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100 BOOKS ON ADVERTISING

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FOREWORD

The more than one thousand volumes on advertising in the Frank Lee Martin Memorial Library constitute only the beginning of what the University and the School of Journalism are resolved to make a comprehensive and distinguished collection of books on this subject. All books on advertising are added as rapidly as they appear, and continual search is made for out-of-print volumes in the field.

The Frank Lee Martin Memorial Library, devoted wholly to books and periodicals on journalism and closely related fields, is located in Walter Williams Hall, the newer of the two Journalism Buildings on the Missouri campus.

Of the present bibliography, Professor Johnston writes: "These one hundred books on advertising and immediately related subjects were selected from the Frank Lee Martin Memorial Library at the School of Journalism at the University of Missouri, not because they represent a complete list or are necessarily the 'best' in each field, but because they have been found helpful to the annotator in the teaching of advertising."

Columbia, Missouri

FRANK LUTHER MOTT
Dean

ADVERTISING AGENCIES

BURT, FRANK ALLEN. *American Advertising Agencies*. 1940. Harper & Brothers, New York.

An intelligent inquiry into their origin, growth, functions and future. Of special interest to the medium-sized agency.

HOWER, RALPH M. *The History of An Advertising Agency*. 1939. Harvard University Press, Cambridge.

Through a word picture of the history of N. W. Ayer & Son, advertising agency, a cross-section of general agency functions is entertainingly presented, showing the social effect of an agency's work upon the economic system.

LYON, MARGUERITE. *And So to Bedlam*. 1943. Bobbs-Merrill, New York.

Cleverly written and illustrated about the business of a large advertising agency, with emphasis upon the humorous side.

ADVERTISING COPY

GOODE, KENNETH M. *How To Write Advertising*. 1936. Longmans, Green & Company.

Emphasis is laid upon important principles, with only enough detail as may be necessary to illustrate. This book is stimulating for those interested in studying the part language plays in the selling of merchandise.

HOTCHKISS, GEORGE BURTON. *Advertising Copy*. 1936. Harper & Brothers, New York.

The art of writing advertising messages for practical business use. The methods advocated will remain valid indefinitely, offering fresh inspiration for the expert as well as the beginner.

WISEMAN, MARK. *The Anatomy of Advertising*. 1942. Harper & Brothers, New York.

Covers the subject of copy with a new and efficient approach, using select examples for study. Intended for those who wish to improve their present writing.

ADVERTISING MEDIA, MARKETS, AND TESTING

AGNEW, HUGH E., and WARREN B. DYGERT. *Advertising Media*. 1938. McGraw-Hill Book Company, New York.

An impartial treatment of media, with principles governing the best use of each and facts necessary for judging and comparing them. For both the buyer and seller.

BORDEN, NEIL H., and OSWOOD S. LOVEKIN. *A Test of the Consumer Jury Method of Ranking Advertisements*. Harvard Graduate School. 1935.

A careful study of advertisement ranking by comparison of financial and coupon results to consumer jury ranking, with full reproductions of advertisements used.

LARRABEE, CARROLL B., and HENRY W. MARKS. *Check Lists of Advertising, Selling and Merchandising Essentials*. 1937. McGraw-Hill Book Company, New York.

Presents check lists by which the promotion executive may gauge the efficiency of sales, advertising, and merchandising plans in advance. Sixty-six lists are given, with concise explanation of their use.

ADVERTISING PRINCIPLES

GOODE, KENNETH M. *Advertising*. 1941. Greenberg, Publisher, New York.

Spends but little time on the tools of advertising but rather examines the trade itself, and with good result. Made up almost entirely of happenings in the field, it makes profitable reading for anyone in the business of advertising.

HEPNER, HARRY WALKER. *Effective Advertising*. 1941. McGraw-Hill Book Company, New York.

Recognizes the consumer movement as a reflection of social changes and the making of advertising of greater service. A fresh and interesting approach with a most unusual high quality of makeup. A teacher's manual is available.

HOTCHKISS, GEORGE BURTON. *An Outline of Advertising, Its Philosophy, Science, Art, and Strategy*. 1933, revised 1940. MacMillan Company, New York.

