

THE UNIVERSITY OF MISSOURI BULLETIN

VOLUME 50, NUMBER 27

JOURNALISM SERIES 1949, NO. 117

100 BOOKS ON ADVERTISING

FIFTH EDITION, 1949

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Published by the University of Missouri at Room 102, Building T-3, Columbia, Missouri.
Entered as second-class matter, January 2, 1914, at the post office at Columbia, Missouri,
under the Act of Congress of August 24, 1912. Issued three times a month.—7,500

SEPTEMBER 20, 1949

FOREWORD

In this Fifth Edition of *100 Books on Advertising*, a number of important new, as well as recently revised editions of advertising books replace previous selections and omissions. The new additions I believe may make the bulletin more helpful.

This selected annotated bibliography offers a short list of general coverage; books annotated are not necessarily regarded as the best, nor does the categorical listing provide complete classification. The choices represent my opinion. Many of the books have been useful in my practice and teaching of advertising.

Most books are currently available. Some particularly helpful out of print volumes are included because of their contribution. Those known to be out of print in the Summer of 1949 are marked with an asterisk (*) after the name and address of the publisher.

For a more extensive record of books on advertising, and a classified bibliography on advertising and marketing, reference is invited to *Books for the Advertising Man*, prepared by the Bureau of Research and Education, Advertising Federation of America, New York, and *Editor & Publisher's* lists of books in its annual International Yearbook Number. For a selected annotated Journalism bibliography, see *100 Books on American Journalism*, University of Missouri Bulletin, Journalism Series No. 115, by Dr. Frank Luther Mott, Dean of the School of Journalism, University of Missouri.

The more than 1500 volumes on advertising available in the Frank Lee Martin Memorial Library at the School of Journalism constitute only the beginning of what the University of Missouri and the School are resolved to make a comprehensive and distinguished collection of books on this subject. New advertising publications are added as rapidly as they appear, and search continues for out of print volumes in the field.

The Frank Lee Martin Memorial Library, devoted to the more than 9000 volumes on journalism and advertising, is located in Walter Williams Hall, the newer of the two Journalism Buildings on the University of Missouri Campus.

School of Journalism
Columbia, Missouri
August, 1949

DONALD H. JONES
Professor of Journalism

Fifth Edition

ADVERTISING AGENCIES

BIRD, HARRY LEWIS. *This Fascinating Advertising Business*. 1947. Bobbs-Merrill Co., New York.

Behind the scenes in a large advertising agency. Reveals the complex workings, explains why, how, and where millions of dollars are invested annually. Introduces some leading personalities in the advertising field. Not a textbook, but a new insight into one of the tremendous forces in today's economy. Written for those interested in the broader phases of advertising.

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

Describes the agency's place in business; its origin, organization, functions; its services and future. Of special interest to the student and owner of the medium-sized agency.

HOWER, RALPH M. *The History of an Advertising Agency*. 1938. Harvard University Press, Cambridge.*

Primarily the history of N. W. Ayer & Son, advertising agency. Also explains the general functions of an agency, and the route which products travel from factory to consumer.

RUBEL, IRA W. *Advertising Agency Financial Management and Accounting*. 1948. Funk & Wagnalls Co., New York.

Intended as a guide for advertising agency executives and owners in the management of financial affairs, this work is confined to problems concerning internal management, finances and accounting. Written to show: (1) What facts and figures are needed in the management of financial affairs of the advertising agency, and (2) How these facts and figures can be secured. Part I deals with what is needed and in doing so discusses the history and functions of the agency business. Part II discusses detailed bookkeeping and accounting procedures for various major media and production. A *Printers' Ink* Business Bookshelf publication.

ADVERTISING COPY

BEDELL, CLYDE. *How to Write Advertising that Sells*. 1940. McGraw-Hill Book Co., New York.

Creative aspects of copy writing are effectively presented to inspire writers of all kinds of copy that sells. Techniques and selling strategems set forth are universal in application. The author presents a systematic approach to the copy-writing job, writes of the magic of words as stimulus toward effort to develop an effective style, and demonstrates the importance of unending checkup—persistent analysis of copy before it is run, and results produced after it is run. This book, intended to cover the writing of all advertising, is extensively used by major advertising agencies.

BURTON, PHILIP WARD; KREER, BOWMAN; and GRAY, JOHN B., JR. *Advertising Copywriting*. 1949. Prentice-Hall, Inc., New York.

Good presentation. Covers retail, fashion, mail-order, direct-mail, business-paper, outdoor, radio and television. Chapters on copy research, advertising law.

