



**100 Books  
on  
Advertising  
Seventh Edition  
1960**

Compiled and Annotated by  
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EARL F. ENGLISH, Ph.D., Editor

## INTRODUCTION

THE SEVENTH EDITION of *100 Books on Advertising* lists seventy-one new books, and books revised since the Sixth Edition was published in January, 1952, by the late Prof. Donald H. Jones.

This annotated bibliography offers a selected list of books in the principal fields of advertising. Books are not included as the "best" books in these fields, inasmuch as "best" may depend on a person's particular need for a book. The limitations imposed by a bibliography of exactly 100 books necessitates curtailing most of the categories. The compilation is designed for the student or the professional practitioner, but a few of the volumes included are of an advanced or specialized nature.

For a more complete listing of books related to advertising, marketing and selling, reference is invited to *Books for the Advertising and Marketing Man*, revised in 1957 by the Bureau of Research and Education of the Advertising Federation of America, New York. A 1958 supplement to this bibliography is also available.

Published by the University of Missouri at the Office of Publications, Columbia, Missouri. Entered as second-class matter, January 2, 1914, at postoffice at Columbia, Missouri under Act of Congress of August 24, 1912. Issued five times monthly. 4,000. September 17, 1960.

For a journalism bibliography, see *200 Books on American Journalism* by Dr. Frank Luther Mott, Dean Emeritus of the School of Journalism, University of Missouri. For books on typography and production, Dr. Paul Fisher's *An Annotated Check List of Some Typographic Sources* (Linotype School, University of Missouri) is recommended.

The collection of more than 2,000 volumes on advertising available in the 12,000 volume Frank Lee Martin Memorial Library at the School of Journalism has grown by more than 400 since the Sixth Edition of this bulletin was published. The Frank Lee Martin Memorial Library is the largest journalism library in the world. New advertising publications are added as they appear, including works in foreign languages.

It must be noted that while some listings of out-of-print books are included in this bibliography, effort has been made throughout for the inclusion of new and recently revised titles. Many of the older titles stand as excellent sources despite their age and are therefore included.

The listing of advertising organizations appearing for the first time in this edition includes those whose addresses are most frequently requested. Space limitations have kept this listing brief.

School of Journalism,  
University of Missouri,  
Columbia, Missouri,  
November, 1960.

ROBERT W. HAVERFIELD  
*Associate Professor of Journalism*

# 100 BOOKS ON ADVERTISING

## ADVERTISING AGENCIES

— 1 —

BARTON, ROGER. *Advertising Agency Operations and Management*. 1955. McGraw-Hill Book Co., New York.

A practical guide to organization and operation of an advertising agency. Clear treatment of the functions of departments dealing with research, copy, art, production, and media selection. Thorough coverage of legal aspects and personnel.

— 2 —

FREY, ALBERT W., and KENNETH R. DAVIS. *The Advertising Industry: Agency Services, Working Relationships, Compensation Methods*. 1958. Association of National Advertisers, Inc., New York.

A comprehensive study of advertising agency compensation methods, and of agency services available to the national advertiser.

— 3 —

GROESBECK, KENNETH. *Advertising Agency Success*. 1959. Harper & Brothers, New York.

The problems of advertising agency principles, management, functions and performance presented and discussed. Advice on starting a new agency, personnel, new business, finances, presentations, organization, research and other related fields.

— 4 —

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

Primarily the history of N. W. Ayer & Son, 1869-1949. The volume provides a general history of this advertising agency, and an analysis of particular aspects of Ayer developments. It explains the function of an agency, and the route which products travel from factory to consumer. Helpful despite its age.

— 5 —

MAYER, MARTIN. *Madison Avenue, U.S.A.* 1958. Harper & Brothers, New York; 1959, Pocket Books, Inc., New York.

An unbiased view of the advertising agency business, concentrated on the world's largest agencies. Names and quotes of agency officials and clients and illustrative situations help authenticate a look inside New York agency offices. Special discussions on the role of research in advertising, and the agencies' appearance behind the scenes of national politics. Recommended by many agencies for reading by new employees.

### ADVERTISING COPY

— 6 —

BEDELL, CLYDE. *How to Write Advertising that Sells*. Revised. 1952. McGraw-Hill Book Co., New York.

A master of selling copy shows how to write sound, professional copy. The author presents thirty-one selling stratagems which have been used by top salesmen and copywriters. Underlines a systematic approach to the copywriting job. Places emphasis on the necessity of constant checking — persistent analysis of copy before it runs, and results produced after publication.

— 7 —

BURTON, PHILIP WARD, BOWMAN KREER, and JOHN B. GREY, JR. *Advertising Copywriting*. 1949. Prentice-Hall, Inc., Englewood Cliffs, N.J.

Good presentation. Covers retail, fashion, mail order, direct mail, business paper, outdoor, radio and television. Chapters on copy research and advertising law. 1961 revision scheduled.

— 8 —

CAPLES, JOHN. *Tested Advertising Methods*. Second Edition. 1960. Harper & Brothers, New York.

Designed to help remove the guesswork from advertising. Excellent discussion of mail order advertising, headlines, pulling power of copy, space buying, keying of advertisements, copy testing. Revised to include latest methods and techniques.

— 9 —

DEVOE, MERRILL. *Effective Advertising Copy*. 1956. The Macmillan Co., New York.