A serviceable book with a complete picture of facts that are fundamental and permanent, including strategy, production, copy testing, social aspects, partnership with journalism, and government regulation. A fine analysis of the broad goals of advertising and business.

KLEPPNER, OTTO. *Advertising Procedure*. 1925, revised 1941. Prentice-Hall, Inc., New York.

In its twenty-first printing, a definite summation of the latest developments in the field, reflecting the significant changes of the past decade. Features a portfolio of roughs and proofs, a glossary of procedure, and reference arrangement. A teacher's service is available.

SANDAGE, C. H. *Advertising, Theory and Practice*. 1936, revised 1939. Richard D. Irwin, Inc., Chicago.

A complete and modern coverage of research, analysis, illustrations, the writing of copy, headlines, slogans, both technical and theory.

ADVERTISING IN SPECIFIC FIELDS

AGNEW, HUGH E. *Outdoor Advertising*. 1938. McGraw-Hill Book Company, New York.

Extent, methods, costs, how sold and prepared and influence on distribution of goods in comparison with other media.

BENTLEY, GARTH. *How To Edit An Employee Publication*. 1942. Harper & Brothers, New York.

Basic information simply and expertly treated. Methods used to inform, instruct, entertain, and for over-all promotion of morale, loyalty and company good will.

BRISCO, NORRIS A. *Telephone Selling*. 1940. Prentice-Hall, Inc., New York.

Describes in detail steps necessary to organize and operate a profitable telephone sales department, based on a three year survey of both large and small stores.

FINE, BENJAMIN. *Educational Publicity*. 1943. Harper & Brothers, New York.

A comprehensive manual on methods of securing favorable publicity for all kinds of educational institutions and organizations.

FORTSON, JOHN L. *How To Make Friends For Your Church.* 1943. Association Press, New York City.

Excellent for both ministers and laymen interested in improving relations between Church and public. The author was fortunate in having the collaboration of important men experienced in church work, who give fundamentals and suggest how the Church can show the way to a better future after today's violent changes.

GRUMBINE, E. EVALYN. *Reaching Juvenile Markets.* 1938. McGraw-Hill Book Company, New York.

The psychology of appealing through advertising and merchandising, stories, pictures and colors to boys and girls. Their likes and dislikes during different stages of growth which should help eliminate much of the undesirable exploitation to this age group.

HANFORD, MABEL POTTER. *Advertising and Selling Through Business Publications.* With a foreword by Roy S. Durstine. 1938. Harper & Brothers, New York.

Deals with sound business periodical publishing and the factors that should control selection of such media. A pioneer in this field, it promotes an intelligent understanding and encourages planned advertising promotion.

JONES, TOM. *Detailing The Physician.* 1940. Romaine Pierson Publishers, Inc., New York.

A frank exposition of sales promotion by personal contact with the medical and allied professions.

LEBENSBURGER, MYRON M. *Selling Men's Apparel Through Advertising.* 1939. McGraw-Hill Book Company, New York.

An impartial and practical evaluation of media and methods intended to avoid waste in this highly competitive and consistently advertised commodity.

MEREDITH, L. DOUGLAS. *Merchandising for Banks, Trust Companies and Investment Houses.* 1935. Bankers Publishing Company, Boston.

Analyzes the status of financial merchandising, with detailed use of available media to reach directors, stockholders, and depositors.

METCALFE, LYNE S., and H. G. CHRISTENSEN. *How To Use Talking Pictures In Business.* With a foreword by Roy S. Durstine. 1938. Harper & Brothers, New York.

This guide stresses simplicity and economy in the making of motion pictures and slidefilms, both sound and silent, and provides the technical knowledge necessary for effective results.

MCDONALD, MORTON J. *Getting and Keeping Classified Advertising.* 1936. Prentice-Hall, Inc., New York.

Primarily for use as a guide by larger weeklies and dailies to guide the effort and industry essential to success and profit.

McMICHAEL, STANLEY L. *Selling Real Estate.* 1940. Prentice-Hall, Inc., New York.