CAPLES, JOHN. *Tested Advertising Methods*. Revised 1947. Harper & Brothers, New York.

Probably the best available discussion of mail order advertising—headlines, pulling-power of copy, space buying, keying advertisements, and copy testing.

FLESCH, RUDOLPH. *The Art of Plain Talk*. 1946. Harper & Brothers, New York.

Tells how to speak and write so that people will understand what you mean. The author has been dealing with simple language as a researcher, librarian, teacher, editor and writer. His analyses have developed a statistical formula for measuring readability. Easy to read. Effectively presented. Usable. *The Art of Plain Talk* should be helpful to any writer, to any advertising copy-writer.

GLIM, AESOP (GEORGE L. MILLER). *How Advertising is Written—And Why*. 1945. McGraw-Hill Co., New York.

Worthwhile distillation of articles which have appeared under Aesop Glim's name in *Printers' Ink* for many years. A fresh though not undebatable approach to headline construction, copy policy, selection of illustrations and "How to Say It." Emphasis is on national advertising, from the agency viewpoint.

HOTCHKISS, GEORGE BURTON. *Advertising Copy*. Third Edition. 1949. Harper & Brothers, New York.

Revision of the classic treatise of the art of writing advertising copy for practical business use. Emphasis is upon the fundamental principles of copy-writing. Material in the Third Edition has been reworked to include recent improvements in graphic arts and scientific knowledge gained by copy-testing. Problems and exercises for each chapter.

MANVILLE, RICHARD. *How to Create and Select Winning Advertisements*. 1947. Harper & Brothers, New York.

Basic principles for pre-evaluation of advertising. They remain valid, and should be of service to all advertisers. First published as a series of articles in *Printers' Ink* in 1941.

ADVERTISING REGISTER AND AGENCY LIST

Standard Advertising Register, and Agency List. National Register Publishing Co., Inc., New York.

Annual, with monthly supplement. Records of 800 different businesses, 13,000 advertisers arranged according to business and grouped by subject. Includes 10,000 trade names arranged alphabetically, 13,000 advertisers arranged alphabetically. Addresses and key personnel. Agency List names over 2,300 national advertising agencies, with their branches, personnel and recognition; with about 2,000 of these agencies listing their accounts.

BIOGRAPHIES

APPELL, JOSEPH H. *Growing Up With Advertising*. 1940. The Business Bourse, New York.

The changes in advertising from 1899-1936 as seen by the advertising director of Wanamaker Stores. The book, an account of his career, shows how chain stores and installment buying had their effect on advertising and merchandising.

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

An autobiography, the business story of a man long important in the advertising field. In addition to its human interest, the book has a practical value for ideas drawn from the author's successful experience.

YOUNG, JOHN ORR. *Adventures in Advertising*. 1949. Harper & Brothers, New York.

Fascinating autobiography telling of a brilliant advertising and public relations career, by the co-founder of Young & Rubicam. Success story of a man and an advertising agency. Sage in business advice, rich in anecdote. Delightful reading for old timers, inspirational for young men and women.

CAREERS IN ADVERTISING

MCBRIDE, MARY MARGARET, Editor. *How to Be a Successful Advertising Woman*. 1948. McGraw-Hill Book Co., New York.

Written by sixteen successful advertising women for Advertising Women of New York, Inc. This practical book analyzes jobs in copywriting, art, research, publishing, direct mail, space selling, radio, public relations. Each field is described. Edited by one of America's foremost women radio commentators.

RIVERS, DON. *Your Career in Advertising*. 1937. E. P. Dutton & Co., Inc., New York.

This bird's eye view of the profession shows the many types of jobs, and the talents, education, training, temperament, and experience needed to obtain them. Public relations, publicity. Women in advertising. Tells how to get a job, and of the future of advertising.

WOOLF, JAMES DAVIS. *Getting a Job in Advertising*. 1946. The Ronald Press Co., New York.

Practical guidance for those seeking the advertising place suited to their particular aptitudes, talents, and temperaments. Explains the different types of work in advertising, the qualities required for success in each. Suggestions for beginners in many advertising fields.

DIRECT ADVERTISING

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

Practical treatment of primary business procedures, principles, and policies through motivated medium of business letters, in effort to develop sureness in the use of words. Two chapters on the advertising function of letters.

BELL, HARRIE A. *Direct Advertising*. 1946. Graphic Books, Inc., New York.

Written for business men and women who *think* they may be interested in "getting into direct advertising." Basic groundwork for thinking, basic reasoning behind direct advertising. Non-technical.