A concentrated study of how to write effective copy. Emphasis upon an orderly approach from being thoroughly acquainted with the product and its potential buyers, through the "do's and don'ts" of the copy itself. Designed as college text.

— 10 —

DUNN, S. WATSON. *Advertising Copy and Communications*. 1956. McGraw-Hill Book Co., New York.

Pointers for building a firm foundation for writing successful copy. Deals with the elements of advertisement visualization, headlines and body text. Covers both the theory and practices of writing copy that communicates and sells. The author underlines the premise that a successful copywriter has to know not only what to do, but why it should be done.

— 11 —

FRENCH, ELBURN R., Editor. *The Copywriter's Guide*. 1959. Harper & Brothers, New York.

Authoritative and encyclopedic coverage of tested ways to improve advertising copy for all principal media. Its 356 pages contain tips from thirty advertising experts. Ties advertising research into successful copy development. Thorough treatment of copy approaches, mail persuasion, campaign planning, TV and radio commercials, direct mail, job application, motivation research ideas, and industrial advertising.

— 12 —

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

Compilation of tested copy phrases and selling appeals. Entries made up of two sections: general appeals and specific appeals. Useful reference tool.

— 13 —

WALES, HUGH G., DWIGHT GENTRY, and MAX WALES. *Advertising Copy, Layout, and Typography*. 1958. The Ronald Press Co., New York.

Integration of copy, layout and typography into an overall picture of creative advertising. Well illustrated with reprints of advertisements from various media. Each subject is treated separately, yet shown in proper relationship to other components of advertising.

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 A D V E R T I S I N G

— 14 —

WEIR, WALTER. *On the Writing of Advertising*. 1959. McGraw-Hill Book Co., New York.

The author outlines the ways in which the advertising copywriter can understand more fully his major copy and selling objectives. Copy attitudes and disciplines that make the difference between average and excellent copy are discussed in detail.

— 15 —

WHITTIER, CHARLES. *Creative Advertising*. 1956. Henry Holt & Co., New York.

A comprehensive study of the business of advertising, with special emphasis on effective copy. Sections on media and types of advertising for each; informative glossaries; and marketing in advertising, including a complete marketing plan for a hypothetical company.

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

— 16 —

ADVERTISING MANAGEMENT COMMITTEE, A.N.A. *Practical Guides and Modern Practices for Better Advertising Management*. 1957 and 1958. Seven volumes. Association of National Advertisers, Inc., New York.

Authoritative and encyclopedic treatment of advertising management problems and situations. The seven volumes are: I. Principles of Advertising Management; II. Advertising Organization; III. Advertising Plans Preparation and Presentation; IV. Advertising Budget Cost Control; V. Advertising Agency Relations; VI. Advertising Personnel Management; VII. Evaluating Advertising Effectiveness. Loose leaf.

— 17 —

BORDEN, NEIL H., and MARTIN MARSHALL. *Advertising Management Text and Cases*. Revised. 1959. Richard D. Irwin, Inc., Homewood, Ill.

This book is a successor to three editions of *Problems in Advertising*, and one edition of *Advertising Text and Cases*. A wide selection of case histories is provided for the advertising man interested in the special problems arising under constantly varying circumstances. Comprehensive and authoritative.

— 18 —

CRAWFORD, JOHN W. *Advertising: Communications for Management*. 1960. Allyn & Bacon, Boston.

An analysis of the essentials necessary for the making of sound advertising decisions at the management level. Discussions of advertising responsibilities, personnel and objectives. Integrates advertising with the marketing plan, public relations and publicity efforts and sales promotion. Elaborately illustrated.

— 19 —

CRISP, RICHARD D. *How to Increase Advertising Effectiveness*. 1958. McGraw-Hill Book Co., New York.

A guide to management's approach to advertising and planning for increased effectiveness. Major problems discussed in detail are appropriations, campaign objectives, evaluation of an advertising and marketing plan, agency selection, and the use of research.

— 20 —

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, budget, media. Illustrations from actual case histories. Illustrated section presents eight representative and successful campaigns.

— 21 —

WISEMAN, MARK. *The New Anatomy of Advertising*. 1959. Harper & Brothers, New York.

The author's original *The Anatomy of Advertising* has been completely redone and published as one volume instead of two. The author brings the methods of the scientists to bear on advertising's problems. Emphasis on three steps: creative engineering, creative interpretation, and advertising testing.

## BIOGRAPHIES

— 22 —

ADAMS, JAMES R. *Sparks Off My Anvil*. 1958. Harper & Brothers, New York.

A collection of remarks and ideas gathered during the thirty years

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spent in advertising by the co-founder of McManus, John & Adams. Contains suggestions and discussions of advertising problems faced through the years by the author.

— 23 —

COLEMAN, LOYD RING. *The Practice of Successful Advertising*. 1960. James Watson & Co., Boston.

A summary of forty years in advertising. The author describes his experiences in advertising with the J. Walter Thompson offices in London, Paris, Antwerp and Sydney. Filled with comment on agency selection, agency-client relations, public relations, copy, truth in advertising. Well written description of the business.

— 24 —

SUMNER, G. LYNN. *How I Learned the Secrets of Success in Advertising*. 1952. Prentice-Hall, Englewood Cliffs, N.J.

