

# *The University of Missouri* Bulletin

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*Earl F. English, Ph.D., Editor*

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## **100 Books On Advertising**

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SIXTH EDITION

1952

*Compiled and Annotated by*

DONALD H. JONES

*Professor of Journalism*

ADVERTISING

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## INTRODUCTION

IN THE SIXTH EDITION of *100 Books on Advertising*, forty-three volumes are additions or have been published in revised form since the Fifth Edition of September, 1949.

This annotated bibliography offers a selected short list of general coverage of the advertising field. Books included are not necessarily regarded as the best, nor is the catagorical classification complete. Many of the books have been useful in my practice and teaching of advertising.

For a more extensive record of books on advertising, and a classified bibliography on advertising, marketing, selling, and related subjects, reference is invited to *Books for the Advertising and Marketing Man*, prepared and revised in 1951 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.

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 Emeritus of the School of Journalism, University of Missouri. These two University of Missouri Bulletins are intended to complement one another.

The more than 1600 volumes on advertising available in the Frank Lee Martin Memorial Library at the School of Journalism constitute the beginning of what the University of Missouri and the School have resolved to make a comprehensive and distinguished list of books on the subject. New advertising publications are added as rapidly as they appear. Search continues for out of print volumes in the field.

The Frank Lee Martin Memorial Library, devoted to more than 9,000 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  
January, 1952

DONALD H. JONES  
*Professor of Journalism*  
A D V E R T I S I N G

# 100 BOOKS ON ADVERTISING

## ADVERTISING AGENCIES

—1—

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.

—2—

HOWER, RALPH M. *The History of an Advertising Agency*. Revised. 1949. Harvard University Press, Cambridge.

Primarily the history of "N. W. Ayer & Son at Work, 1869-1949." The volume provides a general history of this advertising agency, and an analysis of particular aspects of Ayer development. It also explains the general functions of an agency, and the route which products travel from factory to consumer. The author modifies certain judgments in the original edition about developments within the Ayer organization.

—3—

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

—4—

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 stratagems 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. (Revision due April, 1952.)

—5—

BURTON, PHILIP WARD; KREER, BOWMAN; and GREY, 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.

—6—

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.

—7—

FEHLMAN, FRANK E. *How to Write Advertising Copy That Sells*. 1950. Funk & Wagnalls Co., New York.

Here is a clear picture of eight different buying groups in terms of age limits, basic selling appeals to interest each group, with actual copy rules. Chapters on writing copy, the "Fehlman Formula," background of national advertising, consumer research, how women react to advertising, and how men react. The twenty-four case histories illustrate tested copy ideas adaptable to the reader's line of goods or services. Specific suggestions. A *Printers' Ink* Business Bookshelf publication.

## A D V E R T I S I N G

—8—

FLESCHE, RUDOLPH. *The Art of Readable Writing*. 1949. Harper & Brothers, New York.

Discusses how to write for better readability. The author has been dealing with simple language as a researcher, librarian, teacher, editor and writer. His analyses have developed a statistical readability formula. Effectively presented. Usable. Helpful to any writer, to any advertising copywriter.

—9—

GLIM, AESOP (GEORGE L. MILLER). *Copy—The Core of Advertising*. 1949. McGraw-Hill Book Co., New York.

Those who know Aesop Glim through his articles in *Printers' Ink* should enjoy this book; so also should most other advertising people. Advertising "fundamentals" are either challenged or confirmed, are made available as a check list for advanced practitioners and as a guide for beginners. Sound, stimulating, practical manual for every advertising writer.

—10—

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.

—11—

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.

—12—

RONSON, HARVEY. *Advertising Dictionary*. 1949. The Ronald Press Co., New York.

Organized compilation of tested copy phrases and selling appeals, specifically designed to help copywriters present their ideas. Entries are made up of two sections: general appeals and specific appeals. Useful reference tool.

**ADVERTISING REGISTER and AGENCY LIST**

—13—

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

Annual, with monthly supplement. Records of 800 different businesses, more than 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 3,000 national advertising agencies, with their branches, personnel and recognition; with about 1,500 of these agencies listing their accounts.

**BIOGRAPHIES**

—14—

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.

—15—

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.

—16—

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.

**DIRECT ADVERTISING**

—17—

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.

—18—

COLLIER, ROBERT. *The Robert Collier Letter Book*. Sixth Edition. 1950. Prentice-Hall, Inc., New York.