Gives special consideration to those emotions and reactions which form such an intimate part of this business, presenting largely in dialogue form, the story of a young man who desires to learn how to sell.

NATHAN, THEODORE R. *Hotel Promotion*. 1941. Harper & Brothers, New York.

Demonstrates the technique of persuading the public to patronize hotels. How to sell public hospitality.

OLSEN, PAUL C. *The Marketing of Drug Products*. 1940. Harper & Brothers, New York.

Analyzes and describes the selling methods used in this highly competitive field, with the publicity and public relations necessary.

PEEL, ARTHUR J. *How To Run A Gift Shop*. 1941. Hale, Cushman & Flint, Boston.

Covers from proven practice every conceivable shop problem in this fast growing nationwide industry.

WARD, GILBERT O. *Publicity for Public Libraries*. 1924. H. W. Wilson Co., New York.

For the individual who must plan publicity for a medium sized or smaller library, with attention to community analysis, exhibits, library campaigns, and the relation of publicity to general library policy.

ANTHOLOGY OF ADVERTISING

ART DIRECTORS' CLUB OF CHICAGO. *ADCC Record of Advertising Art*. A record of the exhibition of advertising art sponsored by this Club and presented at the Chicago Art Institute. 1944. A. Kroch and Son, Chicago.

Three hundred pages, many in full color, with 262 pieces of advertising art, each with thumbnail showing layout, with special focus on art technique and articles written by famous authorities.

BIOGRAPHY

APPEL, JOSEPH H. *Growing Up With Advertising*. 1940. The Business Course, New York.

A human interest story of personal and business reminiscences from the so-called Gay Nineties into the Thirties, showing the changing views on advertising and business during these important history-making times.

HOPKINS, CLAUDE C. *My Life In Advertising*. 1927. Harper & Brothers, New York.

This autobiography is good reading simply because it is the business story of Mr. Hopkins, long important in the field of big names in advertising. It is told to help others avoid the difficult climb experienced by this pioneer.

BUSINESS ENGLISH AND DIRECT MAIL

AURNER, ROBERT R. *Effective English in Business*. 1942. South-Western Publishing Co., New York.

Deals with primary business procedures, principles, and policies through motivated medium of business letters, in effort to develop sureness in the use of words.

CLAPP, JOHN MANTLE. *Doing Business by Letter*. 1935. The Ronald Press Company, New York.

Application of fundamental principles for every kind of letter handled at a business desk for skillful accomplishment of the desired result. Policy letters

of key executives, organization morale and discipline, and letters on extended negotiations.

CAREERS

BROUGHTON, AVERELL. *Careers in Public Relations*. 1943. E. P. Dutton & Company, New York.

A business man engaged in public relations presents an intelligent and refreshing approach of what he believes people engaged in public relations should be like and what they should do.

CLAIR, BLANCHE, and DOROTHY DINGHAM, Editors. *Advertising Careers for Women*. Twenty-two lectures on advertising vocations presented by the Philadelphia Club of Advertising Women. 1939. Harper & Brothers, New York.

Sets forth the fields of opportunity for women in advertising and presented as guide and inspiration to every aspiring advertising woman. Articles are by women who have attained deserved recognition in representative fields.

JAMES, ALDEN. Editor, *Careers in Advertising*. 1932. The MacMillan Company, New York.

More than fifty distinguished advertising people analyze the major jobs to be found in the business and discuss the natural aptitudes and training necessary to hold these jobs, with a clear picture of why these jobs exist and how they fit into the advertising or business structure.

McFERREN, DORIS. *Careers in Retailing for Young Women*. 1943. E. P. Dutton & Co., New York.

Discusses frankly the jobs open for women in the field of retailing, covering these opportunities very satisfactorily.

THE CONSUMER

CROW, CARL. *The Great American Customer*. 1943. Harper & Brothers, New York.

Tells of the competitive struggle for success in business by those men whose principal purpose in life was to make a fortune, thus devising new machines and merchandise to the benefit of the public. Good reading.

FREDERICK, MRS. CHRISTINE. *Selling Mrs. Consumer*. 1929. The Business Bourse, New York.