The experience of forty years in advertising are detailed along with numerous stories of specific advertising and selling problems. Company examples include those of International Correspondence schools, *System* magazine, Singer Sewing Machine, *Bride's Magazine*, and Kenwood Mills. A former president of A.N.A. and founder of his own agency, the author tells his story well.

— 25 —

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

Fascinating autobiography of a brilliant advertising and public relations practitioner, 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 MAIL and MAIL ORDER*

— 26 —

COLLIER, ROBERT. *The Robert Collier Letter Book*. Sixth Edition. 1950. Prentice-Hall, Inc., Englewood Cliffs, N.J.

Revised and 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. Helpful despite its age.

— 27 —

BAKER, ROBERT A. *Help Yourself to Better Mail Order*. 1953.

A practical guide to mail order sales and promotion. In addition to the practical how-to-do-it approach, the author devotes much space to the thinking and planning behind successful mail order operation. Illustrated with successful case histories, check lists, lists of split run copy testing sources.

— 28 —

MAYER, EDWARD N., JR. *How to Make More Money With Your Direct Mail*. Third Edition. 1957. Printers' Ink Books, Pleasantville, N.Y.

Basic principles of direct mail advertising presented for the beginner or the experienced practitioner. Discusses fundamentals of direct mail and direct mail copy. Coverage of mailing lists, testing, production, inquiries, result measurement, letters, gadgets, etc.

— 29 —

STONE, ROBERT. *Successful Direct Mail Advertising and Selling*. 1955. Prentice-Hall, Englewood Cliffs, N.J.

Comprehensive coverage of the principles and problems of direct mail and mail order advertising. Chapters on testing, production, uses in conjunction with salesmen, copy, and mailing lists.

### *ECONOMICS, ETHICS and HISTORY*

— 30 —

BORDEN, NEIL H. *Economic Effects of Advertising*. 1942. Richard D. Irwin, Inc., Homewood, Ill.

Factual analyses of the roles advertising and aggressive selling take in our 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. Helpful in spite of its age. A condensed version (1945) appears under the title of *Advertising in Our Economy*.

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— 31 —

FORTUNE EDITORS. *The Amazing Advertising Business*. 1957. Simon & Schuster, New York.

A general picture of the advertising business as written by the editors of *Fortune*. One chapter is Bernard DeVoto's criticism of advertising practices with subsequent chapters answering these charges. History of advertising is included with descriptions of modern techniques and practices.

— 32 —

PEASE, OTIS. *The Responsibilities of American Advertising*. 1958. Yale University Press, New Haven, Conn.

A studied look at American advertising. Emphasis on national advertising and the workings of corporate advertising departments, and the handling of these accounts by agencies. Sections deal with the growth of national advertising, regulation, challenge and criticism, and public pressures.

— 33 —

ROWSOME, FRANK, JR. *They Laughed When I Sat Down*. 1959. McGraw-Hill Book Co., New York.

An informal history of advertising in America with emphasis on magazine advertising. Copiously illustrated with advertisements from the past century. Early ads include those of Pears' Soap, Parker Pens, New York Central, S. C. Johnson, Ivory Soap, Aunt Jemima, and many others. Entertaining and instructive.

— 34 —

SANDAGE, CHARLES H., and VERNON FRYBURGER, Editors. *The Role of Advertising, A Book of Readings*. 1960. Richard D. Irwin, Inc., Homewood, Ill.

A portrayal of advertising as an institution in America by nearly fifty writers. Five major sections of the book emphasize the role of advertising in the economy, as communication, in society, in business, and the social responsibilities of advertising. Articles are from the trade press, popular periodicals, books and speeches. A few were written purposely for this book.

— 35 —

WATKINS, JULIAN. *The 100 Greatest Advertisements*. 1959. Second Revised Edition. Dover Publications, Inc., New York.

Thirteen new chapters have been added to the 1950 selection of

great ads. In reality, 113 advertisements appear in this edition. The author explains why the selections are excellent and gives detailed information about each advertisement. Trends are apparent from study of this collection dating from before the turn of the century to the present.

— 36 —

WOOD, JAMES PLAYSTED. *The Story of Advertising*. 1958. The Ronald Press Co., New York.

A well written narrative of the development of advertising from the days of patent medicines and P. T. Barnum through modern advertising and motivation research. Portrayals of early users of advertising including John Wanamaker, Cyrus H. K. Curtis, Thomas Lipton, and others.

### GENERAL PRINCIPLES OF ADVERTISING

— 37 —

BARTON, ROGER, Editor. *Advertising Handbook*. 1950. Prentice-Hall, Englewood Cliffs, N.J.

Practical, comprehensive handbook designed to be used by all who are concerned with advertising. Authoritative, but simple treatment of the main aspects of advertising, written by thirty-five men outstanding in their areas of accomplishment. Extensive bibliography with each section.

— 38 —

BURTON, PHILIP WARD. *Principles of Advertising*. 1955. Prentice-Hall, Englewood Cliffs, N.J.

Well rounded presentation of basics for the beginner or the experienced professionals. Describes the profession and job requirements. Sections on retail, agency, regulation, appropriation, various media as well as the creative aspects. Chapters on social and economic effects and responsibilities of advertising.

— 39 —

DIRKSEN, CHARLES J., and ARTHUR KROEGER. *Advertising Principles and Problems*. 1960. Richard D. Irwin, Inc., Homewood, Ill.

