



200
BOOKS ON
American
Journalism
AN AASDJ
CONSENSUS
LIST

Compiled and Annotated by
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FOREWORD

FOR THE PAST THIRTY YEARS Frank Luther Mott has prepared annotated lists of selected books on journalism for the use of students and libraries. These have been spaced at intervals of about six years. The edition of the last one, dated 1953, having been exhausted, I suggested that he might welcome the cooperation of the faculties of AASDJ schools in the choice of the titles to comprise a new list. He accepted the idea enthusiastically, and a tentative list of 250 books was sent out for checking — five copies of the list to the head of each school. There was a gratifying response, as the attached list of cooperators attests.

The original project aimed at a list of 100, but suggestions of our correspondents led to some changes in categories and to the addition of a number of titles, so that we have come up with a list of 200 books. Dean Mott will explain the growth of the total list in his "Introduction." The annotations are his, as well as the arrangement into categories. The expense of publication has been assumed by the School of Journalism of the University of Missouri, which issues the list as a bulletin in its Journalism Series for free distribution.

I hope this compilation will be found useful. I wish to thank heartily the 97 collaborators in this project, whose names follow.

EARL F. ENGLISH

President, American Association of
Schools and Departments of Journalism

INTRODUCTION

NO TWO READERS EVER agree on the best ten or fifty or hundred or thousand books. Indeed, no maker of such lists is likely to agree with himself when a year or so elapses between two such compilations. Nobody will be satisfied with this list; certainly the head compiler is not. I am disappointed because it leaves out some favorite books of mine — some that I could not include simply because they did not get a respectable vote in our poll.

However, let it be said at the outset that this is not a list of “best” books. What is best for one purpose may not be so for another; what is best for one reader may be poor for his neighbor; what was best for me once upon a time may be pretty bad for me now. The making of lists of “best” books is an amusing game, and it is often a profitable exercise for students; but the compiler must not take his own effort too seriously if he is to avoid the suspicion of megalomania. The word “best” does not appear in this list in title, headings, or annotations.

The original aim in putting the present list together was to obtain a consensus of journalism teachers as to the books with which they would most like to have their students acquaint themselves. In its main categories the present list represents such a consensus. The first checking form submitted did not include such specialized fields as advertising, magazines, photojournalism, public relations, radio, television, and typography, on the ground that each of these had its own fairly available bibliography. It soon became apparent, however, from titles written in on the forms and from letters received from cooperators, that there was general dissatisfaction over these omissions. Accordingly, several new categories were added, and we are especially indebted to the specialists in these fields who helped in compiling the supplementary lists.

This is no general bibliography. We have no wish to compete with the more comprehensive lists. Roland E. Wolseley's

LIST OF COOPERATORS

- Abney, George (Ga.)
 Baird, R. N. (Ohio)
 Baker Richard (Columbia)
 Baskette, F. K. (Colo.)
 Belden, Louis (Marquette)
 Bentel, Dwight (San Jose)
 Blinn, E. G. (S. D.)
 Blum, Eleanor (Ill.)
 Blumberg, N. B. (Mont.)
 Boylan, James R. (Columbia)
 Brodshaug, Melvin (Boston)
 Brown, C. H. (Pa. State)
 Bush, Chilton R. (Stanford)
 Carter, Roy (Minn.)
 Charnley, M. V. (Minn.)
 Chunn, Ellsworth (Okla. St.)
 Clark, Wesley C. (Syracuse)
 Crawford, Robert P. (Nebr.)
 Davis, Horace G., Jr. (Fla.)
 David, Paxton
 Disney, Richard L. Jr. (Wis.)
 Drewry, John E. (Ga.)
 Dugan, E. B. (Mont.)
 Eaton, George R.
 Edom, C. C. (Mo.)
 Ellard, Roscoe (Columbia)
 Ellis, Byron C. (Kan. State)
 Emery, Edwin (Minn.)
 Fisher, Paul (Mo.)
 Fox, Rodney (Iowa St.)
 Gentry, Richard H. (Rutgers)
 Gerald, J. Edward (Minn.)
 Goldsmith, A. O. (La.)
 Greb, Gordon B. (San Jose)
 Griggs, Harry H. (Fla.)
 Gross, Milton E. (Mo.)
- Haag, M. R. (Okla. State)
 Hall, William E. (Nebr.)
 Heath, Harry (Iowa State)
 Helbert, Clifford (Marquette)
 Hohenberg, John (Columbia)
 Hortin, L. J. (Ohio)
 Host, David (Marquette)
 Hostetter, Helen P. (Kan. St.)
 Hultang, John L. (Ore.)
 Humphreys, Sexton E. (Ohio)
 Hvistendahl, J. K. (S.D.)
 Jennings, Kenneth Q.
 (Rutgers)
 Jermain, Leonard L. (N.M.)
 Jones, John Paul (Fla.)
 Kalshoven, J. E. (Tenn.)
 Kappen, Charles V. (San
 Jose)
 Keller, Allan
 Kunerth, William F. (Iowa
 State)
 Lain, J. M. (Tenn.)
 Lambert, Edward C. (Mo.)
 Macy, Elbert
 Markham, James W. (Pa.
 State)
 Martin, L. John (Fla.)
 Merwin, F. E. (Rutgers)
 Mitchell, John D. (Colo.)
 Moeller, Leslie G. (Iowa)
 Moore, William (Ky.)
 Morelock, T. C. (Mo.)
 Murphy, L. W. (Ill.)
 Nafziger, Ralph O. (Wis.)
 Nelson, Harold L. (Wis.)
- Nelson, Roy Paul (Ore.)
 Peterson, Theodore (Ill.)
 Plasterer, Nicholas N. (La.)
 Plummer, Niel (Ky.)
 Phillips, George (S. D. St.)
 Price, Frank J. (La.)
 Price, Warren C. (Ore.)
 Reddick, D. C. (Tex.)
 Rhode, R. B. (Colo.)
 Riegel, O. W. (Wash. & Lee)
 Ross, Donald (Marquette)
 Rucker, Bryce (Mo.)
 Samuelson, Merrill
 (Stanford)
 Schwartz, J. W. (Ia. State)
 Simmons, George E.
 (Tulane)
 Spurgeon, Dolores (San Jose)
 Smith, H. L. (Wash.)
 Stempel, John E. (Ind.)
 Stratton, James C.
 (Okla. State)
 Taft, William H. (Mo.)
 Thompson, Paul J. (Tex.)
 Tucker, Willis C. (Tenn.)
 Vogel, Joe B. (Fla.)
 Waldrop, A. Gayle (Colo.)
 Weimer, Rae O. (Fla.)
 Westley, Bruce H. (Wis.)
 Whitaker, John R. (Okla.)
 White, David Manning
 (Boston)
 Wilson, Quintus C. (Utah)
 Walseley, Roland E.
 (Syracuse)