While this book is rather old in copyright, it contains 399 pages of basic and still sound consumer attitudes, featuring likes and dislikes of the woman buyer.

ECONOMICS OF ADVERTISING AND MARKETING

AGNEW, HUGH E., ROBERT B. JENKINS, and JAMES C. DRURY. *Outlines of Marketing*. 1942. McGraw-Hill Book Company, New York.

Scientific in treatment but elementary in form, with emphasis upon the consumer. There are many understandable charts and a glossary of technical terms.

BORDEN, NEIL H. *The Economic Effects of Advertising*. 1942. Richard D. Irwin, Chicago.

An exhaustive factual analysis assembled and interpreted under the direction of the Harvard Graduate School of Business. Facts and figures furnished by advertisers and agencies.

CONVERSE, PAUL D., and HARVEY D. HUEGY. *Elements of Marketing*. 1940. Prentice-Hall, Inc., New York.

Emphasis upon market economics and policies, showing the marketing picture resulting from such legislation as the Robinson-Patman Act, the fair trade or resale price maintenance laws, the Unfair Practices Act, and the Wheeler-Lea amendment to the Federal Trade Commission Act.

HISTORY OF ADVERTISING

PRESBREY, FRANK. *The History and Development of Advertising*. 1929. Doubleday, Doran, New York.

This large and copiously illustrated volume needs revision, both because of many errors and because of recent developments; but it is interesting and not too misleading as to general lines of progress.

LAW ON ADVERTISING AND MARKETING

DILLAVOU, ESSEL R., and C. G. HOWARD. *Principles of Business Law*. 1928, revised 1940. Prentice-Hall, Inc., New York.

Designed to give business men fundamental principles of legal rights and obligations involved in every-day transactions. Arranged for quick reference.

FINKELHOR, FRANCIS. *Legal Phases of Advertising*. 1938. McGraw-Hill Book Company, New York.

Contains facts and backgrounds from many legal cases so that the advertiser may better understand the attitude of the courts on lotteries, trade-mark law, pictures, names, contents, advertiser-consumer relation and so on. Exceptionally well arranged.

MOORE, FRANK S. *Legal Protection of Goodwill*. 1936. The Ronald Press Company, New York.

Rules of law and machinery available for protection of commercial goodwill, as well as pitfalls for those who disregard the rules. Also trade-marks, trade emblems, advertising, and unfair competition.

PATMAN, WRIGHT. *The Robinson-Patman Act*. 1938. The Ronald Press Company, New York.

What you can and cannot do under the law, intended to serve rather than circumscribe business; defining sound management policies which insure honest operation under the Act, as explained by a co-author of the Act.

LIGHT AND COLOR IN ADVERTISING AND MERCHANDISING

BURRIS-MEYER, ELIZABETH. *Color and Design in the Decorative Arts*. 1937. Prentice-Hall, Inc., New York.

Explains the universal principles of color and design, with specific applications to every branch of the contemporary commercial field, including retailing, window display, and packaging, supported by sketches and photographic reproductions in color.

LUCKIESH, M. *Light and Color in Advertising and Merchandising*. 1927. D. Van Nostrand Company, Inc., New York.

A practical and psychological treatment of the selling power of light and color in moving merchandise through magazine advertising, posters, show-windows, stores, electric signs and other channels.

NEWSPAPER MANAGEMENT, PROMOTION AND RESEARCH

DYAR, RALPH E. *Newspaper Promotion and Research*. 1942. Harper & Brothers, New York.

Activities and practice in editorial, good-will, office and circulation promotion, with service for advertisers, such as direct, radio, business publications, cooking schools and many other angles of both general and special newspaper promotion.

POLLARD, JAMES E. *Principles of Newspaper Management*. 1937. McGraw-Hill Book Company, New York.

A good, comprehensive treatment of the business management of the metropolitan newspaper.

THAYER, FRANK B. *Newspaper Management*. 1926, revised 1938. Appleton-Century Company, New York.

For the young publisher or junior executive about to take over administrative responsibilities of newspaper publishing. Long a standard text in the field.