Stresses advertising principles from the management point of view. The authors cover basic advertising mechanics and aug-

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ment them with a series of selected case problems. Many of the case problems are those of Pacific Coast concerns.

— 40 —

FREY, ALBERT W. *Advertising*. Second Edition. 1953. The Ronald Press Co., New York.

Completely revised edition. Intended for two groups of students at the college level: those preparing for advertising careers, and those preparing for executive positions who may be called upon to make decisions involving advertising. Emphasizes the interdependence of advertising and other business activities, and on the place of advertising in the general marketing picture. Includes packaging, market measurement, copy testing, media, radio research. Teacher's manual available.

— 41 —

KIRKPATRICK, C. A. *Advertising Mass Communication in Marketing*. 1959. Houghton-Mifflin Co., Boston.

Presents the basic principles of advertising in comprehensive detail. Creativity and imagination lead as the principle tools of advertising. Written as college text. Detailed discussion of social and economic effects.

— 42 —

KLEPPNER, OTTO. *Advertising Procedure*. Fourth Edition. 1950. Prentice-Hall, Englewood Cliffs, N.J.

Basic advertising text in a great many advertising classrooms. Devotes major sections to the purposes of advertising, preparation, machinery in motion (research, testing, agency and business organization), media, and advertising's place in the social and economic picture.

— 43 —

PRINTERS' INK EDITORS AND CONTRIBUTORS. *Check Lists of Advertising Essentials*. 1955. Revised Edition. Printers' Ink Books, Pleasantville, N.Y.

The checklists, more than 200, cover nearly 5,000 points and have been abstracted from hundreds of articles appearing in *Printers' Ink*. Pointers cover planning, preparation, production, presentation, promotion, and profit.

— 44 —

SANDAGE, CHARLES, and VERNON FRYBURGER. *Advertising Theory and Practice*. Fifth Edition. 1958. Richard D. Irwin, Inc., Homewood, Ill.

A thoroughly updated version of a well-written general principles textbook. Includes 33 chapters. Principal sections deal with basic values and functions of advertising, creative procedure, production, media, testing and organization of the advertising function in business.

### *ILLUSTRATION and ART*

— 45 —

ART DIRECTORS OF NEW YORK. *38th Annual of Advertising and Editorial Art*. 1959. Farrar, Straus & Cudahy, Inc., New York.

Annual record of the outstanding and editorial art of the past year, as selected for the annual exhibition of the New York Art Directors Club. A useful reference work.

— 46 —

BAKER, STEPHEN. *Advertising Layout and Art Direction*. 1959. McGraw-Hill Book Co., New York.

Emphasizes that the art director must be both a skilled craftsman and a good business executive. A thorough and practical guide on how to prepare advertising art and layouts. Profusely illustrated. Discusses basics of lettering, typography and production, television design, buying of art, photography, and development of the product image.

— 47 —

GOTTSCHALL, EDWARD, and ARTHUR HAWKINS, Editors. *Advertising Directions: Trends in Visual Advertising*. 1959. Art Direction Book Co., New York.

The two editors and thirty authorities have assembled more than 800 illustrations for presentation with accompanying explanations and comment. Special fields represented include advertising of liquor, cigarettes, food, fashion, as advertised in newspapers, TV, outdoor, direct mail and point of purchase.

**INDUSTRIAL ADVERTISING**

— 48 —

BOONE, JULIAN, Editor. *Industrial Advertising Handbook*. 1953. McGraw-Hill Book Co., New York.

This volume presents fourteen chapters written by as many authorities in the field of mass selling to industry. Treatment includes budgets, agencies, markets, media, industrial copy, direct mail, company publications, catalogs, trade shows, testing, public relations. Case studies included.

— 49 —

DIX, WARNER. *Industrial Advertising for Prestige and Profit*. 1956. Printers' Ink Books, Pleasantville, New York.

Practical instruction in the many problems of industrial advertising. Illustrated with reproductions of pages from numerous industrial publications. Basic strategy planning is detailed. Industrial copy, layout media, research, budget planning are covered in individual sections.

— 50 —

ROCHESTER INDUSTRIAL ADVERTISERS, N.I.A.A. *Practical Advertising Procedures*. 1948. McGraw-Hill Book Co., New York.

Problems of industrial advertisers with suggested solutions. Thorough treatment of advertising as a tool of-selling. Written by members of the Rochester Industrial Advertisers, New York. Helpful despite lapse of time since publication.

— 51 —

SMITH, ROLAND B. *Advertising to Business*. 1957. Richard D. Irwin, Inc., Homewood, Ill.

Describes the necessary procedures of advertising to businesses via the business press and industrial advertising. Discussion of the business press, marketing concepts, copy, illustrations and layout. Explains industrial publicity planning.

**LAYOUT, TYPOGRAPHY, and PRODUCTION**

— 52 —

BIRREN, FABER. *Selling Color to People*. 1956. University Books, New York.

This volume deals with color research and the measurements of

human demands in merchandising, styling, consumer goods, advertising, packaging, displays, interiors, and color television. Chapters deal with strategy, best merchandising colors, vision and legibility.

— 53 —

DAIR, CARL. *Design With Type*. 1952. Pellegrini & Cudahy, New York.

