Masters, Scripts).........................$ 65.00

Learning About Our Language Series
Designed to provide multi-sensory techniques in the teaching of language skills through aural, oral and visual skills. Correlated with Time for Phonics, but also suitable for all phonics programs.

Set 1 Emphasis placed on the consonant sounds.
Set 2 Emphasis placed on blends.
Set 3 Emphasis is on vowel sounds.
Set 4 Emphasis placed on additional vowel sounds.

Each Set of 6 Filmstrips.......................$ 42.00
Each Filmstrip.................................$ 7.50
Basic Primary Phonics  SVE
Full-color filmstrips with captions give students practice in seeing, saying, hearing sounds...in associating printed letters, words with sounds, objects. Correlated with leading phonics programs. Each Filmstrip average 26 frames.

Group 1 Initial Consonant Sounds $25.00
Group 2 Blends $25.00
Group 3 Vowels $25.00

Complete Set (18 Filmstrips) $70.00

Independent Word Perception  CF
The producers of this color series, being acutely aware of the multiple problems that face educators today, have combined the best in education to make this audio-visual material essential in developing skills in the classroom.

Set 1 Initial Consonant Sounds
Set 2 Initial Consonants and Blends
Set 3 Vowel Sounds

Each Complete Set $72.00
Three Set Package $186.00

Linguistics of the English Language  CF
This color set is designed to develop reading and speech skills. By careful correlation of photographs with captions, letter sounds and patterns of spelling are made easier to remember. The set illustrates how to speak the sounds of each letter or letter combination and suggests exercises for practice.

Complete Set (36 Filmstrips) $252.00
Each Filmstrip $7.00
New Spelling Goals Filmstrips  WEB-McG
For Grade 1, a set of 7 color filmstrips on hearing the consonant and vowel sounds.

Complete Set (7 Color Filmstrips with Manual)..........................$ 37.50

Goals In Spelling Filmstrips  WEB-McG
For Grades 2-8, a set of 6 color filmstrips on further work on hearing sounds in words.

Complete Set (6 Color Filmstrips with Manual)..........................$ 36.00

Talking Time Filmstrips  WEB-McG
The program includes 16 full-color filmstrips which build speaking skills, illustrated with cartoon characters. Questions, poems, and games are provided.

Set I. My Talking Helpers
The P and B Sounds
The T and D Sounds
The M, N and NG Sounds
The F and V Sounds
The WH, W, H Sounds
What We Have Learned
Sounds We Hear on a Farm

Complete Set.........................................................$ 42.00

Set II. The K and G Sounds
The TH Sounds
The SH Sounds
The CH and J Sounds
The S and Z Sounds
The R Sound
The L Sound
What We Have Learned

Complete Set.........................................................$ 42.00
See-Saw three

See-Saw three teacher-oriented filmstrips are designed to help students in the first three reading levels acquire the skills so essential to effective oral and silent reading. The program is divided into three levels (1-2-3) and three parts (phonics, words, phrases). There are 10 lessons to each part. Each package contains 3 sets of 10 lessons for that level.

Level 1, Complete Set (30 Filmstrips)........$129.50
Level 2, Complete Set (30 Filmstrips)........$129.50
Level 3, Complete Set (30 Filmstrips)........$129.50

Discovering the Alphabet

The object of the program is
(1) to teach letter name,
(2) to teach letter form and construction,
(3) to teach letter position,
(4) to teach letter sound in a word.

A complete set of learning experiences that include perceptual, kinesthetic and conceptual skills.

Complete Set (30 Filmstrips and Student Booklets and Teacher Guidance Material)
Also available on tapes.

Letter Recognition

This film series provides children with thousands of opportunities to recognize, learn, and then overlearn the letters of the alphabet. The films demand accurate visual discrimination and develop the proper sight-meaning associations required for efficient reading.

Letter Recognition..........................$ 78.00
Spirit Master Book..........................$ 6.50
Letter Recognition
This program contains: twelve letter recognition films of 1, 2 and 3 letters per line in upper and lower case form plus random combinations; four films of letter discrimination containing 4 and 5 letters per line, one of which is different; four films of 3 and 4 letter groups, same or different.

Letter Recognition (20 Films) $ 60.00

Discovery Reading
Phonic Code - Breaking Program in which the basic rules for word attack are illustrated repeatedly in a discovery format using phonically consistent words. Can be used independently or supplementary.

A day's work consists of an intermix of film and response booklet exercises. It is designed to help student transfer concepts and skills from screen and chalkboard to near-point viewing distance on an individual basis.

Discovery 100 Films (Includes VT 5, set of Student Booklet and Guidance Material) $300.00

Multi-Level Program
Film program designed for students who have experienced difficulty in mastering the skills essential for efficient reading. Can be used for supplemental reading in the classroom to reinforce a basal reading program at any level.

Multi-Level Reading Films (T-Matic) 20 Films (Grades 2-8) $ 60.00
Percepta-Phonics

Based on teaching vowels in four positions according to simple formula which children easily grasp.

Complete Set (25 Reels, Rule Chart, Teacher's Manual)..........................$ 40.00

Must be used with Rheem T-Scope Pupil's Tachistoscopic Projector which costs $135.00.

The Talking Teacher

This program includes five pre-primer level phonics teaching tapes, a set of phonetic picture cards, a set of eight unique teaching filmstrips with a Teacher's Manual and the Reading Goals series of extended readers, written at Book A, Book B and Grade 1 levels of Lippincott's Basic Reading. Also available Sets of filmstrips to accompany Grade 2 and Grade 3.

See above p. 14, Filmstrips, Ready, Set, Read, Set C - Read!

See above p. 15, Filmstrips, Now.

3. Dictionary

Beginning Dictionary Skills

A set of four full-color filmstrips for use with Merriam-Webster or other dictionaries. They point out all the different kinds of helps in the dictionary.

Finding Entry Words
Understanding Entries
Pronouncing Words Correctly
Using What You Know

Complete Set (4 Color Filmstrips, Teacher's Guide)..........................$ 21.60
Extending Dictionary Skills
A set of four color filmstrips. The filmstrips emphasize the dictionary as an aid in determining proper syntax and grammar and as a source of information on word origins, special usage, and refinements of meaning.

Using the Complete Entry
Finding and Using Exact Meaning
Understanding the Parts of Speech
Putting Dictionary Skills to Work

Complete Set (4 Color Filmstrips, Teacher's Guide)..................$ 21.60

What's the Word
This series of 12 full-color filmstrips aids pupils in word identification, dictionary procedures, and unlocking the meaning of strange words. To be used at the end of the primary level and on into the intermediate levels.