The Journalist's Bookshelf, now in its sixth edition, has supplied, for the past twenty years, a very useful annotated bibliography. Roscoe Ellard's "Selective Bibliography on Journalistic Subjects," which appeared for many years in the *Editor & Publisher International Year Book*, was an intelligent and laborious compilation; one regrets its reduction to a classified list of books published in the preceding year in the 1959 "Red Book." We look forward with keen anticipation to the publication of Warren C. Price's comprehensive annotated bibliography on journalism now in process at the University of Minnesota Press. Among the annotated bibliographies in specialized fields we must mention gratefully Scott M. Cutlip's *Public Relations Bibliography* (University of Wisconsin Press, 1957), Donald E. Brown's "Radio and Television" (*Journalism Quarterly*, XXXIV, 378-86, Summer 1957), Donald H. Jones, *100 Books on Advertising* (University of Missouri Bulletin, 1954), Paul Fisher's *An Annotated Check List of Some Typographic Sources* (Linotype School, University of Missouri, 1951), C. C. Edom's "An Annotated Bibliography for the Photo-Journalist" (in *The Complete Book of Press Photography*, NPPA, New York, 1950), and John E. Drewry's "Magazine Journalism: A Selected Bibliography" (*Journalism Quarterly*, XXV, 260-77, Sept. 1948).

As for the annotations, for good or ill I am strictly responsible for them. I have accepted advice and opinions on them here and there, but I am the goat. I have made them brief, descriptive, objective. I have avoided adjectives that would tend to rank or evaluate books in a particular field; the appearance of a title in this list is equivalent to a statement that it is a leading work. Evaluation in this list is in the selection itself; I have tried my hardest to limit the annotations to such descriptions as may be necessary beyond the bare titles.

Finally, it may be noted that while there are a great many out-of-print books on our list, there has been a clear preference throughout for new (or recently revised) works.

FRANK LUTHER MOTT

200
BOOKS ON

American

JOURNALISM

Advertising, Circulation and Management

Also see Community Weekly, Law and Liberty

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

Authoritative treatment of the main aspects of advertising by 35 experts in their fields.

BEDELL, CLYDE. *How to Write Advertising That Sells*. 1952. McGraw-Hill, New York.

Points of view, selling stratagems, touchstones of ad writing for retail and mail-order copy.

BORDEN, NEIL H. *The Economic Effects of Advertising*. 1942. R. D. Irwin, Homewood, Ill.

Definitive analyses of the roles taken by advertising in the American economy.

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

Why, where, what, and how for retailers to advertise.

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

Diversified and practical treatment; helpful despite its age.

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 discussion of principles.

KIRKPATRICK, C. A. *Advertising*. 1959. Houghton Mifflin, Boston.

The basic principles of advertising presented in comprehensive detail.

KLEPPNER, OTTO. *Advertising Procedure*. 1925. Prentice-Hall, New York. 4th edition 1950.

A comprehensive text, long used in the schools.

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

Sales, research, promotion, planning, layout, copywriting for daily and weekly.

MCCLURE, LESLIE W. *Newspaper Advertising and Promotion*. 1950. Macmillan, New York.

Market and consumer research and newspaper promotion procedures from the viewpoint of the newspaper advertising salesman.

RUCKER, FRANK W. *Newspaper Circulation*. 1958. Iowa State College Press, Ames.

Practical and illustrative material makes this a manual for circulation managers as well as a teachable text.