Presents type as a design material. More than 90 working layouts are shown utilizing type elements and no artwork. Shows many uses of type, rules, borders and space for greater effectiveness of printing. All who use type will find a great many valuable principles in the 140 pages.

— 54 —

DAY, KENNETH. *The Typography of Press Advertisement*. 1956. The Macmillan Co., New York.

Covers background information, section on the typographer, type, display, fashions in type and display, type measurements, and a gallery of advertisements. Includes more than 200 display type faces, 60 different text faces, examples of rules and ornaments. First published in England. Excellent reference source for the typographer, printer, and advertising man.

— 55 —

DE LOPATECKI, EUGENE. *Advertising Layout and Typography*. Revised Edition. 1952. The Ronald Press Co., New York.

Fundamentals of layout design: the structure of an advertisement from the standpoint of the principles of design; helpful hints on layout construction; copy fitting; and introduction to the persuasion techniques of advertising through layout and typography. Of particular interest is that each chapter is set in a different type face, a short history of which begins the chapter.

— 56 —

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 presenta-

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tion: for newspapers, calendars, broadsides, catalogs, package designs, car cards, and others. Concluding part is a comprehensive treatment of the designing process.

— 57 —

HYMES, DAVID. *Production in Advertising and the Graphic Arts*. 1958. Henry Holt & Co., New York.

A completely reworked and rewritten version of the author's 1950 edition. Basic information for the persons wanting to learn production. Chapters deal with the various phases of the graphic arts including papers, inks, lithography, gravure, and binding. Comprehensive in scope.

— 58 —

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 the 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.

— 59 —

PRICE, MATLACK. *Advertising and 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 and lettering; two chapters on professional aspects of layout in newspapers and magazines; two chapters devoted to color, and new trends and techniques.

— 60 —

STANLEY, THOMAS BLAINE. *The Technique of Advertising Production*. Second Edition. Prentice-Hall, Inc., Englewood Cliffs, N.J.

Line cuts, halftones and color plates illustrate the principles and

techniques of advertising production. The author discusses the art and production departments. Complete treatment of visualization, layout, typography, illustration, photo-mechanical and electronic production is offered.

### LEGAL ASPECTS

— 61 —

SIMON, MORTON J. *The Law for Advertising and Marketing*. 1956. W. W. Norton & Co., New York.

Authoritative discussion of the laws affecting advertising and marketing written by the long-time legal counsel for the Advertising Federation of America. Thirty-three chapters cover the agency, the advertiser, duties to the advertisers, liability, employee relations, protection of ideas, copyrights, special problems, defamation, co-operative advertising, securities advertising, governmental controls and numerous other problem areas.

### MARKETS and MEDIA

— 62 —

BRENNAN, 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.

— 63 —

*Broadcasting Yearbook; Telecasting Yearbook*. Annuals. Broadcasting Publications, Washington, D.C.

Separate annual volumes for radio and television. Extensive data on networks, regional and spot broadcasting, audience analysis, network billings, F.C.C. rules, TV and radio station and frequency assignments, market information, trade and equipment information.

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— 64 —

BROWN, LYNDON O., RICHARD S. LESSLER, AND WILLIAM M. WEILBACHER. *Advertising Media, Creative Planning in Media Selection*. 1957. The Ronald Press Co., New York.

The authors examine the selection of media and media planning. A careful analysis of the cost-per-thousand concept provides a clearly developed presentation of qualitative and quantitative audience measurements. The appendix includes sample estimating procedures.

— 65 —

DUFFY, BEN. *Advertising Media and Markets*. Second Edition. 1951. Prentice-Hall, Inc., Englewood Cliffs, N.J.

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, appropriations. Chapters on newspapers, magazines, business publications, outdoor, farm papers, TV, radio, and color. Some example material is outdated, but book is very useful.

— 66 —

*Media Records*. Quarterly. Media Records, Inc., New York.

Individual lineage records of 422 daily and Sunday newspapers of 141 cities, in the major classifications: Retail, General, Automotive, Financial, Classified, Legal, and total advertising. Break-down into 172 classifications for each newspaper. Individual lineage records of 2247 automotive and general advertisers.

— 67 —

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

A complete guide to publications printed in the United States, Canada, Newfoundland, Bermuda, Cuba, etc; descriptions of the states, cities, and towns in which they are published. Classified list. Numerous maps. The recognized authority for listing publications in the U. S.

— 68 —

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

Comprehensive, extending over the activities of selling, adver-

tising, 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.

— 69 —

*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, Canadian media, and A.B.C. weekly newspapers. Issued monthly in appropriate volumes. Annual newspaper circulation analysis. Information includes rates, mechanical information and measurements, market data, key personnel, mailing addresses.

— 70 —

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

Exclusive *Sales Management* estimates of population, retail sales, effective buying income, enumeration of retail outlets for sections and cities and counties. Extensively used by advertisers and agencies. Permission required for including data in published media promotion.

### ***NEWSPAPER ADVERTISING and PROMOTION***

— 71 —

ARNOLD, EDMUND C. *Profitable Newspaper Advertising.* 1960. Harper & Brothers, New York.

Copy, layout and planning for the retailer using newspaper advertising. Provides guidance for the newspaper space salesman. Effective newspaper advertising procedures include treatment of choice of appeals, timing, production, typography and illustrations.