Complete Set (12 Color Filmstrips, Teacher's Guide)..................$ 48.00

B. FILMS

1. Sight Vocabulary

Sharing Time in Our Class CorF
At sharing time, Jennifer's classmates listen carefully, ask questions and learn interesting things about the special song she sings for them. 11 minutes.

B & W.................................................................$ 65.00
Color.................................................................$130.00
Reading for Beginners: Word Shapes
Shows how shapes of whole words and shapes of certain letters and their place in a word help beginning readers recognize words. 11 minutes.

B & W..............................................$ 65.00
Color.............................................$130.00

2. Phonics

Fun with Speech Sounds
To improve speech habits the film shows how some difficult sounds should be spoken. Through participation children are encouraged to pronounce sounds which are used in poems and rhymes. The vowels and some consonants such as p, m, l, r, th, and ch are covered. 11 minutes.

B & W..............................................$ 65.00
Color.............................................$130.00

3. Structural Analysis

Fun with Words: Word Twins
Dan and Don's collection of word twins shows that there are several kinds of word twins and how to tell them apart. 11 minutes.

B & W..............................................$ 65.00
Color.............................................$130.00

Fun with Words: Words that Add Meaning
Shows how adjectives and adverbs help describe an apartment building, its inhabitants, and their activities. 11 minutes.

B & W..............................................$ 65.00
Color.............................................$130.00
Fun with Words: Words that Name and Do  
Shows how nouns and verbs describe Larry and his activities - at home, school, play, and on visits to the zoo, store, theatre, and airport. 11 minutes.

B & W: $65.00  
Color: $130.00

Reading for Beginners: Words and Word Parts  
A game called "Build-a-Word" helps pupils learn how words are built and how prefixes and suffixes are added to make longer words. 11 minutes.

B & W: $65.00  
Color: $130.00

Fun with Words: From Words to Sentences  
Cartoon stories demonstrate naming and doing words, modifiers and combining short sentences into longer ones. 11 minutes.

B & W: $65.00  
Color: $130.00

4. Context

Reading for Beginners: Using Context Clues  
Noticing how a word is used helps pupils find out what the word is, how to pronounce it, and its meaning. 11 minutes.

B & W: $65.00  
Color: $130.00
5. Teacher Training

**SRA Basic Reading Series Films**

A series of three training films that present the program rationale and outlines for typical linguistic reading lesson plans.

**Understanding the Teaching of Reading**

(by Wm. D. Sheldon)

Set of four 15-minute, 16 mm., full-color, sound films that provide professional guidance in the critical area of reading instruction from K-6. The films were actually taken in classrooms. They show teachers working with pupils in four vital areas of reading instruction: 1) the preparation of children for reading; 2) diagnosis of reading ability at various elementary school levels; 3) word analysis; and 4) the development and deepening of comprehension. They were designed for the in-service education of teachers. A complete discussion guide for each film provides a summary of film content and thought-provoking questions for group discussion.

C. TRANSPARENCIES

1. **Sight Vocabulary**

**Look, Listen and Learn Program**

*It's Fun to Listen* (Auditory Discrimination)

The objectives of these lessons are to teach the child to follow simple directions and to respond to auditory cues on worksheets, to teach auditory
discrimination and auditory perception, and to help the child identify relationships based on auditory perception.

It's More Fun to Listen (Place Relationships) The lessons in this unit promote the understanding and use of prepositions that indicate direction, movement and precise place, stimulate the imagination and provide for future oral response, and develop good listening habits which are prerequisite to beginning reading.

It's Time to Rhyme (Rhyming Words) The pictures stories, jingles, couplets, and nursery rhymes are designed to extend and develop the child's vocabulary and his auditory discrimination of rhyming words. They also help to develop his left to right eye movement and to increase his reading readiness ability.

It's Time to Think (Visual Discrimination) The transparencies and worksheets, with the aid of voiced instructions, help the child compare and classify objects by size, color and shape, recognize simple geometric figures, and develop his hand-eye coordination and visual discrimination skills.

It's Time to Think and Do (Reading Readiness) These lessons help to develop left to right eye and hand movement and the ability to understand the sequence of events. With the aid of voiced instructions, transparencies and worksheets the child learns to understand abstract actions and anticipate further sequence of events.
Each Unit
8 Full-Color Transparencies, 16 Dupl. masters, 1 record or.............$ 9.95
8 Full-Color Transparencies, 16 Dupl. masters, 1 cassette (Plus Teacher's Manual and Answer Sheet).........................$ 11.50

Following Direction and Sequence
These lessons are divided into two parts: Part I, assists the children to listen with understanding and to follow directions. Part II, assists in developing understanding of sequence in stories and events.

Complete Set (12 Transparencies, 28 Duplicating Pages).........................$ 6.95

Beginning Skills

Three-dimensional Visual Discrimination Kit is a kit of transparent plastic manipulatives to develop understanding of shape, size, color, direction, likenesses, differences.

3 overlays, 44 manipulatives..................$ 4.95

Three-dimensional Letter Shapes is of opaque plastic lower case and capital letters to match with corresponding outline shapes, or organize for comparison and study. Aids analysis of letter size and shape.

4 overlays, 52 manipulatives...............$ 4.95

Tell the Story: Change the Ending helps children tell each story and see alternate endings. Develops skill in recognizing sequence of events and elements of a logical story.

2 overlays, 1 mask.........................$ 3.95
Tell the Story: Make It Rhyme
Children contribute missing rhyming endings to an original story-verse.

1 mask

Learning the Alphabet provides practice in recognition of capital and lower case letters and sequence of the alphabet. Children use manipulatives to deliver mail, papers or packages to Mr. A's house, Mr. B's house, etc.

2 overlays, 3 masks, 4 manipulatives......$ 3.95

Reading Readiness - Transparencies
Developing Rhyming Words; Selecting Rhyming Words; Pictures Alike-Different; What is Missing; Shapes Alike - Different; Recognition of Size; Identification of Lower Case Letters; Action Pictures and Name Pictures.

Complete Set (5 Transparencies, manual)......$ 15.00

Classification Opposites Sequence Transparencies
Things That Go Together; Mothers and Babies; Modes of Travel; Hear, Touch, Taste, Smell; Seasons; Sequence Stories and others.

Complete Set (5 Transparencies, manual)......$ 15.00

We Learn The Colors And Their Names
A new child-participation method of teaching the beginning reader to associate the color with its word, a complete learning package, this new teaching aid consists of two tapes featuring brief stories and
"sing-along" songs, a set of prepared liquid duplicator masters to provide each student with a follow-up activity for each color learned and 12 full-color plastic-coated 11 by 15 inch pictures bound into a flipchart, or an optional set of six (two colors on each) transparencies for overhead projection. Colors included in the program are purple, orange, green, yellow, blue, gray, pink, red, brown, black and white.