PICTORIAL AND PHOTOGRAPHY

BRIGGS, W. G. *The Camera in Advertising and Industry*. 1939. Pitman Publishing Corporation.

Stresses the fact that the true justification of a commercial photograph is in its vital quality as a sales force. There are fifty-four representative illustrations, each analyzed from that point of view.

KEPPLER, VICTOR. *The Eighth Art*. With a foreword by Bruce Barton. 1938. William Morrow & Co., New York.

A basic book for both professionals and amateurs. A comparatively new art in a practically limitless field and one highly typical of our modern civilization. Color photography treated as both a science and an art.

MORGAN, WILLARD D., and HENRY M. LESTER and thirty contributors. *Graphic Graflex Photography*. 1943. Morgan & Lester, New York.

A thorough home-study course which should be absorbed with practical applications. There are no complicated procedures. There is an index for quick reference. Fills a demand for modern photographic information.

VITRAY, LAURA, JOHN MILLS, JR., and ROSCOE ELLARD. *Pictorial Journalism*. 1939. McGraw-Hill Book Company, New York.

A new, tested and comprehensive emphasis on the recognized need of attention-getting arrangements through the proper use of the graphic arts in the coordination of the editorial and commercial functions necessary to modern newspaper planning and production.

PREMIUMS AND SALES CONTESTS

KAUFMAN, MAX ZENN. *How to Run Better Sales Contests*. 1935. Harper & Brothers, New York.

Fresh, novel, and tested ideas and new combinations of methods on the running of sales contests to offset increasing marketing resistances.

WAGGONER, FRANK H. *Premium Advertising as a Selling Force*. 1939. Harper & Brothers, New York.

Premium advertising, one of the oldest of all sales forces, applied to the solution of specific sales problems.

PSYCHOLOGY

BURTT, HAROLD ERNEST. *Psychology of Advertising*. 1938. Houghton Mifflin Company, Boston.

A scientific and critical approach to a comparative newcomer among the applied sciences, as an aid in more adequate consumer analysis and market research aimed to sell more goods.

LAIRD, DONALD A. *What Makes People Buy*. 1940. McGraw-Hill Book Company, New York.

Fundamentals of customer motivation which effective sales programs must recognize; what the customer buys and how he is most likely to buy it, and the personality necessary for the successful salesman.

MOORE, HERBERT. *Psychology for Business and Industry*. 1942. McGraw-Hill Book Company, New York.

Recognizes the change in emphasis that current problems in business and industry have forced upon psychologists, with emphasis upon the employee and tools that are practical.

STRONG, EDWARD K., JR. *Psychological Aspects of Business*. 1938. McGraw-Hill Book Company, New York.

Techniques involved in influencing people in the seller-buyer relationship in advertising and selling, the agitator-follower relationship in propaganda, and the employer-employee relationship in industrial problems.

PUBLICITY AND PUBLIC RELATIONS

ALBIG, WILLIAM. *Public Opinion*. 1939. McGraw-Hill Book Company, New York.

Nature and development of public opinion, communication, psychological processes and opinion, legends and myths, censorship, propaganda, the radio, motion pictures, the newspaper, etc. The modern intensification of the opinion process to the principal changes in society which make special pleading, pressure groups, and propaganda inevitable.

BURNETT, VERNE. *You and Your Public*. 1943. Harper & Brothers, New York.

A down-to-earth book on how to keep stockholders, employees, and customers happy.

CHILDS, HARWOOD L. *An Introduction to Public Opinion*. 1940. John Wiley & Sons, Inc., New York.

Good and bad public relations; evaluation of public opinion polling agencies; functions and techniques of propaganda.

FISKE, FRANCES. *So You're Publicity Chairman*. 1940. Whittlesey House, New York.

Entertaining and clever and should make a little smoother path for the legion of men and women representing women's and men's clubs, church groups, and civic and benevolent societies, all clamoring for more newspaper space.

WRIGHT, MILTON. *Public Relations for Business*. 1939. Whittlesey House, New York.