DIRECT MAIL RESEARCH INSTITUTE. *Tested Direct Mail Methods.* 1945. Distributed by the National Research Bureau, Chicago.

Direct mail comparative tests in which one mail method is tried out against another mail method to determine which of the two is more effective. Tests cover: form of mailing, color, outside envelopes, reply envelopes, letters, reply cards, postage, follow-ups, letterheads, mailing lists, enclosures, addressing. Reports include: purpose, procedure, results, remarks, conclusions. Loose leaf.

PRESTON, HAROLD P. *Successful Mail Selling.* 1941. The Ronald Press Co., New York.

Discussions of techniques of mail selling, tested selling formulae, writing the advertisement, printing pointers, building prospect lists, laws and regulations applying to this particular field.

ECONOMICS, ETHICS

BORDEN, NEIL H. *Economic Effects of Advertising.* 1942. Richard D. Irwin, Inc., New York.

Factual analyses of the roles advertising and aggressive selling take in our modern economy. Analyses of case studies show the effect of advertising on demand, cost, price, range of products, quality, consumer choice of products and services, and on investment and volume of income. An ethical discussion of advertising is included. More complete than this author's excellent *Advertising in Our Economy.* (1945).

BRIDGE, DON U. *Men and Methods of Newspaper Advertising.* 1947. Arco Publishing Co., New York.

A study of the evolution of ethics in newspaper advertising over the past 35 years, by a man long recognized as an authority in this field. (Book is available through members of the Newspaper Advertising Executives Association.)

KENNER, H. J. *The Fight for Truth in Advertising.* 1936. Round Table Press, Inc., New York.

Review of the early stages, accomplishments, and growth of truth in merchandising activities. Discusses events and procedures by which they have progressed. Written by the general manager of the New York Better Business Bureau.

GENERAL PRINCIPLES OF ADVERTISING

BREWSTER, ARTHUR J.; PALMER, HERBERT H.; and INGRAHAM, ROBERT G. *Introduction to Advertising.* Revised 1947. McGraw-Hill Book Co., Inc., New York.

Standard text revised to keep pace with latest trends in advertising. Chapters on radio and color advertising have been expanded. New format. Teacher's manual and Student Workbook available.

BRIDGE, HARRY P. *Practical Advertising.* 1949. Rinehart & Co., Inc., New York.

Complete, practical 842-page handbook to almost all phases of modern advertising procedure. Detailed coverage of copywriting, layout, art, advertising pro-

duction problems, and media. Three chapters are devoted to the growing importance of radio and television. Topics include catalog work, technical and industrial advertising, mail order selling, the Lanham Act (1947 trademark legislation), the physical production of advertisements, and how to get a start in advertising. Avoids too much emphasis on big advertisers' national campaigns. Bibliography. Glossary.

FREY, ALBERT W. *Advertising*. 1947. The Ronald Press Co., New York.

Intended primarily for two groups of students at college level: those preparing for active careers in advertising, and those preparing for executive positions who may be called on to make decisions that involve advertising. Emphasizes national advertising procedures, the merchandising function, organization for advertising, problems of advertising to and through the trade, social aspects of advertising, and newer ideas as to consumer motivation. Includes packaging, market measurement, copy testing, media, radio research. Practical textbook. Teacher's manual available.

GAUSS, CHESTER A.; and WIGHTMAN, LUCIUS I. *Sales and Advertising*. Revised 1948. American Technical Society, Chicago.

Stresses sales psychology and advertising, analysis of sales, methods useful for overcoming sales resistance, layout, copy-writing, typography, and the organization and control of advertising and sales department. Late trends and new developments in selling processes.

HEPNER, HARRY W. *Effective Advertising*. Second Edition. 1949. McGraw-Hill Book Co., Inc., New York.

Textbook, college level, dealing with consumer, product, media, layout, copy, and testing methods. This new, larger second edition includes many tables of new statistical data, new section on education and age, useful material on readership reports, illustrations of effective advertising, important data on consumer studies. Late reports on "The Continuing Study of Newspaper Reading" and the Daniel Starch magazine surveys. Glossary. Teacher's manual and Student Workbook available.

HOTCHKISS, GEORGE BURTON. *An Outline of Advertising—Its Philosophy, Science, Art, and Strategy*. Revised 1940. The Macmillan Co., New York.

Presents fundamental and pertinent factors on the strategy, production, copy testing, social aspects, government regulations, and the partnership of advertising to journalism. An analysis of the broad goals of advertising and business.

