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REFERENCE BOOKS IN THE MASS MEDIA



by Eleanor Blum

REFERENCE BOOKS IN THE MASS MEDIA

AN ANNOTATED, SELECTED BOOKLIST COVERING BOOK PUBLISHING,
BROADCASTING, FILMS, NEWSPAPERS, MAGAZINES, AND ADVERTISING

by Eleanor Blum

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INTRODUCTION

This booklist is compiled for beginning students and other laymen in mass communications. It is intended to provide sources for facts and figures, names, addresses, and other biographical information, and to suggest starting points for research. It should also help librarians unfamiliar with the subject matter to answer questions about the media or to build a basic collection.

Many of the titles are primarily for reference use--handbooks, directories, manuals, magazine and newspaper indexes, reports, bibliographies, yearbooks, and similar materials. An equal number, however, are not, strictly speaking, reference books. Rather, they are anthologies, surveys, and histories that give information about background, structure, function, contents, and effects. Frequently, they contain bibliographies leading to further sources.

Following an introductory section of general and background works, the approach is by media: books, broadcasting, films, newspapers, magazines, and advertising which, although not a medium, cuts across broadcasting, magazines, and newspapers. Some titles belong in several categories; these are cross-listed, with complete entry under the heading where they seem most pertinent. When pertinence is equal, the complete entry is given under first mention.

No attempt has been made to cover such aspects of the field as censorship, law of the press, research methods, writing and production techniques, typography, copyright, and photography, nor such peripheral areas as telephone, telegraph, and the post office. The general section, however, contains several books on public opinion and propaganda.

Although magazines, both trade and scholarly, play an important part in reference and research in mass communication, specific periodicals are not listed here except in a few cases where issues contain certain difficult-to-find information. However, magazine articles can be located through the several periodical indexes which cover the area. These indexes are listed in the general section.

The compiler would like to thank Professor George Gerbner, of the Institute of Communications Research and the College of Journalism and Communications, University of Illinois, for the suggestion that this bibliography was needed; Dean Theodore Peterson, College of Journalism and Communications, for his generous assistance; and the members of the University of Illinois library staff and of the College of Journalism and Communications--too many to mention each by name--who made suggestions and checked bibliographical data.

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Part I

GENERAL AND BACKGROUND BOOKS

1. Adult Reading: The Fifty-Fifth Yearbook of the National Society for the Study of Education. Pt. II. (Ed. by Nelson B. Henry). Chicago: University of Chicago Press, 1956.

The most recent survey of available knowledge on reading habits and interests. Contains articles by authorities, each summarizing research on motivation; sources of reading materials; the relationship of reading and the mass media; reading interests; and other pertinent aspects.

2. Advertising Age. New York: Advertising Age, weekly.

Issues of this weekly magazine from time to time contain as a regular feature certain information difficult to find elsewhere.

A mid-January issue gives total magazine revenues and pages, and the revenue and pages for individual magazines for the past year.

In late February, an issue has capsule reports on billings and accounts of most individual advertising agencies.

An April or May issue lists studies available to the public about listening and viewing audiences of specific broadcasting stations and readership studies of specific magazines and newspapers.

3. Alisky, Marvin. Latin American Journalism Bibliography. Mexico City: Libreria Studium, Apartado Postal 20979, Adm. 32, 1958.

An annotated bibliography of books and articles, with primary emphasis on newspapers, radio and television, printing, and freedom of the press.

4. Basic Facts and Figures: International Statistics Relating to Education, Culture and Mass Communication. New York: Unesco Publications Center, yearly.

An excellent source for up-to-date figures on education, libraries and museums, book production, newspapers and other periodicals, paper consumption, film, radio broadcasting, and television.

5. Berelson, Bernard, and Morris Janowitz, eds. Reader in Public Opinion and Communication. Enlarged ed. New York: Free Press, 1953.

A collection of more than 50 articles by well-known social scientists on various phases of mass communications grouped under the following headings:

(1) theory of public opinion; (2) formation of public opinion; (3) impact of public opinion upon public policy; (4) theory of communication; (5) communication media: structure and control; (6) communication control; (7) communication audiences; (8) communication effects; (9) public opinion, communication, and democratic objectives; (10) methods in public opinion research.

In the back of the book is a bibliography pertaining to each section.