RUCKER, FRANK W., and WILLIAMS, HERBERT LEE. *Newspaper Organization and Management*. 1955. Iowa State College Press, Ames.

Orderly presentation of theory and practice, with copious illustrative material.

STANLEY, THOMAS B. *The Technique of Advertising Production*. 1954. Prentice-Hall, New York.

Basic treatment of layout and production for all print media.

THAYER, FRANK. *Newspaper Business Management*. 1936. Appleton, New York. 3d edition by Prentice-Hall, New York, 1954.

Comprehensive and practical survey and discussion.

Appraisals and Analyses

Also see Law and Liberty

BENT, SILAS. *Ballyhoo*. 1927. Boni & Liveright, New York.

A collection of magazine articles of the 1920's by a former newspaperman. It claims to be "a conspectus of modern metropolitan journalism in the United States," but it is mainly an attack on sensationalism.

BERELSON, BERNARD, and JANOWITZ, MORRIS, editors. *Reader in Public Opinion and Communication*. 1950. Free Press, Glencoe, Ill.

A collection of 46 articles by leading scholars in the field "designed primarily for the advanced student."

BIRD, GEORGE L., and MERWIN, FREDERIC E., editors. *The Press and Society*. 1951. Prentice-Hall, New York.

A sweeping revision of Bird and Merwin's 1942 collection of readings. Comprehensive, with editorial introductions and questions for teaching.

COMMISSION ON FREEDOM OF THE PRESS. *A Free and Responsible Press*. 1947. University of Chicago Press, Chicago.

This report of 106 pages (exclusive of the Hocking postscript) is the collective opinion of a group of learned men regarding the duties and shortcomings of the American press. Admittedly it lacks a basis of "elaborate research." Sometimes called "The Hutchins Report" after the name of the chairman, who appointed the "commission." A nearly unanimous choice for this list.

LIEBLING, A. J. *The Wayward Pressman*. 1947. Doubleday, New York.

A collection of clever articles aimed at foibles and weakness of the press — chiefly the great New York papers.

LIPPMANN, WALTER. *Public Opinion*. 1922. Macmillan, New York.

Somewhat of a classic in its field. Part VII deals specifically with newspapers.

MACDOUGALL, CURTIS D. *Newsroom Problems and Policies*. 1941. Macmillan, New York.

A comprehensive survey of the principles of journalism, with a wealth of quotations from writers on the problems involved.

MOTT, FRANK LUTHER. *The News in America*. 1952. Harvard University Press, Cambridge.

A survey of the concepts, forms, and problems of news, with historical backgrounds.

MOTT, FRANK LUTHER, and CASEY, RALPH D., editors. *Interpretations of Journalism*. 1937. Crofts, New York.

A collection of 64 of "the chief utterances of the past 300 years on the subject of newspapers and the press."

NAFZIGER, RALPH O., and WHITE, DAVID M., editors. *An Introduction to Mass Communication Research*. 1958. Louisiana State University Press, Baton Rouge.

J. E. Alman, R. E. Carter, P. J. Deutchmann, M. S. McLean, Wilbur Schramm, P. H. Tannenbaum, B. H. Westley, and the editors write on the various phases of modern communication research.

NAFZIGER, RALPH O., and WILKERSON, MARCUS M., editors. *An Introduction to Journalism Research*. 1949. Louisiana State University Press, Baton Rouge.

Phases of research in journalism are discussed by F. S. Siebert, C. R. Bush, Earl English, Fay Day, C. L. Allen, F. L. Mott, and the editors in this volume of 142 pages.

SCHRAMM, WILBUR, editor. *Mass Communications*. 1949. University of Illinois Press, Urbana.

These forty selected readings form an introduction to the study of mass communications "through the windows of the social sciences."

SCHRAMM, WILBUR, editor. *The Process and Effects of Mass Communication*. 1954. University of Illinois Press, Urbana.

Originating as an aid for the training of USIA employees, this anthology emphasizes international communications more than the same editor's *Mass Communications*. Some fifty authorities are quoted.

SCHRAMM, WILBUR. *Responsibility in News Communication*. 1957. Harper, New York.

Systematic and comprehensive treatment of communications ethics, in the light of modern behavioral sciences, philosophy, etc., illustrated by cases; preceded by discussions of the development of modern mass communications.

SINCLAIR, UPTON. *The Brass Check*. 1919. Privately published, Pasadena, Calif. Reissued 1936, Boni, New York.

Famous highly personalized attack on American newspapers, especially on the Associated Press.

VILLARD, OSWALD GARRISON. *The Disappearing Daily*. 1944. Knopf, New York.

A series of studies of 28 newspapers, press associations, journalists, etc., intended to supplement the author's *Some Newspapers and Newspapermen* (Knopf, 1923). Criticism is generally severe, and the outlook is considered gloomy.

WALKER, STANLEY. *City Editor*. 1934. Stokes, New York.

This famous city editor has strong likes and dislikes, which he expresses entertainingly.

WOLSELEY, ROLAND E., and CAMPBELL, LAURENCE R. *Exploring Journalism*. 1943. Prentice-Hall, New York. Rev. 1949, 1957.

A comprehensive survey of the field, with special attention to social and vocational aspects.