Complete program with overhead transparencies........................................$ 19.00
(on cassettes).................................................................$ 21.00
Complete program with flipchart
(on cassettes).................................................................$ 21.00
Additional sets spirit masters-each..............$ 2.50

Friends Old and New (Reader) 2' SFC
Overhead visuals for Grade 2 (93 Transparencies)
Roads to Follow
Overhead visuals for Grade 3 (89 Transparencies)

Each Complete Set.................................................$ 42.00
Transparencies only..................................................$ 33.00
Viewer stage only.......................................................$ 14.10

2. Phonics

Book 1 Beginning Consonant Blends CF
Beginning Silent Consonants
Concepts developed - bl, br, cl, cr, dr, fl, fr, gl, gr, pl, pr, thr, tr, tw, silent k, silent w.

Complete Set..........................................................$ 26.00
48 Overhead Transparencies
3 Transparencies for each of the 16 concepts
16 Duplicating Masters (each has 2 activities for each concept)
Book 2 Beginning "s" Blends
Concepts developed - sc, sk, sl, sm, sn, sp, st, sw, scr, shr, spl, spr, squ, str.

Complete Set...........................................$ 23.50
42 Overhead Transparencies
3 Transparencies for each of the 14 concepts
14 Duplicating Masters (each has 2 activities for each concept)

Book 3 Beginning Consonant Digraphs
Concepts developed - ch, sh, th, wh.

Complete Set...........................................$ 11.25
16 Overhead Transparencies
4 Transparencies for each of the 4 concepts
12 Duplicating Masters (3 for each concept)

Happy-Time Rhyme-Time
10 gay color transparencies which help children match and rhyme sounds and words.

10 Transparencies..................................$ 24.95

Happy-Time Consonants
27 Color transparencies designed to help children understand the shape, size and sound of consonants. Twenty-one transparencies show regular consonants, while 4-supplementary transparencies explain consonant blends, and 2 explain alternate "c" and "g" sounds, Bb, Cc, Dd, Gg, Hh, Jj, Kk, Ll, Mm, Nn, Pp, Qq, Rr, Ss, Tt, Vv, Ww, Xx, Yy, Zz, "ch", "th", "wh", "sh" and soft c sound, soft g sound.

Each Transparency.................................$ 2.50
Set of 27.............................................$ 64.95

Discovery Phonics Transparencies
38 Word-picture transparencies with
upper and lower case letter overlays. They give the student opportunity to discuss the pictures in its colorful setting before the related words and letters appear from the attached overlay, which correlates the visual relationship to the sound. Consonant and vowel sounds developed.

Complete Set (39 Transparencies in molded plastic mounts) ..................$146.00

Complete Lesson-Plan Book ..................$ 5.00
Each Transparency ..........................$ 3.75

**Adventures In Phonics**

25 color overhead transparencies designed to supplement and enrich basic phonics programs. The transparencies provide a strong visual stimulus for each consonant grapheme. Artwork in color and practice words for each consonant are on each visual. These materials are especially effective when used in conjunction with the Seals, Sea Gulls And Other Sounds program. They are equally effective in speech classes adding a visual stimulus to the practice of enunciation. Group or individual reinforcement in the area of speech development and correction.

Set of 25 Transparencies .....................$ 49.96

**Consonant Clues, Grade 1**

Consonant sounds developed,

Complete Set (20 Transparencies, 20 Duplicating Pages, Teacher's Guide, Answer Sheet) ..................$ 6.95
Context Clues, Grade 2
Short and long vowel sounds developed.

Complete Set (12 Transparencies, 28 Duplicating Pages, Teacher's Guide, Answer Sheet) ................. $ 6.95

Context Clues, Grade 3
Includes work on vowels, compounds, syllables, prefixes and suffixes.

Complete Set (12 Transparencies, 28 Duplicating Pages, Teacher's Guide, Answer Sheet) ................. $ 6.95

Auditory Discrimination-Beginning Sounds
The lessons teach ten common beginning consonant sounds: b, m, f, t, d, r, s, c, h and g.

20 Transparencies, 20 Duplicating Pages.................................................. $ 6.95

Consonant Series
Consonants B, C, K and T
Consonants D, H, L, W and Z
Consonants J, M, R and S
Consonants F, G, P and X
Consonants N, W, V and X

8 Full-Color Transparencies, 16 Duplicating Masters, 1 record) ....................... $ 9.95
8 Full-Color Transparencies, 16 Duplicating Masters, 1 cassette) ..................... $ 11.50

Vowels Series
Vowels-Short A and Short I
Vowels-Short E and Short O
Vowels-Short U and Review
Vowels-Long A and Long I
Vowels-Long E and Long O
Vowels-Long U and Review
8 Full-Color Transparencies, 16 Duplicating Masters, 1 record) ............ $ 9.95
8 Full-Color Transparencies, 16 Duplicating Masters, 1 cassette) .......... $ 11.50

Visualcraft's Phonic Transparencies

The Alphabet
33 colorful 10x10 transparencies
1 teacher's guide
2 water soluble marking pencils
2 10x10 plain sheets of acetate for notes
Packaged in strong vinyl binder
Each pocket indexed

Complete Set ......................................... $ 99.50

Blends & Digraphs
20 colorful 10x10 transparencies
1 teacher's guide
2 water soluble marking pencils
2 10x10 plain sheets of acetate for notes
Packaged in strong vinyl binder
Each pocket indexed

Complete Set ......................................... $ 79.50

Phonics Transparencies
Six Phonics Transparency Units to make the teaching of Phonics easier and more effective. The Hayes Phonics Transparencies help teach the fundamentals of phonics with attractively illustrated two-color transparencies. This versatile series was created to assist the teacher in the presentation of new skills, and the review of old skills. While this series has been correlated with the Hayes liquid Phonics series, it will prove of great value when used in the teaching of reading with any series or text.
Transparencies and duplicating master books, Grade 1-6.
Each Grade level........................................$ 7.00

**Discovery Phonics K-1-2-3**
Multi-media reading readiness program for the overhead projector. The student discovers the alphabet and its relationship to the sounds of the spoken language.

38 Basic Color Transparencies,
1 Teacher's Lesson-Plan Book,
1 Teacher Demonstration Transparency,
and Wooden carrying case..............................$166.00

Additional Material:
Lesson-Plan Book...........................................$ 5.00
Set of Seat Word Pads (50 sheets each of 33 lessons).......................$ 33.00
Set of Correction Transparencies (33)...........$ 33.00

**The Landon Program For Reluctant Readers**
A fully diagnostic and corrective program designed for use in grade 3 through 5. The complete program contains 30 recorded lessons and 67 follow-up lessons for continuous reinforcement. Lesson areas covered include: consonants, vowels, blends, digraphs, phonograms, syllables, suffixes, prefixes and comprehension.