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

Practical summation of the developments in the advertising field, revised to meet changes of a past decade. Thorough and usable. Includes a portfolio of roughs and proofs, a glossary, and reference arrangement. A best seller among advertising textbooks. Teacher's kit available. (New revision due January, 1950.)

MAYTHAM, THOMAS E. *Introduction to Advertising Principles and Practice*. 1948. Harper & Brothers, New York.

Comprehensive, basically sound, easy to understand. How-to-do-it covers planning, headlines, copy, visualization, production, media selection, testing and other spheres.

PRINTERS' INK STAFF. *Refresher Course in Advertising, Selling, and Merchandising*. 1948. Funk & Wagnalls Co., New York.

More than two hundred advertising, selling, and merchandising facts to help achieve maximum selling results. How to find and follow up prospects, create year-round markets for seasonal items; sampling campaigns, premiums, consumer contests, special deals, and returned goods abuses. Part of popular Staff of *Printers' Ink* series.

SANDAGE, C. H. *Advertising Theory and Practice*. Third Edition. 1948. Richard D. Irwin, Inc., Chicago.

Newly revised with the emphasis still on the broad field of advertising for proper perspective. Thorough treatment of the techniques of advertising, and advertising research. Chapter on public relations. Teacher's manual available.

ILLUSTRATION AND ART

ART DIRECTORS CLUB OF CHICAGO. *ADCC Record of Advertising Art*. 1944. A Kroch and Son, Chicago.

Record of the exhibition of advertising art sponsored by this club and presented at the Chicago Art Institute. Pictures 262 pieces of advertising art, with thumbnail showing layout. Special focus on art techniques. Content classified: mass magazines, trade magazines, newspapers, direct mail and catalogs, posters, special newspaper campaign, victory art.

ART DIRECTORS CLUB OF NEW YORK. *26th Art Directors Annual*. 1947. Watson-Guptill Publications, Inc., New York.

Record of the outstanding advertising art of the year, as selected for the annual exhibition of the Art Directors Club. A useful reference work.

BRIGGS, W. B. *The Camera in Advertising and Industry*. 1939. Pitman Publishing Corporation, New York.

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

HORNUNG, CLARENCE P. *Handbook of Early American Advertising Art*. 1947. Dover Publications, Inc., New York.

Illustrated essay on the history of early American printing, preponderantly advertising, with over 2,000 illustrations.

INDUSTRIAL ADVERTISING

Organization of the Advertising Function. 1946. Association of National Advertisers, Inc., New York.

Report of a detailed study by McKinsey & Company, management consultants, for the Association of National Advertisers, answering these two questions: (1) What jobs are leading companies doing through advertising? and (2) How are those companies organizing to do those jobs? Summary of top-management

thinking based on interviews with chief executives and other top management personnel of the twenty-one participating companies, and on supplemental information supplied by mail by more than 200 other member companies. Organizational charts. Book available to ANA members and in some libraries.

REED, VIRGIL D. *Advertising and Selling Industrial Goods*. 1936. The Ronald Press Co., New York.

Guide in developing sound plans in advertising and sales promotion of industrial goods. Deals with strategy, tactics, and techniques involved. Delineates methods, applications, and workable plans that have been used, with reference to various phases of the advertising activities of these companies.

ROCHESTER INDUSTRIAL ADVERTISERS, NIAA. *Practical Advertising Procedure*. 1948. McGraw-Hill Book Co., New York.

Practical procedure, with problems of industrial advertisers and solutions whenever possible. Timely. Thorough treatment of advertising as a tool of selling. Written by contributors who are members of Rochester Industrial Advertisers, New York, Chapter 24 of the National Industrial Advertisers Association. Teacher's manual available.

LAYOUT, TYPOGRAPHY, PRODUCTION

CHENAULT, RICHARD S. *Advertising Layout*. 1946. Heck-Cattel Publishing Co. Inc., New York.

Manual for students of layout, with specific principles. Succinct text. Copiously illustrated.

DAGLIN, BEN. *Advertising Production*. 1946. McGraw-Hill Book Co., New York.

Concerns principles and developments of photo-engraving, composition of advertisements, printing, color, monotone rotogravure, art, and production.

FELTON, CHARLES J. *Layout of Advertising and Printing*. 1948. Charles J. Felton, Publisher, New York.

Designed to inform the beginner and aid the professional in preparing complete and comprehensive layouts. Takes step-by-step the operations of planning and laying out a printed piece. Considers purposes and functions of layout, its scope and layout styles. Good for the beginner who has trouble visualizing.