Biography

Also see History

BAILLIE, HUGH. *High Tension*. 1959. Harper, New York.

Autobiography of the man who directed the United Press for many years, with emphasis on men and events.

BARRETT, JAMES W. *Joseph Pulitzer and His World*. 1941. Vanguard, New York.

Some 50 pages are given to Pulitzer's life before he went to New York, 200 pages to his management of the *World*, 50 to his will and death, 125 to the author's recollections of his own work on the *World* and the end of the paper's career. Journalistically written by the author of the resentful account of the end of the *World* entitled *The World, the Flesh, and the Messrs. Pulitzer*, 1931, Vanguard. See also Don C. Seitz, *Joseph Pulitzer*.

BOK, EDWARD W. *The Americanization of Edward Bok*. 1920. Scribner, New York.

Autobiography of a famous editor of the *Ladies' Home Journal*; once a best seller.

BRITT, GEORGE. *Forty Years — Forty Millions*. 1935. Farrar & Rinehart, New York.

A biography and severe appraisal of Frank A. Munsey.

BROWN, FRANCIS. *Raymond of the Times*. 1951. Norton, New York.

Sober and fair examination, often colorful and vivid, of Raymond's activities, character and influence, without undue laudation of the man or his newspaper.

CARLSON, OLIVER. *The Man Who Made News*. 1942. Duell, Sloan & Pearce, New York.

Scholarly biography of the elder James Gordon Bennett. See also Seitz, *The James Gordon Bennets*.

CARLSON, OLIVER, and BATES, ERNEST SUTHERLAND. *Hearst, Lord of San Simeon*. 1936. Viking, New York.

Critical but generally objective study. One of three books on Hearst to appear in 1936; the others were Lundberg's severe appraisal and Mrs. Older's authorized biography. See also Tebbel's *Life and Good Times of William Randolph Hearst*.

COCHRAN, NEGLEY D. *E. W. Scripps*. 1933. Harcourt, Brace, New York.

Well rounded biography of the great publisher. Some prefer the rather less factual *Lusty Scripps*, 1932, by Gilson Gardner (Vanguard, New York.) See also McCabe, ed., *Damned Old Crank*.

COPELAND, FAYETTE. *Kendall of the Picayune*. 1943. University of Oklahoma Press, Norman.

Career of a picturesque and important figure in New Orleans journalism, a pioneer in war correspondence and later in Texas ranching.

DANIELS, JOSEPHUS. *Tar-Heel Editor*. 1941. University of North Carolina Press, Chapel Hill.

First of four volumes containing the autobiography of the North Carolina editor and statesman. The second — *Editor in Politics* — tells of the Raleigh *News and Observer* crusades, etc.

DREWRY, JOHN E., *Post Biographies of Famous Journalists*. 1942. University of Georgia Press, Athens. (Reissue by Random House, New York, 1944.)

Collection of 22 readable and often penetrating articles about journalists from the *Saturday Evening Post*. A sequel, *More Post Biographies*, University of Georgia Press, appeared five years later.

ELLIS, ELMER. *Mr. Dooley's America*. 1941. Knopf, New York.

Readable biography of Finley Peter Dunne against the background of the problems of his times. Supplemented by Ellis, ed., *Mr. Dooley at His Best* (New York, 1938), a book of selections.

FINLEY, RUTH E. *The Lady of Godey's*. 1931. Lippincott, New York.

Biography of Sarah Josepha Hale, long editor of *Godey's Lady's Book*.

FOWLER, GENE. *Timber Line*. 1933. Covici-Friede, New York. Later printings by Blue Ribbon Books, New York.

Extravaganza often takes the place of history in this joint biography of Frederick G. Bonfils and Harry H. Tamm, once proprietors of the *Denver Post*; but the careers of these men lent themselves naturally to fable.

FRANKLIN, BENJAMIN. *Autobiography*. Many Editions.

A classic that should be well known to all literate Americans. It brings the narrative down to 1772. See also Van Doren, *Benjamin Franklin*.

GREELEY, HORACE. *Recollections of a Busy Life*. 1868. Ford, New York.

First printed as 54 short articles in the *New York Ledger*, this autobiography is somewhat disconnected but invaluable to an understanding of Greeley's life and views. It was published in 1868 as a book to be sold by subscription and filled out with platform lectures, etc.; reissued in the campaign year of 1872 as *The Autobiography of Horace Greeley, or Recollections of a Busy Life*. See also Van Deusen, *Horace Greeley*.

HOWE, E. W. *Plain People*. 1929. Dodd, Mead, New York.

The homespun autobiography of the famous editor of the *Atchison, Kansas, Globe*, remarkable, among other things, for its depiction of the plain people the author knew so well.

IRWIN, WILL. *The Making of a Reporter*. 1942. Putnam, New York.

Reminiscences of news events and personalities interestingly told by a great reporter.

JOHNSON, GERALD W. *An Honorable Titan*. 1946. Harper, New York.

Authorized biography of the great proprietor of the *New York Times*, Adolph S. Ochs.

MCCABE, CHARLES R. *Damned Old Crank*. 1951. Harper, New York.

"A Self-Portrait of E. W. Scripps, Drawn From His Unpublished Writings." See also Cochran's *E. W. Scripps*.