For the business man who wants to better understand the present viewpoint of his public, and to make this public realize and appreciate what he is doing.

RADIO AND TELEVISION ADVERTISING

ABBOT, WALDO. *Handbook of Broadcasting*. 1941. McGraw-Hill Book Company, New York.

How programs are planned and presented. A how-to-do-it approach, with an exceptionally complete index. A good treatment of studio techniques.

CARLILE, JOHN S. *Production and Direction of Radio Programs*. 1940. Prentice-Hall, Inc., New York.

The idea, writing, development, directing, and production of merchandise programs that combine salesmanship with showmanship.

CHAPPELL, MATTHEW N. and C. E. HOPPER. *Radio Audience Measurement*. 1944. Stephen Daye, New York.

Deals clearly with the now used methods of audience measurement, placing responsibility for development of measuring human behavior in the mass upon business. Glossary of terms.

DE FOREST, LEE. *Television: Today and Tomorrow*. 1942. Dial Press, New York.

A comprehensive coverage of the promotional possibilities in this slow-to-start and not easily understood field of commercial promotion.

DUNLAP, ORRIN E. *The Future of Television*. 1942. Harper & Brothers, New York.

Tells the story of television for the benefit of those seeking careers and opportunities in this newer scientific field open to art.

HETTINGER, HERMAN S., and WALTER J. NEFF. *Practical Radio Advertising*. 1938. Prentice-Hall, Inc., New York.

Emphasis upon planning and sales strategy, with many examples throughout a well-rounded treatment of radio as a major advertising media.

LOHR, LENOX R. *Television Broadcasting*. 1940. McGraw-Hill Book Company, New York.

While an early book in this rapidly developing field, it covers the basic fundamentals and paves the way for further study and consideration. Good identification of the problems involved.

RESEARCH IN ADVERTISING AND MARKETING

BLANKENSHIP, ALBERT B. *Consumer and Opinion Research*. 1943. Harper & Brothers, New York.

A critical summary of the techniques employed in the questionnaire survey, with clear explanation of the steps necessary for the "formalized" questionnaire and summarizing the results.

BROWN, LYNDON O. *Market Research and Analysis*. 1937. The Ronald Press Company, New York.

Scientific foundations and limitations, with a broad fundamental treatment of forms and techniques in the how-to-do-it manner.

DUFFY, BEN. *Advertising Media and Markets*. 1939. Prentice-Hall, Inc., New York.

Complete and abounding in data and illustration with impartial treatment of all competing media, with analysis of ABC reports and the Standard Rate and Data Service, showing the economic importance of the space buyer's job.

WHEELER, FERDINAND C. *The Technique of Marketing Research*. 1937. McGraw-Hill Book Company, New York.

Outlines simply the procedure of modern marketing research practice as used through the country and is the result of intensive work begun in 1932 by the Committee on Marketing Research Technique of the American Marketing Association.

RETAIL STORE MERCHANDISING

COLLINS, KENNETH. *The Road to Good Advertising*. 1932. Greenberg, New York.

Not a new book but contains a wealth of retail store material applicable to today's merchandising, by an executive who believes in the necessity of an adequate stock, adequate service and adequate promotion.

EDWARDS, CHARLES M., and WILLIAM H. HOWARD. *Retail Advertising and Sales Promotion*. With a foreword by Kenneth Collins. 1936, revised 1943. Prentice-Hall, Inc., New York.

Expressing a reasonable point of view, practical for both large and small stores for the stimulation of sales volume and profit.

HURST, A. E. *Displaying Merchandise for Profit*. 1939. Prentice-Hall, Inc., New York.

Through text, charts and illustrations, this book traces the fundamental principles of display, for both show window promotion and interior retail store promotion of merchandise, from the manufacturer's, retailer's, and advertiser's sides.

ROBINSON, O. PRESTON, and CHRISTINE H. ROBINSON. *Successful Retail Salesmanship*. 1942. Prentice-Hall, Inc., New York.

An interesting approach to merchandising through research, sales analysis and customer advisory groups planned to service the needs and desires of those customers, rather than from the store's point of view, helping to build a permanent retail business.