JOACHIM, LEO H. *Eighth Production Yearbook*. 1948. Colton Press, Inc., New York.

Encyclopedic masterpiece of graphic arts technical information for advertisers, advertising production men and buyers of printing. Solutions or answers for almost every type of problem in advertising or graphic arts production. Features include a design and color section, latest advertising production developments, thousands of combinations of text and display type faces (made possible by Type Visualizer), illustrations by all processes of reproduction, outstanding examples of contemporary advertising art showing trends in modern design, fingertip estimating tables for fitting type and estimating costs of engravings and electros, and a large collection of different type faces. Weighs seven pounds, has 700 pages, 900 illustrations.

PRINTERS' INK STAFF. *Cutting Advertising and Printing Costs*. 1948. Funk & Wagnalls Co., New York.

Series of plans proved successful in the creation and production of advertising to stimulate readers' ideas. How to save money without reducing effectiveness. Handy for reference, but not a textbook.

RUDOLPH, HAROLD J. *Attention & Interest Factors in Advertising*. 1948. Funk & Wagnalls Co., New York.

Report of a detailed study of Starch figures on 2500 half and full-page advertisements in the *Saturday Evening Post* in 1939 and 1940. Discussion of the effect of advertisement size, use of color, illustration size, headline treatment, and other factors as they affect attention and readership.

STANLEY, THOMAS BLAINE. *The Technique of Advertising Production*. Revised 1946. Prentice-Hall, Inc., New York.

More than 140 line cuts, halftones, and color plates illustrate the principles and techniques of advertising production. Contents include visualization, focusing attention by layout, illustration, color, photo-gravure, gravure and lithography, recognition and use of type, paper, and the planning of printed matter.

YOUNG, FRANK H. *Technique of Advertising Layout*. 1946. Crown Publishers, New York.

Enables the student to see at first hand the techniques of outstanding contemporary layout artists. Several hundred reproductions of layouts and finished advertisements.

LEGAL ASPECTS

DIGGES, I. W. *The Modern Law of Advertising and Marketing*. 1948. Funk & Wagnalls Co., New York.

This layman's guidebook for everyone concerned with the marketing of goods and services fills a need for a concise, comprehensive and authoritative handbook; answers many perplexing questions and may clear up confused thinking for those affected by the law and Federal and State regulations as applied to advertising and marketing. Chapters on general contract relationships in advertising and their significance, the Federal Government and advertising, State laws and advertising, trademarks, fair trade—resale price maintenance, property rights in ideas and copyrights, cooperative advertising (including Robinson-Patman Act), copy claims, right of privacy, libel and slander, radio broadcasting and television, and advertising art directors and the law. A *Printers' Ink* Business Bookshelf publication.

FELDMAN, GEORGE J.; and ZORN, BURTON A. *Robinson-Patman Act ADVERTISING and PROMOTIONAL ALLOWANCES*. 1948. The Bureau of National Affairs, Inc., Washington, D. C.

What you must do. How the law applies. What the authorities have said. This book includes analysis, checklists, practical tips, legislative history, text of cases, text of act, and examples of sound business practice. The handbook and analysis provides in convenient form the working materials required for a thorough understanding of the provisions of the Robinson-Patman Act which deal with joint promotion of a product.

ROPER, BERT W. *State Advertising Legislation*. 1945. Printers' Ink Publishing Co., New York.

A collection of the statutes of the forty-eight states affecting commercial advertising. A time saver for researchers and students of journalistic law.

MARKETS AND MEDIA

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

Scientific in treatment, simple in form, with emphasis upon the consumer. Charts, a glossary of technical terms, questions and problems.

N. W. Ayer & Son's *Directory*. Annual. N. W. Ayer & Son, Inc., Philadelphia.

A guide to publications printed in the U. S. and its possessions, Canada, Newfoundland, Bermuda, Cuba; descriptions of states, cities and towns in which they are published. Classified lists. Seventy maps. The recognized key to every kind of publication issued in the U. S. and Canada.

BOYENTON, WILLIAM H. *Audit Bureau of Circulations*. 1948. Audit Bureau of Circulations, Chicago.

Planned primarily for college courses in general advertising, media selection, publication management and circulation management. Beginners in advertising and publishing, as well as experienced workers, should find the book useful as a refresher course covering an activity indispensable to the success of their industry.

Broadcasting Yearbook. Annual. Broadcasting Publications, Inc., Washington, D. C.

Extensive data on network, regional and spot radio, audience analysis, network billings, broadcasting stations by call letters and by frequencies, FCC rules, FM channel assignments and commercial stations, N.A.B., program directors, TV channel assignments and stations, transcription producers.