Revised and enlarged fact-jammed volume by the late great direct mail specialist. A fascinating work replete with successful sales letters. Twenty-nine chapters discuss most phases of direct mail selling. Inspirational, stimulating, practical, usable.

—19—

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.

—20—

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**

—21—

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).

—22—

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

—23—

BARTON, ROGER, Editor. *Advertising Handbook*. 1950. Prentice-Hall, Inc., New York.

Practical, comprehensive handbook designed to be used by all who are concerned with advertising. Authoritative but simple treatments of main aspects of advertising, written by thirty-five men who are outstanding in their areas of accomplishment. Extensive bibliographical references with each of the twenty-five sections. Encyclopedic.

—24—

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 production 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. 1951 Television Supplement & Workbook available.



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**A D V E R T I S I N G**

—25—

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.

—26—

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

—27—

HOTCHKISS, GEORGE BURTON. *An Outline of Advertising—Its Philosophy, Science, Art, and Strategy*. Third Edition. 1950. The Macmillan Co., New York.

Expanded revision of the author's 1940 volume. Covers evolution of advertising, its partnership with journalism, rise of national advertising, social values, policies and plans, modern procedure, marketing research, names-trademarks-packages, selling psychology, incentives to attention and interest, the substance and style of copy, illustrations and color, layout, production. Strategy includes the plan, major media, merchandising, and testing and checking results. College level textbook.

—28—

KLEPPNER, OTTO. *Advertising Procedure*. Fourth Edition. 1950. Prentice-Hall, Inc., New York.

Practical and thorough summation of advertising developments.

The five parts (32 chapters) are devoted to purposes of advertising, preparation of advertisements, the media of advertising, the machinery in motion (research, testing, campaigns with portfolio of complete campaigns, how the advertising business is organized), and the place of advertising with reference to social and economic aspects. Federal laws affecting advertising, bibliography for reading suggestions, associations of advertising, and glossary included in appendixes. College level textbook. Teacher's Kit available since August 1951.

—29—

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.

—30—

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

—31—

ART DIRECTORS OF NEW YORK. *29th Annual of Advertising and Editorial Art*. 1950. Pitman Publishing Corporation, 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.

—32—

BRIGGS, W. B. *The Camera in Advertising and Industry*. Second Edition. 1948. Pitman Publishing Corporation, New York.

Contends the true justification of a commercial photograph lies in

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its vital quality as a sales force. First part comprises ten chapters on the various aspects of commercial photography; second part includes fifty-four representative illustrations, each analyzed and critically discussed.

—33—

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.

—34—

LOOMIS, ANDREW. *Creative Illustration*. 1947. The Viking Press, New York.

Shows how to put art to work. Fundamentals of illustration are clarified so that the student learns to think in terms of the whole pictorial effect. Hundreds of the author's own drawings. Twenty-two pages of illustrations in full color. The seven parts of this volume cover: line, tone, color, telling the story, creating ideas, fields of illustration, and experiment and study. Intended for the artist who wishes to make illustration a career.

### **INDUSTRIAL ADVERTISING**

—35—

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.

—36—

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*

—37—

ABRAMS, BARNEY. *The Technique of Fashion Layout*. 1948. Harper & Brothers, New York.

Designed as a handbook for beginner and experienced practitioner in the field of fashion advertising. Profuse with illustrations demonstrating a wide range of techniques. Layouts illustrate the preparation of large and small advertisements, and deal with techniques for mass media and quality publications. Sample illustrations are chosen to emphasize important problems of lettering, balance, and emphasis. A special section is devoted to association detail.

—38—

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

Concerns principles and developments of photoengraving, composition of advertisements, printing, color, monotone rotogravure, art, and production.

—39—

DE LOPATECKI, EUGENE. *Typographer's Desk Manual*. Revised. 1949. The Ronald Press Co., New York.

Guide for student or typographer. Devoted to advertising typography, copy fitting and type measuring, type specimen and data of ideas in illustration. Photographic layout also is considered in charts (with tonal intensity), basic units of measurement, interchangeability of type faces, and weights of square and sans serif faces. Presents material useful in solving more easily the problems of design.

—40—

DWIGGINS, W. A. *Layout in Advertising*. Revised Edition. 1948. Harper & Brothers, New York.

Treats first the apparatus that the advertising designer works with—paper, type, pictures, lettering, ornament, and how these influence design. The author then discusses the form of presentation: for newspapers, calendars, broadsides, catalogs, package designs, car cards, and others. Concluding part is devoted to a comprehensive treatment of the designing process.