MCCLURE, S. S. *My Autobiography*. 1914. Stokes, New York.

Readable life story of a great magazine editor.

MARKHAM, JAMES W. *Bovard of the Post-Dispatch*. 1954. Louisiana State University Press, Baton Rouge.

A careful and frank study of the life and character of a famous managing editor.

MERRIAM, GEORGE S. *The Life and Times of Samuel Bowles*. 2 vols. 1885. Century, New York.

Authorized biography of the man who built the reputation of the *Springfield, Mass., Republican*.

MILLER, LEE G. *The Story of Ernie Pyle*. 1950. Viking, New York.

Readable story of the career of the much loved war correspondent, with many quotations.

MILLER, WEBB. *I Found No Peace*. 1936. Simon & Schuster, New York. (Reprint by Garden City Publishing Co., New York.)

The author's personality and his interesting experiences as a war correspondent combine to make this a memorable book. It includes Roy Howard's own account of the "false armistice."

NIXON, RAYMOND B. *Henry W. Grady*. 1943. Knopf, New York.

Scholarly but readable story of the "Spokesman of the New South" and managing editor of the *Atlanta Constitution*.

OGDEN, ROLLO, editor. *Life and Letters of Edwin Lawrence Godkin*. 2 vols. 1907. Macmillan, New York.

Ogden was biographer as well as "editor," as he modestly calls himself on the titlepage, for he strings the letters together on a substantial thread of biography.

OLDER, FREMONT. *My Own Story*. 1919. Call Publishing Co., San Francisco. (Rev. ed., 1926, Macmillan, New York.)

Recollections of the author's crusade against political corruption in San Francisco, followed by his studies in prison reform and rehabilitation of convicts. Full biography of Older is Evelyn Wells, *Fremont Older*, 1936, Appleton-Century, New York.

ROSEBAULT, CHARLES J. *When Dana Was "The Sun."* 1931. McBride, New York.

The author was a member of the *Sun* staff under Dana and, like most of his associates, idolized his chief. This is a readable biography, not confined (as its title implies) to Dana's work on the *Sun*. See also Stone, *Dana and the Sun*.

ROSS, ISHBEL. *Ladies of the Press*. 1936. Harper, New York.

"The story of women in journalism by an insider." Essays on women in journalism are followed by sketches of many of them, from Anne Royall to scores of the author's contemporaries.

SEITZ, DON C. *The James Gordon Bennetts*. 1928. Bobbs-Merrill, Indianapolis.

Readable character sketches and biographies of the two Bennetts, nearly half the book being given to J.G.B., Jr.

SEITZ, DON C. *Joseph Pulitzer*. 1924. Simon & Schuster, New York.

Well rounded biography, with many letters, by a former *World* man. See also Barrett's *Joseph Pulitzer and His World*.

SHEEAN, VINCENT. *Personal History*. 1934. Doubleday, Doran, New York. Reissued by Modern Library, 1940.

Thoughtful, often introspective, reminiscences of a foreign correspondent.

STEFFENS, LINCOLN. *The Autobiography of Lincoln Steffens*. 2 vols. 1931. Harcourt, Brace, New York. (Published also in a one-volume edition and later in an abridged edition by Harcourt, Brace; and in a cheaper edition by Grosset & Dunlap.)

This challenging account of the author's life and thought was a virtually unanimous choice for this list.

STONE, CANDACE. *Dana and "The Sun."* 1938. Dodd, Mead, New York.

A scholarly study of Dana's policies as editor of the *Sun*. See also Rosebault, *When Dana Was the Sun*. The authorized biography was the *Life* by James H. Wilson.

STONE, MELVILLE E. *Fifty Years a Journalist*. 1921. Doubleday, Page, New York.

This anecdotal and readable autobiography reflects many personalities and events of political as well as journalistic importance.

TEBBEL, JOHN. *George Horace Lorimer and the Saturday Evening Post*. 1949. Doubleday & Co., Garden City.

Readable and sympathetic biography of the great editor.

TEBBEL, JOHN. *The Life and Good Times of William Randolph Hearst*. 1952. Dutton, New York.

Interesting and generally sympathetic biography. See also Carlson and Bates, *Hearst, Lord of San Simeon*.

VAN DEUSEN, GLYNDON G. *Horace Greeley*. 1953. University of Pennsylvania Press, Philadelphia.

A scholarly and well considered study of the life, opinions, and leadership of Greeley. Some prefer the somewhat more readable biography by William Harlan Hale (1950), James Parton's contemporary *Life* (1855), or Seitz, *Horace Greeley* (1926). See, in this list, Greeley's own *Recollections*.

VAN DOREN, CARL. *Benjamin Franklin*. 1938. Viking, New York.

This is probably the most nearly "definitive" life of Franklin we shall ever have. A Pulitzer Prize winner.

VILLARD, OSWALD GARRISON. *Fighting Years*. 1939. Harcourt, Brace, New York.

The autobiography and opinions of a great liberal; not as bellicose as the title indicates.

WALL, JOSEPH FRAZIER. *Henry Watterson*. 1956. Oxford University Press, New York.