6. Business Periodicals Index. New York: H. W. Wilson Co., cumulative.

Begun in 1957 to succeed the Industrial Arts Index (no. 14), this analyzes by subject a number of trade and a few general and scholarly periodicals in business and allied fields such as advertising and the mass media. Among periodicals much used in

journalism and communications which it indexes are Advertising Age, Broadcasting, Business Week, Editor & Publisher, Fortune, Printers' Ink, and Publishers' Weekly.

7. Canadian Media Rates and Data. Skokie, Ill.: Standard Rate and Data Service, Inc., monthly.
Lists Canadian business publications, consumer magazines, farm publications, daily newspapers, supplements and weekend newspapers, and radio and television stations, giving address, key personnel, advertising rates, and--for the printed media--circulation figures.
8. Cantril, Hadley, ed. Public Opinion 1935-1946. Princeton, N.J.: Princeton University Press, 1951.
A compilation of opinion poll results, grouped under various subject headings, from 23 polling organizations in 16 countries, and covering the period from 1935 to 1946. The names of participating organizations form a useful list of international polling organizations as of 1946. It has not been brought up to date, and a new edition is not contemplated at this time. (See also no. 33.)
9. Chapin, Richard E. Mass Communications: A Statistical Analysis. East Lansing: Michigan State University Press, 1957.
Brings together in one place statistical information on newspapers, books, magazines, broadcasting, and motion pictures. Its greatest value, however, does not lie in the figures themselves, which change rapidly, but in the discussion of the sources in which they can be found.
10. Developing Mass Media in Asia. New York: Unesco Publications Center, 1960. (Reports and Papers on Mass Communication No. 30.)
Report of a meeting held by Unesco to draw up a program for the development of information media in

South East Asia. Information is grouped according to the four main subjects covered: (1) newspapers and periodicals; (2) news agencies and telecommunications; (3) radio broadcasting; (4) training in journalism and mass communication research. Special attention is given to the problems peculiar to each country participating. (See also nos. 19 and 20.)

11. Economic Support of Mass Communications Media.

Cincinnati, Ohio: Scripps-Howard Research, 1959.

Summarizes economic data on consumer and advertiser support of mass media since 1929, with adjustments for change in population base and in the purchasing power of the dollar. Tables offer comparisons between the various media as well as comparisons with the general economic pattern. No interpretations or conclusions are given.

12. Emery, Edwin, Phillip H. Ault, and Warren K. Agee.

Introduction to Mass Communications. New York: Dodd, Mead, 1960.

A survey of newspapers, magazines, radio and television, book publishing, and various types of films, giving brief histories of each medium and analyses of their functions as purveyors of news and entertainment and as molders of opinion. Chapters on advertising, public relations, and mass communications research are designed to acquaint the layman with the fields. A separate section is devoted to education for mass communications.

13. The Financial Index. New York: Financial Index Co., Inc., weekly with quarterly cumulations.

Indexes approximately 235 financial publications for mention of specific businesses. Among newspapers covered are Wall Street Journal, Journal of Commerce, Christian Science Monitor, and Sunday editions of the New York Times and Herald Tribune.

14. The Industrial Arts Index: Subject Index to a Selected List of Engineering, Trade and Business Periodicals. New York: H. W. Wilson, 1913-57.

Indexes a number of publications pertaining directly to the media or containing frequent articles about them. Among these are Advertising Agency, Annals of the American Academy of Political and Social Science, Editor & Publisher, Fortune, Industrial Marketing, Printers' Ink, RCA Review, and Radio and Television News. In 1957 this ceased publication and was succeeded by Business Periodicals Index (no. 6) which carries most of the same publications as well as others in the field, notably Broadcasting and Advertising Age.

15. Inkeles, Alex. Public Opinion in Soviet Russia: A Study in Mass Persuasion. Cambridge, Mass.: Harvard University Press, 1950.

The last two-thirds of this book analyzes the structure, function, and contents of the Soviet press, broadcasting, and films.

16. Journalism Quarterly. General Index, Volumes One to Twenty-five. Minneapolis: University of Minnesota, College of Journalism, 1948.

A supplement to the December, 1948, issue, listing under broad subject headings all articles which appeared in the Journalism Quarterly up to that date.

17. Klapper, Joseph T. The Effects of Mass Communication. New York: Free Press, 1960.

Described by the publishers as "an analysis of research on the effectiveness and limitations of mass media in influencing the opinions, values, and behavior of their audiences," this book is one of the latest and most thorough surveys of social science findings.

