

# MORENO EDUCATIONAL CO (MEC)

was formed to develop materials and to provide services that will help school districts and state and federal agencies deal more effectively with Mexican American children.

All of the materials are designed to help Mexican American children develop pride in their heritage, and confidence that they can succeed educationally, socially, and ultimately become productive American citizens. The materials are also designed to help non-Mexican Americans gain a better understanding of Mexican Americans. Materials are designed for use as displays in schools and agencies where many people visit. Great for intercultural education.

## Oral English Proficiency

### ORAL ENGLISH PROFICIENCY PLACEMENT TEST ✓✓

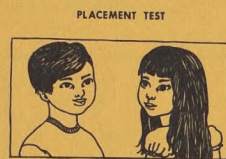
The Moreno Educational Company (MEC) has developed a test to measure beginning oral English proficiency of children who speak English as a second language. Features of the Oral English Proficiency Placement Test are:

- Standardization on Spanish speaking children in Southern California.
- Applicable for students learning English from Pre-K through adult. Test score tells in which lesson to place student for instruction in H-200 ESL curriculum or other ESL curriculum.
- Norms are available in the manual comparing children in ESL classes with monolingual English speaking children up to Grade One.
- Easy to administer, score and interpret by teachers, aides, or psychologists. All directions are in the short manual.
- Test administration time ranges from one minute to twelve minutes, depending on the language ability of the student.
- Test scores are used for class placement, achievement measure, and diagnostic purposes. Especially useful for project evaluation.
- The test manual includes the test pictures.
- Training sessions can be scheduled for aides, teachers or staff using the test.
- A ten per cent reduced rate available on orders of more than ten tests.

A complete packet (\$9.50) of materials includes:

Test Manual  
Thirty answer sheets (More may be ordered @.15 each)  
One diagnostic information sheet  
One placement sheet

PLEASE READ AND CIRCULATE



USES FOR BILINGUAL AND ESL PROGRAMS:

• PLACEMENT  
• ACHIEVEMENT  
• DIAGNOSTIC

MORENO EDUCATIONAL COMPANY

## BOOKLETS-

(All booklets written by Dr. Steve G. Moreno)  
AVAILABLE for PARENTS, ADULTS or YOUNG PEOPLE

All booklets written in English and/or Spanish

### "PARENTS! TEACH YOUR CHILDREN TO LEARN BEFORE THEY ENTER SCHOOL."

- Factual information and easy to follow suggestions given for each age level from birth to age six.
- Inexpensive suggestions given for language, sensory and motor development, plus easy ideas on how to help children develop math and reading skills.
- Especially designed for people with children who do not read large books but need information about how to raise their children's learning abilities.
- Written in English and Spanish.
- Pictures - Easy to Read - Useful for classroom instruction in English or Spanish.
- Excellent for Head Start programs, pre-school programs, Title VII and other parent involvement programs.
- Price: .39¢ apiece or \$36 per 100 copies. **\$34 pr. 1000.**

PARENTS - Teach Your Children To Learn Before They Go To School

Easy To Read And Understand  
Written In English And Spanish



PADRES - Enseñen A Sus Hijos Como Aprender Antes De Que Vayan A La Escuela

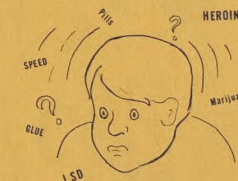
Fácil Para Leer y Entender  
Escrito En Inglés y En Español

### "LEARN ABOUT THE DRUG SCENE"

- Factual information about dangerous chemicals, pills, marijuana, L S D and heroin.
- Clear examples of effects of drugs.
- Pictures on every page - Easy to read - Useful for instruction.
- Written in English and Spanish.
- Excellent for distribution to parents or for use in parent workshops.
- Price: .39¢ apiece or \$36 per 100.

Learn About The Drug Scene

Easy To Read And Understand  
Written In English And Spanish



Aprenda Más Acerca De Los Usos De Drogas

Fácil Para Leer y Entender  
Escrito En Inglés y En Español

### SPECIAL FEATURES OF THE BOOKLETS: ✓✓✓

Easy to Read! - Written at a Fifth Grade reading level.

Available in English and Spanish (one on each side of the page), or ONLY in English or Spanish.

Pocket size (8½x5½) and only twelve pages long.

Ideas simplified and condensed for clarity....Factual information.

Designed for all age people who want to learn but do NOT want to read long, wordy books.

Applicable to all ethnic groups..Suitable for general distribution.

Useful for classroom instruction in English or Spanish (Gr.4-Coll.)

Excellent for distribution to parents or for parent workshops.

Excellent for distribution at local, state, federal agencies, etc.

Inexpensive - allows children or adults to take home and keep materials.

( OPEN PAGE )

BULK RATE  
U. S. POSTAGE  
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SAN DIEGO, CALIF  
PERMIT NO. 536



"Progress Thru Education"  
"Progreso Por Educación"

**DR. STEVE MORENO**  
Evaluation Specialist & Psychologist

P.O. BOX 22029  
San Diego, Calif, 92122

MORENO EDUCATIONAL CO

## “Progress Through Education”

# “Progreso Por Educación”

PLEASE READ AND CIRCULATE

# ORDER FORM

PAYMENT ENCLOSED  
BILL TO:

DATE: \_\_\_\_\_  
INVOICE # \_\_\_\_\_

Address	City	State	Zip
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[illegible]

California orders please add 5% tax.  
Postage will be added to each order.