An able biography, with emphasis on politics. Watterson's autobiography ("*Marse Henry*," 2 vols. 1919. Doran.) is anecdotal and discursive.

WHITE, WILLIAM ALLEN. *The Autobiography of William Allen White*. 1946. Macmillan, New York.

This book was a virtually unanimous choice for this list. It includes an addendum by W.A.W.'s son, W. L. White, telling something of the famous editor's last 20 years, mostly in his own words.

Community Weekly

BARNHART, THOMAS F. *Weekly Newspaper Management*. 1936. Appleton, New York. Rev., 1952.

This widely used book deals with the weekly's advertising, circulation, and business problems.

BARNHART, THOMAS F. *Weekly Newspaper Writing and Editing*. 1949. Dryden, New York.

This attractively produced volume deals with the news and editorial side of the weekly. Written as a companion book to the author's *Weekly Newspaper Management*.

HOUGH, HENRY BEETLE. *Country Editor*. 1940. Doubleday, Doran, New York.

Well written reminiscences of the author's experiences conducting the *Vineyard Gazette*, published on the island of Martha's Vineyard.

JANOWITZ, MORRIS. *The Community Press in an Urban Setting*. 1952. Free Press, Glencoe, Ill.

A sociologist's study of the community press of Chicago; an introduction to an important new field of study.

McILVANE, JANE S. *It Happens Every Thursday*. 1951. Macrae Smith, New York.

Light-hearted story of experiences of the McIlvanes in publishing a Pennsylvania weekly, later made into a motion picture.

Critical Writing

Also see Feature Writing, Reporting and Newswriting

DREWRY, JOHN E. *Book Reviewing*. 1945. The Writer, Inc., Boston.

A practical, well ordered treatment of the fundamentals of book reviewing for the newspaper.

THOMPSON, OSCAR. *Practical Musical Criticism*. 1934. Witmark, New York.

Very helpful to the beginner in this type of criticism.

WOLSELEY, ROLAND E. *Critical Writing for the Journalist*. 1959. Chilton, Philadelphia.

Guide to reporting and reviewing books, music, theaters, radio, and television.

SMITH, S. STEVENSON. *The Craft of the Critic*. 1931. Crowell, New York.

Long useful to students, mainly for suggestive dicta of critics; not limited to book reviewing.

Editing and Copyreading

Also see Typography

BROWN, CHARLES H. *News Editing and Display*. 1952. Harper, New York.

Popular textbook based mainly on the work of the small-city daily.

BASTIAN, GEORGE C.; CASE, LELAND D.; and BASKETTE, FLOYD K. *Editing the Day's News*. 1923. Macmillan, New York. 4th edition 1956.

Packed with information attractively presented. The small city paper is emphasized. The first edition was by Bastian alone, and those of 1932 and 1942 bore the names of Bastian and Case.

GARST, ROBERT E., and BERNSTEIN, THEODORE M. *Headlines and Deadlines*. 1933. Columbia University Press, New York. Rev., 1940.

A concise "manual for copyeditors" by two members of the editorial staff of the *New York Times*.

TAYLOR, HOWARD B., and SCHER, JACOB. *Copy Reading and News Editing*. 1951. Prentice-Hall, New York.

Well organized textbook, based mainly on metropolitan newspaper procedures.

WESTLEY, BRUCE. *News Editing*. 1953. Houghton, Mifflin, Boston.

Practical and usable text; rich in illustrative material.

Editorial Writing

BUSH, CHILTON R. *Editorial Thinking and Writing*. 1932. Appleton, New York.

"This book — though it discusses the editorial as a literary form, the editor's relation to his readers, and a few other matters of importance to the editorial writer — tries mainly to provide the student of journalism with an explanation of the thinking process in terms of modern social problems, together with a considerable amount of practice material."

KRIEGHBAUM. *Facts in Perspective*. 1956. Prentice-Hall, New York.

Editorial and interpretive writing about "news, ideas, and opinions" for "newspapers, general magazines, business publications, etc." with copious examples.

NEVINS, ALLAN, editor. *American Press Opinion*. 1928. Heath, New York.

Some 350 editorials that appeared in American newspapers 1785-1927, illustrating both excellence in editorial writing and the history of American public opinion. Essays by the editor on "The Press and Public Opinion" in each of the four periods covered.

WALDROP, A. GAYLE. *Editor and Editorial Writer*. 1948. Rinehart, New York. Rev. 1955.

Rich in illustrative material, entertainingly written, this is a comprehensive treatment of editorial writing.

Feature Writing

*Also see Critical Writing, Magazines,
Reporting and Newswriting*

GEHMAN, RICHARD. *How to Write and Sell Magazine Articles*. 1959. Harper, New York.

Beginner's guide, with autobiographical story of a successful freelancer and a collection of illustrative articles.

HINKLE, OLIN, and HENRY, JOHN. *How to Write Columns*. 1952. Iowa State College Press, Ames.

Highly readable and practical book, designed for the use of columnists on small dailies and community weeklies.

KEARNEY, PAUL W. *Free-Lance Writing for a Living*. 1953. McKay, New York.

A concise and realistic guide, this small book deals with sources, methods, marketing, etc.