SWINNEY, JOHN B. *Merchandising of Fashions*. 1942. The Ronald Press Company, New York.

How successful specialty stores merchandise goods, with the policies and methods back of this process, from experience of the best fashion merchandisers.

SALESMANSHIP

BUEHLER, E. C., and MARTIN MALONEY. *You Sell With Your Voice*. 1939. The Ronald Press Company, New York.

Practical instruction in voice improvement, building up good voice qualities and suppressing bad ones in order to attain the highest level of effective oral expression in sales work.

FERNALD, CHARLES H. *Salesmanship*. 1926, revised 1942. Prentice-Hall, Inc., New York.

Selling practice in all phases of the business cycle necessitated by changing economic conditions, with stock arrangement and display, correct pricing, "features," and advertising.

GOODE, KENNETH, and ZENN KAUFMAN. *Profitable Showmanship*. 1939. Prentice-Hall, Inc., New York.

Good reading of a wealth of happenings where the quality of the attention gotten,

restrained and otherwise, made for profitable showmanship. The book has lived up to its name.

IVEY, PAUL W. *Salesmanship Applied*. 1937. McGraw-Hill Book Company, New York.

Outlines nearly 500 sales facts, covering many selling problems, with practical application of rules, methods, and facts of successful selling.

MANGAN, JAMES T. *The Knack of Selling Yourself*. 1942. The Dartnell Corp., Chicago.

The author isolates methods of making yourself important to people singly, in groups, or in the public mass. He guarantees a good time in the experiment and his arguments make most interesting reading.

SIMMONS, HARRY. *Successful Selling for the New Day*. Harper & Brothers, New York.

Designed to help in the newer concepts of selling during the boom years ahead when products now being groomed for debut are released to satisfy pent-up consumer desires.

WHEELER, ELMER. *Sizzlemanship*. 1942. Prentice-Hall, Inc., New York.

Entertaining and informational reading on the experiences of the author in applying his "sizzle" formula to selling many types of products, featuring his well known "Five Wheelerpoints."

TRADE MARKS, MONOGRAMS, AND PACKAGING

RICE, JAMES O. *Packaging, Packing & Shipping*. 1936. Elliot Publishing Company, New York.

Based on practical papers by foremost authorities on packaging, presented at the annual conferences of the Association, this illustrated volume shows the revolutionary changes in the art and science of container design as it affects merchandising.

WELO, SAMUEL. *Trade Mark and Monogram Suggestions*. 1940. Watson-Guptill Publications, New York.

A reference book with a wealth of varied material illustrating design fundamentals and offering hundreds of comparative examples.

LAYOUT, TYPOGRAPHY, PRODUCTION, AND PRINTING

CAPLES, JOHN. *Advertising Ideas*. 1938. McGraw-Hill Book Company, New York.

A practical guide to methods that make advertisements work. One hundred advertisements are reproduced and analyzed to show why they sold the product advertised.

CARLYLE, PAUL, and GUY LORING. *Layouts and Letterheads*. 1942. Watson-Guptill Publications, New York.

Over 200 layouts and letterheads demonstrating numerous types of design and their application to many needs. Excellent source material.

DE LOPATECKI, EUGENE. *Advertising Layout and Typography*. 1937. The Ronald Press Company, New York.

A quick easy technique for the preparation of advertisements, with simple methods for choosing and calculating type.

LONGYEAR, WILLIAM. *Type Specimens*. 1940. Watson-Guptill Publications, New York.

In easel form this well-indexed reference is for the worker who makes layouts for printing, or who does hand-lettering, there being nearly 400 complete alphabets, many pages of rules and decorative material and printing definitions.

STANLEY, THOMAS B. *The Technique of Advertising Production*. 1940. Prentice-Hall, Inc., New York.

The art of selling to the eye and not merely mechanical routine of reproductive processes. Many type faces are analyzed for difference in character, design, and function, and over one hundred and forty line cuts, half-tones, and color plates illustrate the principles and techniques of all branches of advertising production. Advertisements and specially drawn sketches show how to plan and execute all forms of printed advertising.