## A D V E R T I S I N G

—41—

FELTEN, CHARLES J. *Layout of Advertising and Printing*. 1949. Charles J. Felten, 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.

—42—

HENDRICKS, BILL; and ORR, MONTGOMERY. *Showmanship in Advertising*. 1949. Showmen's Trade Review, Inc., New York.

New approach to the subject, applied principally for those associated with the show business. Discusses creative phases, color, typography, printing processes, food-fashions-cosmetics and showmanship, photoengraving, budget and sales analysis, specialized appeal, personal slant, and cooperative and institutional advertising.

—43—

HYMES, DAVID G. *Production in Advertising*. 1950. Colton Press, Inc., New York.

Designed to give a working knowledge of production to beginner or production manager. Stresses practical use of the graphic arts. Advertising art, photoengraving, typography, duplicate plates, paper, ink, printing, binding and die cutting, and campaign production. Comprehensive in scope.

—44—

JOACHIM, LEO H. *Ninth Graphic Arts Production Yearbook*. 1950. Colton Press, Inc., New York.

Encyclopedic masterpiece of graphic arts technical information for advertisers, advertising production men and buyers of printing. Features include a design and color section, latest advertising production developments, thousands of combinations of text and display 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. More than 900 pages.

—45—

PRICE, MATLACK. *Advertising & Editorial Layout*. 1949. McGraw-Hill Book Co., New York.

Theory and practice of design and layout of advertising in newspapers and magazines. Two chapters define "layout" and provide principles and basic factors; three chapters, illustrations, lettering, typography; two chapters on professional aspects of layout in newspapers and magazines; two chapters devoted to color, and new trends and techniques. Sound approach. Explicit instructions on many types of layout. A philosophy of design.

—46—

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. A *Printers' Ink* Business Bookshelf publication.

—47—

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.

—48—

WADE, CECIL. *Modern Lettering and Layout*. 1950. Pitman Publishing Corporation, New York.

This book lays stress on design, the framework upon which all lettering must necessarily depend for its success. Chapters on all normal styles of lettering, and also on printing processes, layout, and methods of reproduction. Alphabetical list of artists' materials.

—49—

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**

—50—

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.

—51—

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.

**MARKET and MEDIA**

—52—

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.

—53—

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.

—54—

BRENNEN, ED. *Advertising Media*. 1951. McGraw-Hill Book Co., New York.

Explains established techniques of media practice. Each form of media is discussed to give an understanding not only of the function but how and under what circumstances it may be used. Media organization, development, presentation, analysis. Circulation and rate information. Discussion of general, retail, and classified newspaper advertising. Appendix includes A.B.C. and C.C.A. Audit Reports.

—55—

*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.

—56—

DUFFY, BEN. *Advertising Media and Markets*. Second Edition. 1951. Prentice-Hall, Inc., New York.

Revision of an important volume. Current. Stresses importance of advertising research. Presents practical and usable information about markets, statistical sources, methods, people, media, rates, circulation measurement, rate economy, cooperative advertising, merchandising services, judging media by inquiries, the advertising appropriation. Chapters on newspapers, magazines, business papers, farm papers, outdoor, radio, television, schedules, color. Appendix includes A.B.C. Reports, Standard Rate & Data Service examples, sources of newspaper, magazine, and radio statistics. College level textbook.

—57—

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, prin-



ciples, techniques and working methods from the many specialized fields which constitute modern marketing. Media, advertising, packaging, sales promotion, and public relations are discussed.

—58—

*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.

—59—

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

Media information necessary for developing advertising schedules for newspaper, radio, television, consumer magazines, farm publications, transportation advertising, business papers, and A.B.C. weekly papers; issued monthly, with interim changes.

### NEWSPAPER ADVERTISING

—60—

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 store advertising personnel. (Available through member papers of the Bureau of Advertising, American Newspaper Publishers Association.)

—61—

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.

—62—

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.

—63—

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.

—64—

MCCLURE, LESLIE WILLARD. *Newspaper Advertising and Promotion*. 1950. The Macmillan Co., New York.

Presents a new approach to promotion and selling related to newspaper advertising, which encourages advertising people and students to appreciate the importance of market and consumer research by newspapers. Substantial part of this volume is devoted to standard activities of newspaper promotion and research departments. Retail store organization and advertising procedures are presented from the viewpoint of the newspaper advertising salesman. College level textbook.