Complete Set..............................................$ 75.25
Includes:
7-33-1/3 r.p.m. records, 23 Transparencies,
50 copies each of 30 worksheets, 82 duplicating masters, 2 teachers manuals and reference storage/kit box.
Initial and Final Consonant Transparencies
This set teaches initial and final consonant sounds and their relation to their symbols. Includes 11 initial consonant charts and 4 final consonant charts.

8 Transparencies (with manual)..................$ 24.00

Blends and Digraphs Transparencies
Developed to help the students relate the sounds of the consonant blends and digraphs to their symbols.

3 Transparencies (with manual)..................$ 9.00

Vowel Transparencies
Printed in brilliant color showing vowel pictures, symbols and rules.

5 Transparencies (with manual)..................$ 15.00

Phonic Analysis Transparencies
Printed in full color describing many vowel, diphthong and letter combination rules.

9 Transparencies (with manual)..................$ 27.00

See above p. 31, Transparencies, Reading Readiness Transparencies.

See above p. 31, Transparencies, Tell the Story: Make It Rhyme.

See above p. 31, Transparencies, Learning the Alphabet.

3. Structural Analysis

Syllable Rule and Accent Clue Transparencies
In full color describing phonic
and structural analysis skills.
Designed to help pupils gain independence in attacking new words.

8 Transparencies (with manual) .................. $ 24.00

Word Building Transparencies
Printed in full color describing many changes from the root word using suffixes, prefixes, contractions, possessives and developing compound words.

9 Transparencies (with manual) .................. $ 27.00

Spelling Generalization Transparencies
Printed in full color illustrating clues for spelling vowel sounds, contractions, plurals, prefixes, suffixes, etc.

9 Transparencies (with manual) .................. $ 27.00

Word Function and Sentence Pattern Transparencies
Linguistically oriented. Depicts parts of speech and their functions as well as basic sentence patterns.

9 Transparencies ......................... $ 27.00

See above p. 35 , Transparencies, Context Clues, Grade 3

4. Context

Reading-Thinking Skills
There are 37 transparencies in each set for three levels of Reading-Thinking Skills. These materials are planned to aid the teacher in developing major skills from the non-reading stage through sequential steps until they can be combined with reading skills. Levels A-C.
Included in each level concepts on:
Classifying Ideas
Developing Sentence Sense
Understanding Multiple Meanings
Making Inferences
Relating Pronouns and Antecedents
Determining Analogous Relationship

5. Dictionary

Silver Burdett Visual Learning
Projectuals - Dictionary Skills
An attention-holding means of teaching a set of techniques for using the dictionary, the complete package includes 24 projectuals with positioning frames, a teacher guide, and 12 spirit masters for worksheets.

Complete Set (Level A).......................... $ 65.00
Spirit Masters...................................... $ 2.40
Teacher's Guide.................................. $ .96

Dictionary Skill Transparencies
In color-describing how best to use the dictionary. Examples applicable to approved classroom dictionaries and complete in every way.

Complete Set.................................................. $ 27.00
9 Transparencies, Manual

D. RECORDS

1. Sight Vocabulary

Listening and Learning
A new program designed to develop the child's basic listening skills. Listening and Learning is especially useful with children who are immature or have limited backgrounds in language. It consists of 20 recorded
lessons, which develop an understanding of common directions for marking answer sheets and provide practice in following these directions. The meaning of terms which the child must understand, such as left-right, before-after, and beginning sound are defined and clarified as each is developed in an exercise.

Complete Set ........................................ $ 15.00
5-12" Records, 20 Duplicating Masters, Guide

Ginn 100 Edition

Let's Listen - an album of 3 LP (33-1/3 r.p.m.) records for auditory training in reading readiness and speech development.................................$ 9.45

We Listen and Learn

Teachers use rhythm and repetition of these "activity poems and songs" to help younger children develop their vocabularies, imagination, creativity and manual capabilities. Geared to the attention span and vocabulary of a small child. Consist of physical rhythms, counting games, introduction to colors, zoo and farm animals, community helpers, transportation and seeds.

3 - 12" LP.......................................................$ 17.50
6 Tapes, dual, 3-3/4, 5"......................................$ 23.50
3 Cassettes...................................................$ 23.50

Sound/Order/Sense

The SOS Program children to listen for:
Sound...the sounds that make up speech,
Order...the sequence of sounds in words and words in groups,
Sense...the attributes that give meaning to words.
Some records are "sounds" of zoo animals, school, home. Some records are used with "order" task - fast and slow, loud and soft, near and far, long and short, and up and down.

5 - 7" 33-1/3 r.p.m. records are provided for Level 1 and 6 for Level 2.

Learning Basic Skills to Music
Numbers, colors, the alphabet, and body awareness are all presented in a happy, rhythmic program that preschool, retarded, and early primary children from all backgrounds can participate in immediately.

Album 514..........................$ 5.95

Listening Skills for Pre-Readers
Vol. 1-5
Activities designed to develop the young child's ability to listen discriminately and to select main ideas in a sentence, paragraph, poem and story. Also: to organize responses and to expand vocabulary through aural comprehension. Especially useful for kindergarteners and first graders and for those children whose lingual background needs further reinforcement. Teacher's manual with valuable suggestions included.

Each Vol. (1-12" 33-1/3 r.p.m.)..............$ 4.98

Meet Mr. Mix-Up
An effective, yet humorous, approach to attentive listening and comprehension. Through lilting music and clever rhyme your students will enjoy correcting Mr. Mix-Up's mistakes and in so doing will increase their total listening skills and auditory perception. Increases their
vocabularies and abilities to retain and comprehend what has been said. Mr. Mix-Up also helps pupils acquire an attitude of readiness toward the learning of other aspects of reading.

1-12" long-play, cards, guide...............$ 7.95

Let's Start
This is a multimedia instructional program which includes paperbound books, 33-1/3 LP records, and visual materials. An effective program for Head Start, nursery schools and other pre-primary educational needs.

Book Collection I..............................$ 7.35
Book Collection II..............................$ 7.43
Picture Collection I.........................$ 7.00
Picture Collection II.........................$ 7.00
Record Collection.............................$ 22.74
Complete Set..................................$ 51.52

Building Verbal Power
Flexibility in word usage coupled with an understanding of the concepts expressed in words are basic tools in learning. These records help to raise the word and language skill levels of the young child in order to prepare him to cope more confidently with the intellectual tasks required in the beginning school years. Five albums in series.

Each album.....................................$ 4.98

See above p. 10, Filmstrips, My Magic Words.
See above p. 15, Filmstrips, Now.
See above p. 28, Transparencies, Look, Listen and Learn Program.
See above p. 8, Filmstrips, Reading Skills/Oral Expression.