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

Stressing the importance of advertising research, it presents useful information about markets, statistical sources, methods, people, media, rates, and advertising procedure. Explains ABC reports, Standard Rate and Data Service, and measuring radio coverage. Excellent. (New revision due September, 1949.)

Editor & Publisher Market Guide. 1949 Edition. Annual. Editor & Publisher Co., Inc., New York.

Standard survey of 1,486 daily newspaper markets of the U. S., Alaska, Hawaii, Canada. Includes type of community, population, location, public service data, principal industrial firms, number of wage earners, hardness of tap water, colleges and universities; department stores, chain drug, grocery chains and variety stores by name and number; retail outlets and sales; wholesale outlets; daily and Sunday newspaper names and circulations; newspaper national advertising representatives.

NYSTROM, PAUL H., Editor. *Marketing Handbook*. 1948. The Ronald Press Co., New York.

Comprehensive, extending over the activities of selling, advertising, promotion, research and management. Presents facts, principles, techniques and working methods from the many specialized fields which constitute modern marketing. Media, advertising, packaging, sales promotion, and public relations are discussed.

Survey of Buying Power. May 10, annually. Sales Management, The Magazine of Marketing, New York.

Exclusive SM estimates of population, retail sales, effective buying income; enumeration of retail outlets for sections, states, counties, cities. U.S.A., Hawaii, Canada. Extensively used by advertisers and agencies. Permission required for including data in published media promotion. Issued May 10 each year.

Standard Rate & Data Service. Standard Rate & Data Service, Inc., Chicago.

Media information necessary for developing advertising schedules for newspapers, radio, consumer magazines, farm publications, transportation advertising, business papers, and ABC weekly newspapers; issued monthly, with interim changes.

MARKET, PRODUCT, AND CONSUMER RESEARCH

BLANKENSHIP, ALBERT B., Editor. *How to Conduct Consumer and Opinion Research. The Sampling Survey in Operation*. 1946. Harper & Brothers, New York.

More than twenty-nine authors contribute technical information on methods of measuring public responses for commercial and public purposes. Edited by a noted authority on research of this type.

BROWN, LYNDON O. *Marketing and Distribution Research*. 1949. The Ronald Press Co., New York.

A revision of the author's *Market Research and Analysis* (1937). Changed title is in keeping with broadened scope and changing terminology. New methods and new knowledge of research procedures have been incorporated, covering product, opinion, package, public relations, distribution cost, copy testing, media, and sales promotion. Section on the general techniques of special scientific fields—statistics, accounting, engineering, psychology and sociology. Broad fundamental treatment, with how-to-do-it steps in use of forms and techniques.

FREY, ALBERT W. *Manufacturers' Product, Package and Price Policies*. 1940. The Ronald Press Co., New York.

Describes and analyzes policies and practices manufacturers have developed for solution of vital product, price and package problems. Contents include merchandising, pricing, product quality and guarantees, design and design piracy, style, fashion, product development, packaging, branding, trade names, trademarks and merchandising research. Reference bibliography by subject chapter.

NEWSPAPER ADVERTISING

BEDELL, CLYDE. *Let's Talk Retailing*. 1946. Retail Division, Bureau of Advertising, ANPA, New York.

A publication intended as training material for newspaper retail advertising staffs and retail stores. (Available through member papers of the Bureau of Advertising, American Newspaper Publishers Association.)

BORDEN, NEIL; TAYLOR, MALCOLM; and HOVDE, HOWARD T. *National Advertising in Newspapers*. 1946. Harvard University Press, Cambridge.

An extensive study of national advertisers' and agencies' use of newspapers. How and to which media newspapers lost national advertising, and steps necessary to regain relative standing with other major media.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION. *Blue Book*. Bureau of Advertising, ANPA, New York.

An annual publication of 50 case histories of outstanding newspaper advertising campaigns.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION. *The Newspaper as an Advertising Medium*. 1940. Bureau of Advertising, ANPA, New York.

Describes newspaper characteristics and advantages in factual and compact form for the benefit of all who are interested in advertising as an economic force, and for the convenience of those who buy and sell advertising. Intended as a guide to a wider and better understanding of newspapers as an advertising medium.

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

This presentation provides a good survey of promotion plans of newspapers throughout the United States. For the professional, the book could serve as a check list. Discusses features of general and special newspaper promotion for editorial, good-will, and advertising and circulation promotion.

LUND, JOHN V. *Newspaper Advertising*. 1947. Prentice-Hall, Inc., New York.