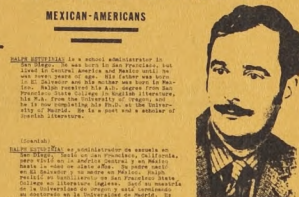
TOTAL:

## PHOTOGRAPHS & PICTURES

MEC has developed photographs (9" x 13") of contemporary Mexican Americans, and drawings (9" x 13") of Mexican American children. They are designed to be used for bulletin boards or other displays that will give the Mexican American student an opportunity to maintain pride in his Mexican American Spanish language heritage. The photographs, with descriptions written in English and Spanish, are of contemporary Mexican Americans of different ages, educational levels and occupations. They are designed to provide Mexican American children with models to emulate. Most of the photographs were taken in educational settings to encourage educational motivation in children. The drawings depict Mexican American children at school and at play.

The nine photographs (\$8.95) and five drawings (4.95) are designed to provide the Mexican American student with:

- A sense of pride in himself and his fellow Mexican Americans.
- A sense of identity and trust with schools that display photographs of Mexican Americans.
- A feeling that Mexican Americans are accepted and successful in American society.
- Models to emulate.
- A feeling that he (the student) can also be successful.
- A better understanding of the successes of Mexican Americans.



For NON-Mexican Americans, the materials provide:

- A better understanding of the Mexican American culture within the American society.
  - A better understanding of the background of Mexican Americans.
  - A more positive image of the Mexican American and his potential for achievement.
  - A better understanding of the Spanish language.
  - An appreciation of other cultures.
- (10% reduced rate on orders of more than ten pictures or photographs)



## POSTERS

ALSO available are three posters (11" x 17") showing secondary Mexican American students involved in science, math, studying and speaking.....Three posters - \$4.95.

## STORYBOOK

"The Lopez Family"

..... \$3.95

THE LOPEZ FAMILY

### Contents:

The Lopez family at home..playing, eating, reading, etc. The Lopez family takes a fishing trip and explores nature and camp.

### Features:

- ↳ 13 large pictures with captions for children in early grades.
- ↳ 13 pages of story for upper grade elementary children.
- ↳ Story depicts the Mexican American background, nature and family life.
- ↳ Written in English.

A MUST for all libraries ... Useful for Mexican American and Non-Mexican American children.



## SONGBOOK

"Cantos Infantiles Para Los Jardines de Niños"

..... \$3.75

Ten songs in Spanish (with English translations) for children to enjoy.

Written by: Nancy Montalvo

### Other Booklets Soon to be Available:

- "Parents - Help Your Children Learn in Grades K - 6."
- "Parents - Help Your Children Learn in Grades 7 - 12."
- "Beginning Spanish - All You Need in Only Six Pages." (Great for teachers and students!)



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### ATTITUDE SCALE FOR ADULTS - 21 Items

Measures attitudes towards Mexican Americans and education. Norms available for Mexican American teachers, Mexican American college students, Non-Mexican American college students, and college professors.

Manual and 30 answer sheets ..... \$5.00

### ATTITUDE SCALE FOR CHILDREN - 54 Items

Ages 8 to 12. Norms available for Grades 3 to 6. Attitudes measured towards school, self, Mexican culture and American culture. English and Spanish forms available.

Manual and 30 answer sheets ..... \$8.50

### OTHER FEATURES OF ATTITUDE SCALES

Easy to administer and score.  
Individual or group administration.  
Can be administered by teacher, aide or psychologist.  
Suitable for Pre and Post testing and project evaluation.  
Data analysis available through MEC.

All materials will benefit Mexican American and Non-Mexican American children.

## SAMPLE PACKET

\$31.88 value..ONLY \$25.00

Contains:

Oral English Proficiency Test .....	\$ 9.50
Learning Booklet .....	.39
Drugs Booklet .....	.39
Set of Contemporary Photographs .....	8.95
Set of Contemporary Drawings .....	4.95
Lopez Family Storybook .....	3.95
Song Booklet .....	3.75

\$ ~~31.88~~ ..... \$25.00

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## OTHER SERVICES:

### Computer DATA ANALYSIS

- ✓ Organize and computerize pupil data for total district or single project. (You gather data and we will analyze.)
- ✓ Statistical Processing of Data:  
Descriptive data - means, standard deviation, frequency distribution, quartiles, etc.
- ✓ T-Test (Analysis of differences between two means.)
- ✓ Analysis of Variance (Analysis of differences between more than two means.)
- ✓ Factor Analysis
- ✓ Multiple Correlations
- ✓ Prediction Analysis
- ✓ Computer Key punch Services
- ✓ Educational Mailing Lists
- ✓ Auditing Services for Projects
- ✓ Chicano Studies Curriculum Sources
- ✓ Testing Consultant: Other consultants available.

Dr. Steve Moreno  
Certified School Psychologist  
Testing Specialist  
Specialist in working with Mexican American children.

MORENO EDUCATIONAL COMPANY  
P. O. BOX 22029  
San Diego, California 92122

ALL ORDERS PROMPTLY FILLED!

PLEASE READ AND CIRCULATE TO OTHER INTERESTED PERSONS

For prompt service, use the attached pre-paid, self-addressed order form.

NO POSTAGE STAMP NECESSARY IF MAILED IN THE U. S.

First Class  
Permit No. 6897  
San Diego  
California

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Postage will be paid by:

MORENO EDUCATIONAL COMPANY

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