— 72 —

MAC DONALD, MORTON, Editor. *Principles and Practices of Classified Advertising.* 1952. Association of Newspaper Classified Advertising Managers, Inc., Rochester, N.Y.

A score of newspaper classified advertising managers have writ-

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ten the individual chapters dealing authoritatively with rates, personnel, telephone solicitation, copy writing, typography, promotion, etc.

— 73 —

MC CLURE, LESLIE W. *Newspaper Advertising and Promotion*. 1950. The Macmillan Co., New York.

Presents an approach to promotion and selling for newspaper advertising. Substantial part of volume devoted to activities of promotion and research departments. Retail store organization and advertising procedures presented from the viewpoint of the newspaper space salesman.

— 74 —

RUCKER, FRANK W., AND BERT STOLPE. *Tested Newspaper Promotion*. 1960. Iowa State University Press, Ames, Iowa.

Newspaper promotion department organization, personnel and costs explained. Listing of more than 450 awards for excellence in all phases of newspaper operation. The experience of the two authors is augmented with promotional ideas from more than 100 daily and weekly newspapers. Tips on circulation promotion ideas, community good will, classified, advertising lineage.

### PSYCHOLOGY in ADVERTISING

— 75 —

HATTWICK, MELVIN S. *How to Use Psychology for Better Advertising*. 1949. Prentice-Hall, Inc., Englewood Cliffs, N.J.

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.

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HENRY, WILLIAM E. *The Analysis of Fantasy*. 1956. John Wiley & Sons, Inc., New York.

A basic work concerned with the principles, facts and practices involved in an analysis of fantasy. The author's central concern

is with the normal personality and therefore the importance of social factors and the social settings are emphasized. The theory is demonstrated through four fully interpreted case histories. Includes an excellent bibliography. A basic work for motivation research.

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LUCAS, DARRELL BLAINE, AND S. H. BRITT. *Advertising Psychology and Research*. 1951. McGraw-Hill Book Co., New York.

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

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SMITH, GEORGE H. *Motivation Research in Advertising*. 1954. McGraw-Hill Book Co., New York.

Prepared under the sponsorship of the Advertising Research Foundation. A thorough treatment of motivation research as applied to advertising. Written for those who want to know about the latest tools and techniques available for attempting to determine buying motivations. Major forms of interviewing and testing explained along with exploration of motives, attitudes and behavioral patterns. The indirect questioning approach is treated in eight chapters.

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STEPHENSON, WILLIAM. *The Study of Behavior*. 1953. University of Chicago Press, Chicago.

A new approach to the study of behavior which emphasizes qualitative rather than quantitative research. Part I explains the basic formulations of the "Q" technique, a methodology significant for advertising researchers interested in "depth probing" for images of the why of attitudes and opinions. Part II deals with practical applications of the "Q" method. Chapters on the prior analysis of questionnaires and social psychology particularly relate to advertising research.

*PUBLIC RELATIONS and PUBLICITY*

— 80 —

BAUS, HERBERT M. *Publicity in Action*. 1954. Harper & Brothers, New York.

Comprehensive instruction in the use of publicity and public relations. Detailed discussion of planning, objective, news, media, public relations advertising, basic tools, and publicity as a career. Extremely thorough coverage of possible media ranges from magazines and newspapers through comic books and sound trucks.

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CANFIELD, BERTRAND R. *Public Relations Principles, Cases and Problems*. Third Edition. 1960. Richard D. Irwin, Inc., Homewood, Ill.

Thoroughly covers corporate and association public relations, tools of the trade, basic principles, and accepted practices. International public relations included in this issue. Case problems deal with Eastman Kodak, Ford, General Mills, and others.

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

Practical working manual for management executives, public relations directors, career aspirants, teachers and students. A clearing house of information about policies and procedures. Thirty-three chapters, each written by a nationally recognized authority whose experience particularly equips him to discuss his subject. Helpful despite its age.

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HARLOW, REX F., AND MARVIN M. BLACK. *Practical Public Relations*. Revised. 1952. Harper & Brothers, New York.

Deals with the foundations of public relations, its various fields of activity, the tools and media used, and the relationship of the public relations worker to his organization.

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HARRAL, STEWART. *Profitable Public Relations for Newspapers*. 1957. J. W. Edwards Co., Ann Arbor, Mich.

Extensive compilation of hints, tips, devices, drawn from actual newspaper practices, together with discussions of principles. Appendix includes a guide to the publication of newspaper special editions and a treasury of public relations and feature ideas.

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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. A compendium of essential instructive information. Thirty-seven chapters, each by a specialist in his field.

### RESEARCH — *Consumer, Market, Product*

— 86 —

BROWN, LYNDON O. *Marketing and Distribution Research*. Third Edition. 1955. Ronald Press Co., New York.

Comprehensive treatment of distribution and marketing research with emphasis on methods and uses. Covers product, opinion research, packaging, distribution cost, copy testing, media, and sales promotion. Emphasizes the principle that marketing and distribution research is an applied science rather than a startling new discovery. New chapters on sampling and motivation research.

— 87 —

CRISP, RICHARD D. *Marketing Research*. 1957. McGraw-Hill Book Co., New York.