See above p. 10, Filmstrips, Basic Concepts.

2. Phonics

The First Talking Alphabet-Part One SF
(Consonants)
The First Talking Alphabet-Part One teaches or reteaches consonant sounds in initial and final position.

20 Records, 33-1/3 r.p.m.
20 Picture Alphabet Cards
Teacher's Manual
Also available 60 Duplicating Masters............$10.20

Complete Set.........................................$39.00

The First Talking Alphabet-Part Two SF
(Vowels)
This program begins with a review of the consonant sounds then proceeds to programmed work on vowel sounds.

29 Records, 33-1/3 r.p.m.
17 Picture Cards
Teacher's Manual
Also available 52 Duplicating Masters............$7.50

Complete Set.........................................$36.00

ABC (The Alphabet Record) L
This record is an introduction to the alphabet through music and sound by Frank Luther. Also includes ONE TO TEN (The counting record) on reverse side.

78 r.p.m............................................$1.00

Learning the ABC's L
Rosemary Rice narrator; Your Friend the Alphabet. Includes How to Count.

33-1/3 r.p.m............................................$1.89
My First ABC Record
This record is an introduction
to the alphabet..........................$ 1.70

Acting Out The ABC's
This record is a delightful way
to learn the alphabet and numbers.............$ 1.70

All About The Alphabet
Ray Heatherton sings and teaches
children about the letters of
the alphabet........................................$ 4.95

Listen and Do
Thirty-two lessons on consonant
sounds. The Listen and Do mater­
ials are made up of a set of
sixteen 10" long-playing records.
Every record has a complete fifteen
minute lesson on each side. To
accompany the set of records, there
is a set of thirty-two duplicating
masters.

Complete Set........................................$ 42.00
16-10" Records
32 Duplicating Masters
Teacher's Manual

Listen And You'll Learn
Here are three records designed to
make children relax and listen to
phonetic sounds. As children listen
to these appealing stories, ear
training is being emphasized with
repetition of sounds children find
difficult.

Listen Time #1.................................$ 5.95
Listen Time #2.................................$ 5.95
Listen Time #3.................................$ 5.95
Seals, Sea Gulls and Other Sounds  
This is a new and versatile program for teaching consonant sounds. Twenty-seven rhymes and stories combine experience in phonemic discrimination with appealing subject matter. All 26 consonant sounds are presented, each with its own original poem or story. It is a Speech/Phonics program designed to involve the student actively.

Complete Set.................................$ 32.85  
  15 Student Books  
  2-12" LP Records  
  Teacher's Manual

Fun With Speech I  
The Sounds of G, R, K, Th, L............................$ 6.45

Fun With Speech II  
The Sounds of Ch, Sh, S, Z, F, V..........................$ 9.75

Alphabet Animals  
Three records with separate story bands for each letter. The names and basic sounds of the letters of the alphabet are learned. Short sounds of vowels are introduced in the alphabet sequence and the long sounds of the vowels are presented following the 26 letters.

Set of 3-33-1/3 LP Record..............................$ 11.70  
Complete Set..........................................$ 36.90  
  30 Activity Texts  
  Set of Records  
  Teacher's Manual

Betts Basic Readers Recordings

Pathways to Phonics Skills, Vol. 1  
Two 12" records, 33-1/3 r.p.m.......................$ 10.71
Pathways to Phonic Skills, Vol. 2  AC
Two 12" records, 33-1/3 r.p.m. ................. $ 10.71

Pathways to Phonic Skills, Vol. 3  AC
Two 12" records, 33-1/3 r.p.m. ................. $ 10.71

Open Court

Phonograph Record 1  OC
A continuing story which links sounds with the pictures on the Wall Sound Cards in the order in which they are presented in the Foundation Program. .......... $ 5.10

Phonograph Record 2  OC
Describes the pictures and gives the sound of the spelling on each wall sound card in the order in which the Wall Sound Cards are posted in any first, second or third grade classroom (A to Z, followed by short vowels, followed by oo, oo, oi, etc.) Record 2 also includes a discussion for teachers. .................. $ 5.10

Sound Way to Easy Reading  L
For the child who is a poor reader. Teaches with phonograph records - helps poor readers and spellers improve remarkably in a few short weeks.

Set includes four double-face records; 7 scientifically designed phonic cards with self-quizing features; and simple directions

33-1/3 r.p.m. ......................... $ 25.00
45 r.p.m. ............................ $ 25.00

Listen and Learn with Phonics  L
Simple to use, this new and complete method of teaching phonics gives children of all ages and grade levels
the tools of reading. The records and books are self-explanatory. An invaluable teaching aid especially in the Remedial Reading Program. It offers the needed individual instruction that the busy teacher cannot provide. Children can help themselves by playing the records and looking at the books without supervision.

Complete Set.................................. $25.00
3-78 r.p.m. Records
4 Phonic Books
Turn-W-Word Wheel
Manual

Sounds For Young Readers

Sounds Vol. 1
Growth in sound discrimination, identification, and appreciation is promoted through the use of rhymes, songs, games and sound effects.

33-1/3 r.p.m., Teacher's Manual........... $ 4.98

Sounds Vol. 2
Introduces beginning consonants and blends, vowels and final consonants.

33-1/3 r.p.m., Teacher's Manual........... $ 4.98

Sounds Vol. 3
Long and short sounds of the vowels "a", "e", "i", "o", "u" are imaginatively introduced. Also demonstrated is the "silent e".

33-1/3 r.p.m., Teacher's Manual........... $ 4.98

Sounds Vol. 4
Games, sound effects and stimulating exercises introduce and teach the
hard and soft sounds of C and G, triple blends, final blends and finals, ng and le. An effective aid in the development of word analysis skills, this record will correlate well with all reading and spelling work done in grades 2 to 4.

33-1/3 r.p.m., Teacher's Manual............ $ 4.98

Sounds Vol. 5
This record builds on a foundation of vowel understanding leading to a recognition of syllables and their accenting. Word analysis skills are further promoted by prefix, suffix and compound word identification. The material will correlate well with spelling and language arts programs.

33-1/3 r.p.m., Teacher's Manual............ $ 4.98

Sounds Vol. 6
The sounds of "a", "e", "i", "o", "u", as modified by "r", "w" and "l" are introduced with imaginative games and exercises. Also included are the sounds of diphthongs "oi", "oy", "ey", "ou" as well as the sounds of "oo" and "ue".

33-1/3 r.p.m., Teacher's Manual............ $ 4.98

The Ginn Word Enrichment Program
Records, tapes and cassettes to accompany Levels 1 through 3 (Books 1-7)

Level 1: Look and Listen
Develops initial sounds and rhyming sounds, similar and dissimilar words.
Recordings (18 records, 12"),
33-1/3 r.p.m.) ........................................ $ 67.50
Tapes (36 reels, 5", 3-3/4 rps
full track) ........................................ $126.00
Cassette ........................................... $135.00

Level 2: Consonant Sounds and Symbols  G
Develops initial and final consonant
sounds, variant ending "s" with nouns
and verbs and consonant substitution.