The first part is devoted to a report of the way the mass media is known to change or reinforce opinions, and the differences between the various media in

bringing this about; the second part deals with probable effects of specific types of material presented over the media--for example, crime and violence and escapist material, and adult TV fare when viewed by children.

18. Lacy, Dan. Freedom and Communications. Urbana: University of Illinois Press, 1961.

A broad picture of the American communications system, pointing out the problems involved by the revolutionary increase in knowledge, and assessing deficiencies in and possibilities of the status quo. An excellent survey of the progress of the mass media in society, bolstered by facts and figures from various studies.

19. Mass Media in the Developing Countries: A Unesco Report to the United Nations. New York: Unesco Publications Center, 1961. (Reports and Papers on Mass Communication No. 33.)

Tells efforts that have already been made to develop the information media; problems met in developing them, broken down by the following regions--South East Asia, Latin America, Africa, Middle East, Oceania, and very briefly, certain European countries without sufficient facilities; and conclusions and recommendations for improvement of news agencies, newspapers and periodicals, radio broadcasting, film, and television. (See also nos. 10 and 20.)

20. Meetings of Experts on Development of Information Media in Latin America. New York: Unesco Publications Center, 1961.

Report of a meeting held in Santiago at which participants discussed the status of news agencies, newspapers, periodicals, radio broadcasting, television, film, training of journalists, and scientific research. (See also nos. 10 and 19.)

21. Moody's Manual of Investment, American and Foreign. New York: Moody's Investors Service, weekly with annual cumulations.

For many large corporations in the fields of book, magazine and newspaper publishing, broadcasting, and motion pictures, this service gives background, organization, and detailed financial data. Some specific items include capitalization, corporate background, number of employees, income statements and consolidated balance sheets, names of officers and boards of directors, earnings and dividends from stocks, and recent occurrences such as lawsuits, mergers, new subsidiaries, and changes of titles.

Standard & Poor's Corporation Records (New York: N.Y. Editorial and Executive Offices) gives much the same information, but back volumes are not available.

22. Mott, Frank Luther, comp. 200 Books on American Journalism: An AASDJ Consensus List. Columbia: University of Missouri, School of Journalism, 1959.

Under 17 categories the compiler has listed and briefly described the 200 books selected by faculty members of colleges and universities belonging to the American Association of Schools and Departments of Journalism as those they would like most to have their students read.

23. New York Daily Tribune Index. New York: Tribune Association, 1875-1906.

A yearly index which, for the years it was published, serves as a valuable source for historical information about newspaper, magazine, and book publishing.

24. The New York Times Index: The Master Key to the News. New York: The New York Times Co., bi-monthly with yearly cumulations.

Since 1913 this index has summarized and classified the contents of the New York Times alphabetically

by subjects, persons, and organizations. Its comprehensive coverage makes it a valuable source for information about the mass media and advertising.

The only other contemporary American newspaper with its own index is The Wall Street Journal (no. 41). For information about mass media and advertising in Great Britain, the London Times Official Index, (London: Times Publishing Co., Ltd.) which began publication in 1906, is an excellent source.

25. Peterson, Wilbur. Organizations, Publications and Directories in the Mass Media of Communications. Iowa City: State University of Iowa, School of Journalism, 1960.

Gives names, addresses, publications, purpose, and functions of the major organizations concerned with mass communications media; describes principal directories; and lists various important periodicals in each area. State associations are contained in an addenda.

26. Press, Film, Radio. 5 vols. and supps. 1-2. New York: Unesco Publications Center, 1947-51. (Reports on the Facilities of Mass Communications.)

A Unesco survey originally designed to determine the extent of the damage suffered by the equipment of news agencies, newspaper printing works, broadcasting stations, and cinemas during World War II on the war-devastated countries, as well as the nature and extent of these countries' technical needs in these fields of communication. Later this original purpose was broadened to include all countries and territories, and information was extended to cover existing technical resources of mass communication. At the completion of the study 157 countries and territories had been surveyed. Nine could not be surveyed--Albania, Bulgaria, Byelo-Russian S.S.R., U.S.S.R., and Yemen. In addition, certain British and Portuguese colonies failed to respond in time for inclusion of their data.

Information, especially for the larger countries, is

detailed and thorough, with historical background, tables, figures, and maps.