This book covers advertising in newspapers from the city daily or weekly angle for both the newspaper advertising man and the college student. For those who not only sell, but are responsible for research, promotion, planning, layout, and copy-writing. Thorough in presentation.

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

Organization and operation; primarily for use as a guide by daily and larger weekly newspapers. Presents in practical form the procedures, experience and deductions of those whose methods have been proved in terms of results. For publisher, for manager, for novice.

Media Records, Media Records, Inc., New York.

Individual lineage record of 346 daily and Sunday newspapers of 108 cities, in the major classifications: Retail, General, Automotive, Financial, Classified, Legal and total advertising. Breakdown into 151 classifications for each newspaper. Individual lineage record of more than 5,000 automotive and general advertisers. *Media Records Blue Books*, and current city monthly lineage reports.

TOWLE, FELIX S., Editor. *Encyclopedia of Classified Advertising*. 1947. Association of Newspaper Classified Advertising Mgrs., New York.

How a classified advertising department operates, viewed from the policy making level. Directed to department managers, it tells how things are done, especially on large newspapers. Good for both students and workers.

PSYCHOLOGY IN ADVERTISING

BURT, HAROLD ERNEST. *Psychology of Advertising*. 1938. Houghton Mifflin Co., Boston.

Designed as a text for students in psychology of advertising. Presents a scientific approach to the part that psychology plays in consumer analysis and market research.

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

Fundamentals of customer motivation, what he buys and how he is most likely to buy, peculiarities in purchasing habits, fads and sales booms. The qualities and personalities necessary for the successful salesman.

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

A study of the changes in emphasis that current problems in business and industry have forced upon psychologists. Stresses use of tests and techniques, employee understanding, and demand for practical tools. Advertising's part is discussed in 40 pages.

PUBLIC RELATIONS, PUBLICITY

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

This leading practitioner describes how to discover various publics and build proper relationships. The suggestions on how to keep these publics happy are useful to beginner and professional.

GRISWOLD, GLENN; and GRISWOLD, DENNY, Editors. *Your Public Relations*. 1948. Funk & Wagnalls Co., New York.

Practical working manual for management executives, public relations directors and counsel, career aspirants, teachers and students. A clearing-house of information as to policies and procedures. Thirty-three chapters, each written by a nationally recognized authority whose experience particularly equips him to discuss the subject assigned. Bibliography.

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

A handbook for directors of educational publicity. Discusses how to write publicity releases, recognize educational news, get a story printed, develop a publicity campaign, and cover a conference. Also contains a section on organization and administration of the publicity bureau.

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

First sixteen chapters on how a publicity chairman *should not* proceed. A skillful summary of the necessary steps a publicity chairman should take in dealing with society editors. Written for women, this entertaining book contains valuable information for any chairman.

HARLOW, REX F.; and BLACK, MARVIN M. *Practical Public Relations*. 1947. Harper & Brothers, New York.

Deals with the foundations of public relations, its various fields of activity, the tools and mediums utilized and the relationship of the public relations worker to his organization. Chapters on press, publicity, stockholder, personnel, government and community relations.

SILLS, THEODORE R.; and LESLEY, PHILIP. *Public Relations, Principles and Procedures*. 1945. Richard D. Irwin, Inc., Chicago.

Presents a well-balanced practical discussion of what public relations is, how the public relations counselor operates, the tools he uses, and how he achieves desired results. Defines public relations, describes the public relations counselor, public relations from the client's point-of-view, internal public relations, publicity techniques, and public relations as a career.

SPECIAL FIELDS

BENTLEY, GARTH *How to Edit an Employee Publication*. 1944. Harper & Brothers, New York.

Useful manual for the house organ editor. A thorough book with carefully prepared lists of things the editor should know and do. Methods to inform, instruct, entertain, and for over-all promotion of morale, loyalty and company good will.

ELFENBEIN, JULIEN. *Business Journalism and Its Functions*. 1945. Harper & Brothers, New York.

Touches on the broad field of business journalism, with explanation of the duties of the publisher, the editor, advertising and circulation divisions, with background material. It is not strong in treatment of editorial and house publication problems.

MELCHER, DANIEL; and LARRICK, NANCY. *Print Users' Handbook*. 1948. McGraw-Hill Book Co., New York.

Coverage of phases of planning, ordering, and using advertising and promotion pieces. Discusses films, recordings, and radio as parts of publicity or campaign planning. Lists names of firms specializing in types of service mentioned. A manual for editors, small-business men, advertisers, publicity men, writers, artists, layout men and others.