Recordings (14 records, 12"
33-1/3 r.p.m.) ........................................ $ 52.50
Tapes (28 reels, 5", 3-3/4 rps
full track) ........................................ $ 98.10
Cassette ........................................... $105.00

Level 3: Vowels and Variants  G
Develops initial and ending
sounds. Deals with c-v-c-c
patterned words (duck), short
vowel sounds, vowel substitution,
initial and final consonant digraphs
and blends. Includes variant endings
of s, es, ed, and ing.

Recordings (15 records, 12",
33-1/3 r.p.m.) ........................................ $ 56.25
Tapes (30 reels, 5", 3-3/4 rps
full track) ........................................ $105.00
Cassette ........................................... $112.50

Singing Sounds Vol. 1  L
Record and accompanying book, make
the teaching of beginning phonics
for beginning readers easy and fun.
The increasing emphasis on phonics,
as an effective aid in teaching
reading has produced a need for new
audio-visual materials. The 15
constant consonants, plus "a",
"w" and "y" are presented simply,
clearly and effectively in picture
and song. Catchy jingles and simple
tunes will help beginning readers to "unlock" new and hard to recall words, and aid advanced readers in attacking the more difficult words.

33-1/3 r.p.m.................................$  5.95
Book...........................................$  2.50

Singing Sounds Vol. 2
Included in Album 2 are the letters that have more than one sound and the four frequently used combinations of letters that make a different sound (consonant diagraphs); CH, SH, TH and WH. Also, the 2 sounds of the consonants C & G and the long and short sounds of the vowels A, E, I, O and U.

33-1/3 r.p.m.................................$  5.95
Book for Singing Sound Vol. 2............$  2.50

Phonics And Word Development,
Basic Elementary Spelling Skills
A graded, self-directing, self-correcting course in phonics and word development for Grades 2 to 6. Children listen and respond orally and in writing. As soon as the child has completed a single exercise, he is able to check his accuracy. The principle of immediate feedback is important in spelling where the child should not be exposed longer than necessary to the visual impression of his own misspelling. Each record band is a single skill concept of phonics or word development that relates directly to phonetic problems in reading. For classroom, small group and individual use. Teacher's Guide on Record Jacket.

Complete Set, 5 Albums............................$ 22.95
Individual Album..................................$  4.95
Complete Set, 10 Tapes..........................$ 49.00
Individual Tapes..................................$ 10.95

Complete Set, Cassettes..........................$ 33.00
Each Cassette....................................$ 6.95

We Speak Through Music

Album 1
The album includes work on m, p, b, h, n, t, d, l, k, w, y, and g sounds.

Album 2
This album includes work on g, ng, f, l, fl, kl, s and sl sounds.

Album 3
This album includes work on z, sh, t/h, th, ch, j, r, ur, tr and hw sounds.

Complete Set (3 albums)..........................$ 20.00
Each Album......................................$ 7.95

See above p. 18, Filmstrips, Look and Listen.

See above p. 18, Filmstrips, Consonants: How They Look and Sound.

See above p. 19, Filmstrips, Vowels: How They Look and Sound.

See above p. 18, Filmstrips, Word Games on Phonograms.

See above p. 22, Filmstrips, See-Saw three.

See above p. 35, Transparencies, Consonant Series.

See above p. 35, Transparencies, Vowel Series.

See above p. 37, Transparencies, The Landon Phonics Program.
3. **Structural Analysis**

See above p. 49, Records, *Sounds Vol. 5*.

See above p. 50, Records, *Vowels and Variants*.


E. **TAPES**

1. **Sight Vocabulary**

*Gateway to Good Reading* (IIL)

This supplemental reading readiness program consists of 40 tapes, each accompanied by 30 response booklets. The program is a delightfully motivating approach to the basic reading readiness skills.

The program is divided into two sections, each available as a unit:

- **Auditory Discrimination**
  Twenty tapes devoted to the development of auditory recognition and discrimination of initial consonants, comprehension and directional skills.

  20 Tapes, 30 pupil booklets for each tape, and 3 Teacher's Manuals
  
  Cassette..............................................$179.00

- **Visual Perception**
  Twenty tapes devoted to the development of the visual and perceptual skills in four main perception areas: position in space, constancy of shape, eye-motor coordination, figure ground.

  20 Tapes, 30 pupil booklets for each tape, and 3 Teacher's Manuals
  
  $159.00
Cassette.................................................$179.00

Complete program (both of above).................$299.00
Cassette.................................................$339.00

New Reading Skilltexts  
Bibs-Grade 1 Skilltape
Nicky-Grade 2 Skilltape
Uncle Funny Bunny-Grade 3 Skilltape
Skills developed in the program include:
gathering facts (recall and reading),
understanding ideas, organizing ideas,
making judgments, and studying words.

Complete Set (reel).................................$250.00
Complete Set (cassette)............................$285.00

Each set (reel).................................$ 90.00
Each set (cassette)...............................$100.00

Listen, Mark, And Say  
Classroom set contains booklets
1-4 for 20 students, 8 tapes with
take-up reels or 8 cartridges,
Teacher's Introduction and Teacher's
Edition of Books 1-4. Teaches lan-
guage skills to a pre-reading level.

Complete Set..........................................$ 96.00

Trip to the Moon  
Classroom set contains Booklets 1-4
for 20 students, 8 tapes with take-
up reels or 8 cartridges, the Teacher's
Introduction and Teacher's Editions
of Books 1-4. This is an extension
of Listen, Mark, And Say. The lessons
introduce concepts expressing polarities
(tall-short, fat-thin), degrees of size
(comparative, superlative), and presence
or absence of a quality (positive,
negative).

Complete Set..........................................$ 96.00
Educational Sensory Program of Vocabulary Development

The ESP Programmed Vocabulary series is an aural-oral-visual word learning program in 12 levels for grades 1 through 12. The added dimension of aural sound is very effective in maintaining student interest. The student hears the correct pronunciation, he responds orally, and he is reinforced by writing his response and by hearing the correct meaning (answer) from the narrator. He is asked to make up and write a sentence using the word. Each set of tapes (grade level) is accompanied by a teacher's manual that lists the contents of each tape lesson. This series may be used in remedial reading, developmental reading, or in an enrichment program. Each lesson is 15 minutes in length. Tapes are double recorded on both sides so they can be played forward and backward. Available in reel or cassette.