Authoritatively covers the practice of marketing research. The book presents basic coverage of the field of marketing research, techniques of research applications, and the marketing research activities of non-manufacturers. The survey technique is considered only as one element in the market research picture. Case files included.

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

Addressed primarily to practitioners of marketing research, and to students. Organization of marketing research activities; scope, techniques, methods. Industry, consumer and brand preference surveys. Presents research methods used at the Curtis Publishing Co.

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NAFZIGER, RALPH O., AND DAVID MANNING WHITE, Editors. *Introduction to Mass Communications Research*. 1958. Louisiana State University Press, Baton Rouge, La.

A survey of research techniques and principles for the student of communication research. General coverage of the field, and intensive coverage of specific areas. The seven chapters are written by nine authorities in various fields of communication research.

### RETAIL ADVERTISING

— 90 —

EDWARDS, CHARLES M., AND RUSSEL A. BROWN. *Retail Advertising and Sales Promotion*. Third Edition. 1959. Prentice-Hall, Inc., Englewood Cliffs, N.J.

A greatly expanded revision of the second edition by Edwards and Howard. Sets forth basic principles of executing retail advertising. Explains and appraises the best practices in the field of retail advertising and sales promotion. Twenty-three chapters outline departmental organization and procedure, budgets, plans, copy and headlines, media, layout, typography and production, display, research and market measurements.

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

Realistic, practical manual of basic problems. Essentials valuable to students, retail executives, agency and media representatives. Deals with budgets, planning, creative aspects and follow-through.

— 92 —

ROWLAND, CARRIE MILLS. *Advertising in Modern Retailing*. 1954. Harper & Brothers, New York.

Helpful guide to the planning and execution of successful retail advertising. Media discussion includes newspaper, store display, direct mail, radio, television, and fashion shows. Several chapters deal with budgets and planning.

### ***STANDARD ADVERTISING REGISTER and AGENCY LIST***

— 93 —

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

Annual, with monthly supplements. Records of 800 different businesses, more than 16,000 advertisers arranged according to business and grouped by subject. Includes 17,000 trade names arranged alphabetically. Company addresses and key personnel. *Agency List* names 3,500 national advertising agencies, with branches, personnel and recognition; with about 1900 of these agencies listing accounts.

### ***TELEVISION and RADIO ADVERTISING***

— 94 —

AGNEW, CLARK, AND NEIL O'BRIEN. *Television Advertising*. 1958. McGraw-Hill Book Co., New York.

A nontechnical, yet comprehensive, description of television advertising. Preparation of commercials from the conception of an idea through filming or live presentation. Medium is compared with other media. Chapters devoted to the sponsor, the agency, research, jingles, production basics and television's future. Television glossary included.

— 95 —

BELLAIRE, ARTHUR. *TV Advertising, a Handbook of Modern Practice*. 1959. Harper & Brothers, New York.

An experienced practitioner discusses in detail the vital areas of networks, programs, stations, and rating services. Excellent chapters on film production, videotape, live commercials.

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CHESTER, GIRAUD, AND GARNET GARRISON. *Television and Radio: An Introduction*. 1956. Appleton-Century Crofts, Inc., New York.

Presents materials essential to the beginner in television or radio. Deals with the media in society, growth of the media, programming, F.C.C., advertisers, and agencies. Chapters devoted to stations, networks, technical aspects and self regulation.

— 97 —

MCMAHAN, HARRY WAYNE. *TV Tape Commercials*. 1960. Hastings House, New York.

A timely description and discussion of television's newest technical marvel — videotape. The nine chapters reveal advantages of tape, understandable descriptions, equipment, production and videotape's place in the industry's future.

— 98 —

SEEHAFER, E. F. AND J. W. LAEMMER. *Successful Television and Radio Advertising*. Second Edition. 1959. McGraw-Hill Book Co., New York.

More than a revision of the 1951 edition. The authors have developed a complete new book to keep pace with industry growth. All aspects of broadcast advertising covered in a comprehensive and authoritative manner. Specialists from all sections of the industry assisted in preparation of the material. The viewpoints of the advertiser, the station, the network, and the advertising agency are reflected.

### SPECIAL FIELDS

— 99 —

ASSOCIATION OF NATIONAL ADVERTISERS. *Advertising at the Point of Purchase*. 1957. McGraw-Hill Book Co., New York

A survey of the point of purchase practices of 150 U.S. companies. Outlines planning and implementation of successful campaigns. Covers applications, methods, materials, costs, legal considerations, timing, and appropriations.

— 100 —

GILBERT, EUGENE. *Advertising and Marketing to Young People*. 1957. Printers' Ink Books, Pleasantville, New York.

A thorough analysis of the American youth market with information and tips on how to best reach this important group. Treatment of the psychological viewpoint, influence of youth on adult purchases, girls' influence on home purchases, advertising to the pre-teen group, and advertising to the college market. Other sections describe premiums, contests, packaging, sampling, bride market, and retailing to the youth.