PATTERSON, HELEN M. *Writing and Selling Feature Articles*. 1931. Prentice-Hall, New York. Rev., 1949, 1956.

Practical, with strong classroom slant. Long a leading textbook.

REDDICK, DEWITT C. *Modern Feature Writing*. 1949. Harper, New York.

Especially notable for its analysis of articles used for illustration; equipped with classroom helps.

STEIGLEMAN, WALTER A. *Writing the Feature Article*. 1950. Macmillan, New York.

Lively presentation of advice to beginning students of feature writing.

WOLSELEY, ROLAND E., editor. *Writing for the Religious Market*. 1956. Association Press, New York.

The editor and 18 specialists furnish contributions on writing on religious themes for newspapers, magazines, radio, television, motion pictures, church and school books, etc.

High School Journalism

DALE, EDGAR. *How to Read a Newspaper*. 1941. Scott, Foresman, Chicago.

Designed for the use of high school students, this book is also an attractive, comprehensive, and informative explanation of how the newspaper operation works, and why, for the general reader.

ENGLISH, EARL F., and HACH, CLARENCE W. *Scholastic Journalism*. 1950. Iowa State College Press, Ames.

Originally compiled by English alone as a high school workbook (1939, rev. 1944), this is now a comprehensive text with ample exercises.

MEDLIN, C. J. *School Yearbook Editing and Design*. 1949. Kansas State College Press, Manhattan. Rev. 1956, Iowa State College Press, Ames.

The revision is virtually a new book, rich in helpful material for school and college annuals.

REDDICK, DEWITT C. *Journalism and the School Paper*. 1938. Heath, New York. 4th edition 1958.

High school text with emphasis on editing the student paper.

SPEARS, HAROLD, and LAWSHE, C. H., JR. *High School Journalism*. 1939. Macmillan, New York. Rev. 1949.

A comprehensive, richly illustrated text.

History

Also see Biography

ANDREWS, J. CUTLER. *The North Reports the Civil War*. 1955. University of Pittsburg Press, Pittsburg.

A comprehensive study (813 pages) of the coverage of the war by correspondents of the Union newspapers.

BERGER, MEYER. *The Story of the New York Times*. 1951. Simon and Schuster, New York.

This book was published in the *Times'* centennial year. The first 50 years are covered in 69 pages, but the last half of the story is fully and interestingly told. See also Davis, *History of the New York Times*.

BLEYER, WILLARD GROSVENOR. *Main Currents in the History of American Journalism*. 1927. Houghton, Mifflin, Boston.

A lucid, dependable work; for many years the leading text in the schools.

BRIGHAM, CLARENCE S. *History and Bibliography of American Newspapers, 1690-1920*. 2 vols. 1947. American Antiquarian Society, Worcester, Mass.

Though the present list does not, for good or ill, include other bibliographies, the Brigham work includes so many data on the various papers that we concur in the use of the word "History" in its title and are happy to list it here.

CANHAM, ERWIN D. *Commitment to Freedom*. 1958. Houghton, Mifflin, Boston.

This semicentennial history of the *Christian Science Monitor* is also an expository account of its aims and operation.

DABNEY, THOMAS E. *One Hundred Great Years*. 1944. Louisiana State University Press, Baton Rouge.

History of the New Orleans *Times-Picayune*, against a background of the life of the city.

DAVIS, ELMER. *History of the New York Times*. 1921. New York Times, New York.

This supplements Berger's history with an adequate treatment of the pre-Ochs years of the *Times*.

EMERY, EDWIN, and SMITH, HENRY LADD. *The Press and America*. 1954. Prentice-Hall, New York.

"Correlation of journalism history with social, economic, and political trends [is] the key to an understanding of the arrival of the press at its present status." Especially comprehensive in its treatment of modern journalism.

FORD, EDWIN H., and EMERY, EDWIN, eds. *Highlights in the History of the American Press*. 1954. University of Minnesota Press, Minneapolis.

A collection of 27 readings in American journalism; suggestive and often illuminating; generally readable.

GRAMLING, OLIVER. *AP: The Story of News*. 1940. Farrar & Rinehart, New York.

Highly readable story of the Associated Press.

HUDSON, FREDERIC. *History of Journalism in the United States, 1690-1872*. 1873. Harper, New York.

A big, full, anecdotal book, with many documentary quotations, it is scrapbookish in organization and not wholly reliable, but invaluable as a pioneer work in its field.

JOHNSON, GERALD W.; KENT, FRANK R.; MENCKEN, H. L.; and OWENS, HAMILTON. *The Sunpapers of Baltimore*. 1937. Knopf, New York.

Four *Sun* men collaborate in a well written history which does not fall into the promotional pitfalls that beset the path of the historians of individual newspapers.

LEE, ALFRED McCLUNG. *The Daily Newspaper in America*. 1937. Macmillan, New York.

A work loaded with valuable data. The author, a sociologist, arranges his material by topical chapters, as "The Physical Basis" (paper, ink, presses), labor, ownership and management, advertising, news, distribution, etc.; within the chapters the order is chronological.

MORRIS, JOE ALEX. *Deadline Every Minute*. 1957. Doubleday & Co., Garden City, N.Y.

This semicentennial story of the United Press is lively and anecdotal, but acceptable history.