Each Grade 12 Tapes (12 Lessons).............$ 60.00

Audio Reading Progress Laboratory

The eight-level Audio Reading Progress Laboratory is an audio-tutorial program designed to supplement fundamental word analysis and comprehension skills taught in basal reading series. A developmental audio reading program in:
Phonetic Word Analysis
Structural Word Analysis
Vocabulary Growth
Comprehension
Study Skills

Complete Set (Grade 1-3) Reel.................$288.00
Cassette..................$336.00
Each Grade Reel ........................................ $105.00
Cassette .................................................... $123.00
Reading Progress Book ................................... $ .75
Teacher's Guide ........................................... $ 4.95

**Remedial Reading Program**

Program tapes, reading texts and student work manuals for selective application to any reading level. Non-reading up to 9th grade. Includes all reading skills.

Kit C comes complete with 249 tapes, 32 textbooks, 64 student workbooks, teacher's manual
Reading levels 1-8.................................$2,430.95

Kit E comes complete with 219 tapes, 24 textbooks, 64 student workbooks, teacher's manual
Reading levels 1-6.................................$2,150.05

Kit P comes complete with 134 tapes, 4 textbooks, 60 student workbooks, teacher's manual
Reading levels 1-3.................................$1,333.10

**Stories of Today and Tales of Long Ago**

Tapes to accompany The Co-Basal Reading Series Stories of Today and Tales of Long Ago by Laidlaw Brothers.

Each Tape.............................................. $ 10.00

**Imperial Primary Reading Program**

This is a self-contained supplemental reading program which will serve the special reading needs of all primary students. The program is specifically designed to allow the child to carry on each lesson by himself, freeing the teacher to work with other students in class. Time on tapes varies from 12 to 22 minutes.
Complete program (40 tapes, 30
pupil booklets for each and
3 teachers' manuals
Reel...............................$299.00
Cassette...........................$399.00

Minisystems
The Minisystems are miniature instructional systems created primarily for
use by the individual student under
the guidance of the teacher. Each
Minisystem consists of an audio
cassette containing a carefully designed
instructional sequence and an activity
sheet integrated with the cassette program.

Level A (Pre-Reading)
Complete Series of 27 Minisystems
(27 Tapes, 27 Teacher's Guides,
and 30 Activity Sheets for each).......$214.65

Level B (Beginning Reading)
Complete Series of 19 Minisystems
(19 Tapes, 19 Teacher's Guides,
and 30 Activity Sheets for each).......$151.05

Level C (Grade Two)
Complete Series of 24 Minisystems
(24 Tapes, 24 Teacher's Guides,
and 30 Activity Sheets for each).......$190.80

Level D (Grade Three)
Complete Series of 30 Minisystems
(30 Tapes, 30 Teacher's Guides,
and 30 Activity Sheets for each).......$238.50

Level A-D (For Grades K-3)
Complete Series of 100 Minisystems
(100 Tapes, 100 Teacher's Guides,
and 30 Activity Sheets for each).......$795.00
Reading Readiness

TAPES. 8 dual track tapes
16 lessons.................................$ 48.00
CASSETTES. 8 cassettes,
16 lessons.................................$ 48.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 3.00

Classification-Opposites-Sequence

TAPES. 5 dual track tapes,
10 lessons.................................$ 30.00
CASSETTES. 5 cassettes,
10 lessons.................................$ 30.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 2.50

Word Building

TAPES. 9 dual track tapes,
18 lessons.................................$ 54.00
CASSETTES. 9 cassettes,
18 lessons.................................$ 54.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 3.50

Word Function & Sentence Patterns

TAPES. 9 dual track tapes,
18 lessons (Linguistically Oriented).............$ 54.00
CASSETTES. 9 cassettes,
18 lessons (Linguistically Oriented).............$ 54.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 3.50

See above p. 10, Filmstrips, Basic Concepts.

See above p. 31, Transparencies, We Learn The Colors
And Their Names.

See above p. 28, Transparencies, Look, Listen And Learn.
See above p. 41, Records, We Listen And Learn.

2. **Phonics**

**Learning The Alphabet And Its Sounds With Amos And His Friends**
An exciting child-participation method in phonics instruction. Set includes a 15-minute tape, 26 full-color 8-1/2x11 inch picture charts accompanied by a teacher's manual. Set also includes 24 spirit duplicator masters so that children can follow up each sound by working with an activity sheet.

Complete Set (Reel)..........................$ 14.50
Complete Set (Cassette).....................$ 15.50

**Learning The Consonant Blends With Amos And His Friends**
Twenty-three colorful picture charts, a high-quality sound tape, a set of 23 liquid duplicator masters and a teacher's manual make up this delightful way to teach the consonant blends. Blends taught in this unit are sk, sl, sm, sn, sp, st, sw, bl, cl, fl, gl, pl, br, cr, dr, fr, gr, pr, and tr; and digraphs ch, sh, th and wh.

Complete Set (Reel)..........................$ 14.50
Complete Set (Cassette).....................$ 15.50

**The Magic Road of Sounds**
Thirty-four delightfully 8-1/2x11 inch charts depicting the basic phonetic sounds necessary for children to read successfully. The reverse side of each chart contains its own little story, poem and easy words for ear training. A 40-minute tape containing stories and songs to correlate with the charts makes
this set a unique and enjoyable learning experience for youngsters.

Complete Set (Reel)..........................$ 13.50
Complete Set (Cassette).........................$ 14.50

The Easy Way To Difficult Sounds IIL
For remedial phonics. Six brief "listen to" stories on tape accompanied by six colored picture charts, presents the sounds children most frequently have trouble with: f, l, r, ch, s and th. Each story character is shown on one of the charts which the teacher holds up. Teaching instructions on the back of each chart.

Complete Set (Reel)..........................$  8.95
Complete Set (Cassette).........................$  9.95

Alphabet Skills IIL
This unit of cartridged, cassette tapes introduces the letters of the alphabet to children. Narrative lessons are reinforced with simple tunes to help stimulate recall. An excellent training device for slower learners, each tape runs approximately 6 minutes. Cassettes play in regular cassette players.

Complete Set (6 cassette tapes)..............$ 27.60
Individual tape..................................$  4.90

Pacesetters For Reading Cassette IIL
Tape Library Learning
Designed for individual study or class lessons, twenty-two cartridged cassette tapes introduce and reinforce the sounds of vowels, consonants and blends. An excellent unit to help children master confusing situations they find themselves in as beginning readers, these tapes prepare the young student for the transition of alphabet letters to the phonetic characteristics of printed and spoken words.
Children learn that in decoding words there are several yardsticks to apply...that what works for one word may not be right for the next word. Lessons, running approximately 6 minutes, are reinforced with helpful tunes all children will remember. Cassettes play in regular cassette players.