## ADVERTISING

**ADVERTISING ORGANIZATIONS**

- ADVERTISING ASSOCIATION OF THE WEST (AAW). 337 World Trade Center, Ferry Bldg., San Francisco, Calif.
- ADVERTISING COUNCIL. 25 W. 45th St., New York.
- ADVERTISING FEDERATION OF AMERICA (AFA). 250 W. 57th St., New York.
- ASSOCIATED BUSINESS PUBLICATIONS (ABP). 205 E. 42nd St., New York.
- ASSOCIATION OF INDUSTRIAL ADVERTISERS (A.I.A., formerly N.I.A.A.). 271 Madison Avenue, New York.
- ADVERTISING RESEARCH FOUNDATION (ARF) 3 E. 54th St., New York.
- ALPHA DELTA SIGMA, Professional Advertising Fraternity. School of Journalism, University of Missouri, Columbia, Mo.
- AMERICAN ASSOCIATION OF ADVERTISING AGENCIES (AAAA). 420 Lexington Ave., New York.
- ASSOCIATION OF NATIONAL ADVERTISERS (ANA). 155 E. 44th St., New York.
- ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS (ANCAM) Care of Alfred J. Carrano, Secretary, *Post-Telegram*, Bridgeport, Conn.
- AUDIT BUREAU OF CIRCULATIONS (ABC). 123 N. Wacker Dr., Chicago 6.
- BROADCASTERS PROMOTION ASSOCIATION (BPA). c/- KYW-TV, 815 Superior Ave., N.E., Cleveland 14, Ohio.
- BUREAU OF ADVERTISING, American Newspaper Publishers' Association. 485 Lexington Ave., New York.
- DIRECT MAIL ADVERTISING ASSOCIATION (DMAA). 230 Park Ave., New York.
- GAMMA ALPHA CHI, Professional Advertising Sorority. 2157 Euclid Ave., Cleveland, O.

- MAGAZINE ADVERTISING BUREAU, Magazine Publishers Association (MAB and MPA). 444 Madison Ave., New York.
- NATIONAL ASSOCIATION OF BROADCASTERS (NAB). 1771 N. St., N.W., Washington 6, D.C.
- NATIONAL NEWSPAPER PROMOTION ASSOCIATION (NNPA). 75 Fountain St., Providence, R.I.
- NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION (NAEA). 425 N. Vermillion, P.O. Box 147, Danville, Ill.
- OUTDOOR ADVERTISING ASSOCIATION OF AMERICA (OAAA). 24 West Erie, Chicago.
- PUBLIC RELATIONS SOCIETY OF AMERICA (PRSA). 375 Park Ave., New York 22.
- RADIO ADVERTISING BUREAU, INC. (RAB). 460 Park Ave., New York.
- TELEVISION BUREAU OF ADVERTISING (TBA) One Rockefeller Plaza, New York.

### ***PUBLISHERS***

- Advertising Federation of America, Bureau of Education, 250 West 57th St., New York 19.
- Allyn & Bacon, 70 Fifth Ave., New York 11.
- Appleton-Century Crofts, Inc., 35 W. 32nd St., New York 1.
- Art Directions Book Co., 19 W. 44th St., New York 36.
- Association of National Advertisers, Inc., 285 Madison Ave., New York 17.
- Association of Newspaper Classified Advertising Managers, 3630 Eastham Dr., Culver City, Calif.
- Ayer, N. W. & Son, West Washington Sq., Philadelphia 6.
- Broadcasting Publications, Inc., 1735 De Sales St., N.W., Washington 6, D.C.
- Chicago, University of, Press, 5750 Ellis Ave., Chicago 37.
- Colton Press, Inc., 468 Fourth Ave., New York 16.
- Dover Publications, Inc., 920 Broadway, New York 10.
- Edwards, J. W., & Co., 1745 S. State St., Ann Arbor, Mich.

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- Farrar, Straus & Cudahy, Inc., 101 Fifth Ave., New York 3.  
Harper & Brothers, 49 E. 33rd St., New York 16.  
Harvard University Press, 79 Garden St., Cambridge 38,  
Mass.  
Hastings House Publishers, Inc., 41 E. 50th St., New York 22.  
Holt, Henry & Co., 383 Madison Ave., New York 17.  
Houghton-Mifflin Co., 2 Park St., Boston 7.  
Iowa State University Press, Ames, Iowa.  
Irwin, Richard D., Inc., 1818 Ridge Rd., Homewood, Ill.  
Louisiana State University Press, Baton Rouge, La.  
McGraw-Hill Book Co., 330 W. 42nd St., New York 36.  
Macmillan Co., The. 60 Fifth Ave., New York 11.  
Media Records, Inc., 63 Vesey St., New York 7.  
National Register Publishing Co., 147 W. 42nd St., New  
York 36.  
Norton, W. W., 101 Fifth Ave., New York 3.  
Pellegrini & Cudahy. See Farrar, Straus & Cudahy.  
Pocket Books, Inc., 630 Fifth Ave., New York 20.  
Prentice-Hall, Inc., Englewood Cliffs, N.J.  
Printers' Ink Books, Inc., Pleasantville, N.Y.  
Ronald Press, The, 15 E. 26th St., New York 10.  
Sales Management, 386 Fourth Avenue, New York 16.  
Simon & Schuster, 630 Fifth Ave., New York 20.  
Standard Rate & Data Service, 1740 Ridge Ave., Evanston,  
Ill.  
University Books, Inc., 404 Fourth Avenue, New York 16.  
Watson, James, & Co., 51 Melcher, Boston, Mass.  
Wiley, John, & Sons, Inc., 440 Fourth Ave., New York 16.  
Yale University Press, 143 Elm St., New Haven 7, Conn.