PRINTERS' INK STAFF. *Small Space Advertising*. 1948. Funk & Wagnalls Co., New York.

For large and small advertisers: what-to-do and how-to-do-it, as compiled by the editors of *Printers' Ink*. Should be of help to advertisers, agencies, mediemen, small businesses and students. Covers uses, copy, art, layout, media, coupons, testing, classified, and case histories. Profusely illustrated.

RADIO, TELEVISION

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

General introductory handbook for radio workers. Gives the how-to-do-it stages in program planning and presentation.

BARNOUW, ERIK. *Handbook of Radio Writing*. Revised 1947. Little, Brown & Co., Boston.

Valuable revision of the 1939 edition, with discussion of opportunities in radio writing and plenty of how-to-do-it. Sound effects, music, writing techniques, trick devices, discussion and examples of various program types.

LANDRY, ROBERT J. *This Fascinating Radio Business*. 1946. Bobbs-Merrill Co., New York.

Presentation of the broad view of radio by the radio editor of *Variety*, from early developments through the growth of rules and regulations to a discussion of comedy and daytime serials. Excellent chapter on careers in radio.

MIDGLEY, NED. *The Advertising and Business Side of Radio*. 1948. Prentice-Hall, Inc., New York.

A how-to-do-it book on the purchase and sale of broadcasting time on national networks, regional networks, and individual radio stations. Summary, analysis and guide to the business side of radio. Facts on sales, administration and management. Contains charts, tables, line-drawings, bibliographies, and a glossary of terms. Covers use of broadcasting from the large national producer to the small local retailer.

ROYAL, JOHN F. *Television Production Problems*. 1948. McGraw-Hill Book Co., New York.

A vice-president of NBC has put the book together from discussions he and ten other NBC television experts conducted in cooperation with Columbia University. Includes writing problems, production facilities, settings, studio problems, mobile unit broadcasting, legal problems, and advertising.

WEAVER, LUTHER. *The Technique of Radio Writing*. 1948. Prentice-Hall, Inc., New York.

From the viewpoint of an experienced agency man and teacher, discussion of the mechanics and tools available for radio writers, including continuity, commercials, and all basic types of programs.

RETAIL ADVERTISING

ABRAHAMS, HOWARD P., Editor. *One Hundred Best Retail Advertisements*. 1948 Edition. Sales Promotion Division, National Retail Dry Goods Association, New York.

Published result of the contest to judge the best retail newspaper advertisements for 1947. Selections made by a group of ten advertising specialists include merchandise and institutional classifications, by store sales volume groups.

EDWARDS, CHARLES M.; and HOWARD, WILLIAM H. *Retail Advertising and Sales Promotion*. Revised 1946. Prentice-Hall, Inc., New York.

Expresses a reasonable and composite point of view found to be practical of application, and a sales stimulant. Sets forth basic principles in executing retail advertising. Thorough and helpful. Bibliography. Good textbook.

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

The fundamental principles of display as they pertain to interior and show window promotion of retail store merchandise. Principles are explained by charts, text, and illustration. The display problem is discussed from retailer's and manufacturer's viewpoint.

NATIONAL ASSOCIATION OF BETTER BUSINESS BUREAUS, INC. *A Guide for Retail Advertising and Selling*. Third Edition (Revised). 1945. National Association of Better Business Bureaus, Inc., Cleveland.

A handbook for local advertisers interested in avoiding objectionable or misleading practices in advertising. In two parts, the first summarizes the Federal Trade Commission rules and other regulations regarding nine different classes of advertising; the second contains specific suggestions to individual merchandise groups. Fair trade code for advertising and selling.

SANDAGE, C. H. *Radio Advertising for Retailers*. 1945. Harvard University Press, Cambridge.

The economics of radio advertising. Comprehensive in its field. Well recommended by those in the radio advertising business.

SWINNEY, JOHN B. *Merchandising of Fashions*. 1939. The Ronald Press Co., New York.

Tells how successful specialty stores merchandise goods. Presents the policies and methods behind this process in a practical manner. Discusses advertising and display factors, their relationship with other selling functions. A good analysis and summary of problems peculiar to this field.

WEISS, E. B., *Selling to and Through the NEW Department Store*. 1948. Funk & Wagnalls Co., New York.

Changes and trends, policies and practices, ways and means. Written during the postwar period of readjustment. Perspective is sound and informed. Several chapters include promotional ideas and suggestions as to how to get more business from a given line of merchandise. A *Printers' Ink* Business Bookshelf publication.