—65—

MILWAUKEE JOURNAL. *The Production of ROP Color in the Milwaukee Journal*. 1950. The Milwaukee Journal.

The problems of producing run of paper color in The Milwaukee Journal are discussed to point out how they have been and are being solved. Here is the story, brought up to the present with techniques that have been tried and with results that have been achieved; what worked and what didn't and why. So rapid is progress in the field of newspaper color that this volume is a significant contribution.

—66—

*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. Break-

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down 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.

—67—

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**

—68—

HATTWICK, MELVIN S. *How to Use Psychology for Better Advertising*. 1950. Prentice-Hall, Inc., New York.

Practical study of effective advertising appeals and customer motivation. Chapters on customer wants, psychological make-up of the market, consumer facts, consumer survey values and dangers, basic and secondary appeals, attention, pictures, color, interest factors, memorability, believability, customer confidence, pre-testing, sectional testing, post-testing. Abundance of examples illustrating use of basic psychological principles.

—69—

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

Fundamentals of consumer 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.

—70—

LUCAS, DARRELL BLAINE; and BRITT, STEUART HENDERSON. *Advertising Psychology and Research*. 1950. McGraw-Hill Book Co., New York.

Designed as a college text, but valuable also to advertising practitioners who are interested in psychology and research. Includes materials providing a sound understanding of the psychology of

advertising. Covers psychological objectives of advertising, appeals and copy themes, alternate techniques of presentation, mechanical factors affecting advertising, measurement of advertising effect, and evaluation of media audiences. Questions and exercises. Glossary. A specialized, not a general advertising text.

### *PUBLIC RELATIONS, PUBLICITY*

—71—

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.

—72—

FINE, BENJAMIN. *Educational Publicity*. Revised. 1951. 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.

—73—

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.

—74—

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, labor, supplier-creditor, trade, and community relations.

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**ADVERTISING**

—75—

LESLEY, PHILIP, Editor. *Public Relations Handbook*. 1950. Prentice-Hall, Inc., New York.

Authoritative handbook dealing with fundamental principles and practical ideas. Thorough in category and bibliography. Broad scope covers many fields of public relations interest, from executive to student. A compendium of essential instructive information. Reference work on the hows, whys, whats, whens, and wheres of public relations. Thirty-seven chapters, each by a specialist in his field. Encyclopedic.

—76—

MAHONEY, TOM; and HESSION, RITA. *Public Relations for Retailers*. 1949. The Macmillan Co., New York.

Designed to be helpful to all retailers interested in the important field of public relations. Covers store policies in employee relations, stockholder relations, publicity, advertising, credit, complaints, resource relations, and community relations. Authoritative material, useably presented.

—77—

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.

## *RADIO and TELEVISION*

—78—

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.

—79—

CHESTER, GIRAUD; and GARRISON, GARNET R. *Radio and Television*. 1950. Appleton-Century-Crofts, Inc., New York.

Presents materials essential to a first course in broadcasting and television. Deals with radio and television in society: social aspects, growth, recent developments, programming, FCC, advertisers and agencies, stations and networks, self regulation; and with radio and television in the studio: technical aspects, television fundamentals. Thirty-eight examples of scripts. Projects and exercises for class assignments.

—80—

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.

—81—

SEEHAFER, E. F.; and LAEMMER, J. W. *Successful Radio and Television Advertising*. 1951. McGraw-Hill Book Co., New York.

States certain well-established principles so that the student may discover what determines successful radio and television advertising. All phases of the activities of each of these media are examined individually. Broad and thorough coverage of the fields develops a knowledge of what constitutes successful advertising with these two dynamic media.

—82—

WILLIS, EDGAR E. *Foundations in Broadcasting Radio and Television*. 1951. Oxford University Press, New York.

Designed to provide a foundation on which advanced courses in specific phases of radio and television can be based, and to serve as a general introduction to broadcasting. The two media are treated separately, as far as the techniques of speaking, writing, and production are concerned. Suggested class assignments for each chapter.

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—83—

WOLFE, CHARLES HULL. *Modern Radio Advertising*. 1949. Funk & Wagnalls Co., New York.

Authoritatively and thoroughly covers the field. Up to date facts, ideas, techniques. Detailed information practitioners and students need to know about planning radio campaigns, buying network and spot radio time, creating commercials, and testing effectiveness of radio advertising. Includes analysis of television advertising, its circulation, techniques, costs. Practical and useful. A *Printers' Ink* Business Bookshelf publication.