MOTT, FRANK LUTHER. *American Journalism*. 1941. Macmillan, New York. Rev., 1950.

Comprehensive; designed for both classroom and reference shelf.

MOTT, FRANK LUTHER. *A History of American Magazines*. 4 vols. 1930-57. Harvard University Press, Cambridge. (I, 1741-1850; II, 1850-65; III, 1865-85; IV, 1885-1905.)

Comprehensive; includes periodicals in general. Each large volume is divided into a running history of the period and a "Supplement" containing histories (not limited by end dates of volumes) of important periodicals begun or reaching importance in the period.

NEVINS, ALLAN. *The Evening Post*. 1922. Boni & Liveright, New York.

A thorough, well written history of one of New York's great papers. Free of promotional bias.

O'BRIEN, FRANK M. *The Story of "The Sun."* 1918. Appleton, New York. Rev., 1928.

Readable account of the episodes and vicissitudes of the famous New York paper.

PETERSON, THEODORE. *Magazines in the Twentieth Century*. 1956. University of Illinois Press, Urbana. Rev., 1958.

History of magazines of general circulation since 1900, with some attention to those of the 1890's. Special emphasis on the production, circulation and advertising phases of the contemporary magazine.

PHILLIPS, CABELL, editor. *Dateline: Washington*. 1949. Doubleday, Garden City.

The history of the National Press Club and a survey of Washington press coverage by 22 leading writers.

POLLARD, JAMES E. *The Presidents and the Press*. 1947. Macmillan, New York.

The relations of our Presidents from Washington to Truman with the press are presented in much detail and with careful citation of sources.

ROSEWATER, VICTOR. *History of Cooperative Newsgathering in the United States*. 1930. Appleton, New York.

Careful history of the American wire news services by a scholar-journalist. The recent and more popularly written institutional histories by Gramling (AP) and Morris (UP), valuable though they are, have not made this older book useless to scholars.

SALMON, LUCY MAYNARD. *The Newspaper and the Historian*. 1923. Oxford University Press, New York.

The aim of this book is to consider the newspaper as a source for historical studies, but it gathers together a large amount of material about the history, methods, and principles of newspapers; it thus becomes a survey of newspaper journalism.

- SCHLESINGER, ARTHUR M. *Prelude to Independence*. 1958. Knopf, New York.
A history of Colonial newspapers 1764-1776, with emphasis on their political influence.
- STEWART, KENNETH, and TEBBEL, JOHN. *Makers of Modern Journalism*. 1952. Prentice-Hall, New York.
A readable history of American journalism by the biographical method.
- THOMAS, ISAAH. *The History of Printing in America*. 2 vols. 1810. Thomas, Worcester, Mass. Rev. 1874, Joel Munson, Albany, N.Y.
Includes separate sketches of Colonial newspapers and printers. Revision includes "the author's additions and corrections" and other material.

Law and Liberty

Also see Appraisals and Analyses

- BRUCKER, HERBERT. *Freedom of Information*. 1949. Macmillan, New York.
A broad consideration of freedom of the press characterized by high ideals, sound thinking, and good writing.
- CHAFEE, ZECHARIAH, JR. *Government and Mass Communications*. 2 vols. 1947. University of Chicago Press.
Review of the many controversial topics in which the modern press is affected by government; a full and readable discussion.
- COOPER, KENT. *Barriers Down*. 1942. Farrar & Rinehart, New York.
The story of the Associated Press campaign to free itself of the cartel system of "European monopoly" on news.
- CROSS, HAROLD L. *The Public's Right to Know*. 1953. Columbia University Press, New York.
Extensive examination of the doctrine of the people's access to public records and the facts of their government and the status of such access.

DAVIS, ELMER. *But We Were Born Free*. 1957. Bobbs-Merrill, New York.

Half a dozen trenchant addresses dealing chiefly with freedom of thought in America. The third, "News and the Whole Truth" was a University of Minnesota journalism address.

GERALD, J. EDWARD. *The Press and the Constitution, 1931-1947*. 1948. University of Chicago Press.

A review of the cases during the period indicated in the title in which the courts interpreted the constitutional guaranty of freedom of press and speech.

HALE, WILLIAM G. *The Law of the Press*. 1923. West, St. Paul. Revised, in collaboration with Ivan Benson, 1933, 1948.

A standard case-book on American press law.

LIPPMANN, WALTER. *Liberty and the News*. 1920. Harcourt, Brace & Howe, New York.

This little book, which its author calls a "tract," contains three stimulating essays.

SALMON, LUCY MAYNARD. *The Newspaper and Authority*. 1923. Oxford University Press, New York.

An extensive historical survey of censorship of the newspaper and periodical press.

SIEBERT, FREDRICK S. *The Rights and Privileges of the Press*. 1934. Appleton-Century, New York.

A leading textbook on the law of the press; designed for students and for practicing journalists.

SIEBERT, FREDRICK S.; PETERSON, THEODORE; and SCHRAMM, WILBUR. *Four Theories of the Press*. Illinois University Press, Urbana.

The authoritarian, libertarian, socially responsible, and soviet-communist theories of the functions of the press are here presented historically, descriptively, and critically.