Complete Set (22 cassette tapes) .......... $ 98.50
Individual tape........................... $ 4.90

Phonics Skilltapes
Tapes to accompany levels A, B, C & D of the Charles E. Merrill, New Phonics Skilltext.

Phonics Level A, Grade 1-2
Cassette...................................... $115.00
Reel.......................................... $105.00
Phonics Level B, Grade 2-3
Cassette...................................... $115.00
Reel.......................................... $105.00
Phonics Level C, Grade 3-4
Cassette...................................... $135.00
Reel.......................................... $125.00
Phonics Level D, Grade 4 and up
Cassette...................................... $135.00
Reel.......................................... $125.00

Complete Set (Reel).......................... $425.00
(Cassette)................................... $450.00

The Road To Reading A Phonics Program
Each of the 33 lessons is presented in story form, narrated with sound effects and music to heighten interest. While the child is listening he is responding to the lesson by working on thoughtfully designed ditto-masters. Motivation and retention reinforcement is enhanced through the work/play interaction concept.

Complete Set (33 tapes, 33 scripts, Teacher's Guide, 33 Ditto Masters).......... $299.00
Short Vowel Tape Program
The Short Vowel Tape Program consists of a set of 5 tapes, each professionally recorded and concerned with one of the 5 short vowels, a,e,i,o,u. Introduction and review of vowels, consonants, syllables, sounds, words and rules are included in each tape.

Complete Set (Reel)..............................$ 20.00
Complete Set (Cassette)..........................$ 20.00

Sounds and Stories
The Pacer, an audio tape player, presents the lessons to the child through earphones. The recorded lessons used in the Pacer are called Pacetapes. The tapes are self-contained in cassettes. There are 20 Pacetapes in the program. Each Pacetape contains two lessons, one on each side, that supplement the first 40 lessons of Tag, the audio-readiness book and pre-primer of Phonetic Keys to Reading.

Pacer audio tape player with earphones (one set) battery charger and batteries...........................$157.50
Pacetapes (20 tape cassettes 40 lessons)..................$141.50

40-4 page folders in full color with Teacher's Guide

The St. Louis Program
The St. Louis Program consists of 28 tapes, and accompanying pupil response booklets. It was written to help disadvantaged primary children become aware of standard speech sounds and to help correct substandard patterns. Program contents:
14 tapes containing all consonant
sounds (except q and c) given in
initial, medial and final positions.
14 tapes containing the long and
short sounds of all the vowels and
the dipthongs oy, aw, au and long
and short oo.

Complete Set (28 Tapes, 35
Booklets for each, 3 Teacher's
Manuals)
Reel. $224.00
Cassette. $252.00

Readiness Set (14 Tapes on Consonant
Sounds, Booklets, Teacher's Manual)
Reel. $116.00
Cassette. $130.00

Initial and Final Consonants
TAPES. 10 dual track tapes,
20 lessons..........................$ 60.00
CASSETTES. 10 cassettes,
20 lessons..........................$ 60.00
Duplicator Workbook with each of above
Duplicator Workbook Replacement............$ 4.00

Blends and Digraphs
TAPES. 5 dual track tapes,
10 lessons..........................$ 30.00
CASSETTES. 5 cassettes,
10 lessons..........................$ 30.00
Duplicator workbook with each of above
Duplicator Workbook Replacement...............$ 2.50

Vowels
TAPES. 10 dual track tapes,
20 lessons..........................$ 60.00
CASSETTES. 10 cassettes,
20 lessons..........................$ 60.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 4.00

Vowel-Enrichment

TAPES. 10 dual track tapes,
20 lessons...............................$ 60.00
CASSETTES. 10 cassettes,
20 lessons...............................$ 60.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 3.00

Phonic Analysis

TAPES. 9 dual track tapes,
18 lessons...............................$ 54.00
CASSETTES. 9 cassettes,
18 lessons...............................$ 54.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 3.50

Spelling Generalizations

TAPES. 9 dual track tapes,
18 lessons...............................$ 54.00
CASSETTES. 9 cassettes,
18 lessons...............................$ 54.00
Duplicator workbook with each of above
Duplicator Workbook Replacement..............$ 3.50


See above p. 22 , Filmstrips, Discovering the Alphabet.

See above p. 22 , Filmstrips, See-Saw three.


See above p. 35 , Transparencies, Consonant Series.
See above p. 35, Transparencies, Vowel Series.

See above p. 37, Transparencies, The Landon Phonics Program.

See above p. 55, Tapes, Audio Reading Progress Laboratory.

See above p. 56, Tapes, Imperial Primary Reading Program.

3. Structural Analysis

Educational Sensory Programming
"Word Building" Series
This outstanding set of tapes is used to teach word elements in grades 3 through 9. Very effective in remedial reading. Each lesson teaches roots, affixes or combining forms in a most interesting and unusual manner. The narrator explains the meaning and uses an example of each element. The student is asked to hear, repeat and write the element as well as make up his own word using the element. The student uses plain paper - no workbook is necessary. A teacher's manual is furnished listing the combining forms, prefixes and suffixes used in each lesson.

Sold in Sets Only
"Combining Forms" (12 Tapes) ..................$ 60.00
"Prefixes" (12 Tapes) ..............................$ 60.00
"Suffixes" (12 Tapes) ..............................$ 60.00

Syllable Rule And Accent Clues

TAPES. 8 dual track tapes, 16 lessons.........................$ 48.00
CASSETTES. 8 cassettes, 16 lessons..........................$ 48.00
Duplicator workbook with each of above
Duplicator Workbook Replacement ......................$ 3.00
See above p. 55, Tapes, Audio Reading Progress Laboratory.

See above p. 56, Tapes, Imperial Primary Reading Program.

4. Teacher Training

The Macmillan Reading Program In-Service Tapes
Includes five tapes (overview of Teacher's Annotated Edition, Preprimer, Grade One, Grade Two, Grade Three) and ten each of a pamphlet to accompany each grade. $27.75
CHAPTER IV

SUMMARY AND CONCLUSIONS

Summary

The preceding is an annotated list of audiovisual materials for the teaching of word recognition at the kindergarten and/or primary level. A list of publishers' names, prices, and a brief description of content is also given.

Recommendations

Because of the time limit of this study, the author was unable to evaluate these materials, although she felt that such an evaluation would be equally meaningful to the professional. Therefore, it is recommended that the professional refer to this paper to obtain names and addresses of publishers and/or companies which offer materials which can be useful in developing word recognition skills. It is suggested that the professional then write to these companies and/or publishers for further information in order to evaluate the materials before purchasing.
Suggestions for Further Study

A similar study could be done to include materials at the upper elementary levels.

This paper could also be used as the basis for an evaluative study of the audio-visual materials available for the developing of word recognition skills.

School districts could form committees to preview, evaluate, and select some of these materials.