**RESEARCH — CONSUMER, MARKET, PRODUCT**

—84—

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.

—85—

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.

—86—

HOBART, DONALD M., Editor. *Marketing Research Practice*. 1950. The Ronald Press Co., New York.

Addressed primarily to practitioners of marketing research throughout industry, and to students. Organization of marketing research activities; scope, techniques, methods. Industry, con-

sumer, and brand preference surveys. Media research. Product research. Research methods at the Curtis Publishing Company. Case studies.

### RETAIL ADVERTISING

—87—

BURTON, PHILIP WARD. *Retail Advertising for the Small Store*. 1951. Prentice-Hall, Inc., New York.

Intended for the small merchant and the student who plans to enter the retail business. Covers cost and planning of advertising, media for the retailer, cooperative advertising, store display. Suggestions for sound retail advertising procedure.

—88—

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. Explains and appraises the best practices in the field of retail advertising and sales promotion. Though revised during World War II, the basic principles still apply and will continue to be valid. Twenty-two chapters, more than 700 pages. Thorough and helpful. Bibliography. Good textbook.

—89—

ROWEN, JOSEPH R.; and BLANKERTZ, DONALD F. *Profitable Retail Advertising*. 1951. The Ronald Press Co., New York.

Realistic, practical manual on basic problems. Essentials valuable to students, retail executives, and agency and media representatives serving retail accounts. Goals, budget apportionment, planning, retail media, creative work, and follow-through.

—90—

SETTEL, IRVING. *Effective Retail Advertising*. 1950. Fairchild Publications, Inc., New York.

Guide for the promotional activities of the small merchant and student. Essentials necessary to creative work, retail media, budget planning. Appendix contains a retail advertising glossary, and postal regulations for the retailer.



## SPECIAL FIELDS

—91—

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.

—92—

BORDEN, NEIL H. *Advertising Text and Cases*. 1950. Richard D. Irwin, Inc., Chicago.

Selected advertising campaign cases to stimulate primary demand and selective demand, to build promotional programs, to develop institutional attitudes, to select media. Cases involving accounting and statistical control of advertising and selling efforts, and the selection and use of advertising agencies. Chapters to provide background and guidance. Cases have been chosen to develop the understanding of advertising needed by top management. College level textbook.

—93—

GRAHAM, IRVING. *Advertising Campaigns*. 1951. Harper & Brothers, New York.

Deals with the whole function of the advertising campaign as an integrated operation. Discusses basic policies, agency selection, advertising budget, merits of various media for the specific goal of the campaign. Illustrations from actual case histories. Illustrated section presents eight widely representative and successful campaigns. Part III relates to coordination with sales, and evaluation.

—94—

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.

—95—

OLSEN, LESTER, Editor. *Advertising Work—Told With Pictures*. 1950. Funk & Wagnalls Co., New York.

Graphic story showing advertising in all its branches, step by step, through major phases of work. Pictorial story sponsored by the Milwaukee Advertising Club, and the Graphic Arts Guild of Milwaukee. Covers advertising agencies, retail advertising, newspapers, magazines, direct mail, radio, television, outdoor, motion pictures; paper, art, photography, photoengravings, exhibits and displays; letterpress printing, lithography, silk screen printing. A *Printers' Ink* Business Bookshelf publication.

—96—

PRINTERS' INK EDITORS AND CONTRIBUTORS. *Check Lists of Advertising Essentials*. 1950. Funk & Wagnalls Co., New York.

The 212 check lists, covering nearly 4,000 points, have been abstracted from 500 articles originally appearing in *Printers' Ink*. Pointers cover planning, preparation, production, presentation (media), promotion, and profit. A *Printers' Ink* Business Bookshelf publication.

—97—

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.

—98—

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. Probably the only comprehensive book devoted solely to small space advertising; therefore of particular interest and help. Profusely illustrated.

## A D V E R T I S I N G

—99—

WATKINS, JULIAN LEWIS. *The 100 Greatest Advertisements—Who Wrote Them and What They Did.* 1949. Moore Publishing Co., New York.

What makes an advertisement great? Whether or not you agree with the author, here are advertisements parading in review before the old-timers, inspiring the neophyte with concepts that “reach out from the page and into your heart.”

—100—

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.