For a follow-up, concerned with newspapers only, see The Daily Press: A Survey of the World Situation in 1952 (no. 157).

27. Price, Warren C. The Literature of Journalism: An Annotated Bibliography. Minneapolis: University of Minnesota Press, 1959.

An invaluable, up-to-date, annotated bibliography of 3,147 books. Emphasis is on materials about newspapers and magazines rather than advertising and broadcasting, although these receive brief attention. Deals at considerable length with history, biography, anthologies, freedom and ethics of the press, public opinion, and propaganda.

28. Professional Association in the Mass Media: Handbook of Press, Film, Radio, and Television Organizations. New York: Unesco Publications Center, 1959.

Gives details concerning 1,049 national organizations in 93 states and territories, and 64 international organizations. The detailed survey is preceded by an account of the rise of the organizations and of their present-day activities.

29. Psychological Abstracts. Washington, D.C.: American Psychological Association, bimonthly.

An important bibliography, international in scope, abstracting current articles and books in psychology and closely related fields under one of the following subject headings: general, physiological psychology, receptive and perceptual processes, response processes, complex processes and organizations, developmental psychology, social psychology, clinical psychology, guidance, counseling, behavior deviations, educational psychology, personnel psychology, and industrial and other applications.

Items in each issue often pertain directly to the

mass media or provide background in such fields as process and effect. Among journals abstracted are Journalism Quarterly and Public Opinion Quarterly.

30. Public Affairs Information Service Bulletin. New York: Public Affairs Information Service, Inc., cumulative.

Lists by subject current books, pamphlets, periodical articles, government documents, and other materials in the fields of economics and public affairs. Includes selected publications of all kinds from all English-speaking countries, as well as many printed in English in non-English-speaking countries, and gives excellent coverage to the media and to advertising, public opinion, and propaganda and censorship. Particularly useful because it analyzes non-periodical materials and also because it indexes Journalism Quarterly.

31. The Public Impact of Science in the Mass Media: A Report on a Nation-wide Survey for the National Association of Science Writers. Ann Arbor: University of Michigan, Survey Research Center, Institute for Social Research, 1958.

Summarizes results of general studies of mass media audiences and their habits as an introduction to the more specialized audience for science news.

32. Readers' Guide to Periodical Literature: An Author and Subject Index. New York: H. W. Wilson, cumulative.

A cumulative index to articles contained in general consumer magazines and in a few scholarly and special-subject magazines. Among those currently analyzed which carry regular features about the mass media or are likely to contain occasional articles are Annals of the American Academy of Political and Social Science, Atlantic Monthly, Business Week, Fortune, Harper's, Nation, New Republic, New Yorker, Newsweek, Publishers' Weekly, Reporter, Saturday

Review, Time, U.S. News & World Report, and The Writer.

33. Roper Public Opinion Research Center. 1960 Bulletin. Williamstown, Mass.: Roper Opinion Research Center, Williams College, 1960.

A brochure briefly describing the various types of public opinion surveys available for further study. A valuable feature is the list of national, regional, and international research survey firms cooperating with the center.

34. Rosenberg, Bernard, and David Manning White. Mass Culture: The Popular Arts in America. New York: Free Press, 1957.

A collection of 51 essays designed to show the interplay between the mass media and society. Contributors include literary critics, social scientists, journalists and art critics whose works in this area have been scattered in relatively inaccessible scholarly journals and "little magazines." Not all of them are contemporary; there are essays by de Tocqueville and Walt Whitman. Among present-day writers and social scientists represented are Gilbert Seldes, Ortega y Gasset, Frank Luther Mott, Dwight MacDonal, Leo Lowenthal, Edmund Wilson, David Riesman, Bernard Berelson and George Orwell; among topics discussed are books, magazines, detective fiction, comics, radio and television, motion pictures, and advertising.

35. Schramm, Wilbur, ed. Mass Communications: A Book of Readings. 2nd ed. Urbana: University of Illinois Press, 1960.

Excellent for background material on the development, structure and function, control and support, process, content, audience, effects, and responsibility of the various media. Additional useful features include the codes of ethics of the American Society of Newspaper Editors, the Motion Picture Association of

America, and the National Association of Broadcasters; a comparison of the size of mass communications systems in 21 key countries; and an extensive bibliography.

36. Schramm, Wilbur, ed. The Process and Effects of Mass Communication. Urbana: University of Illinois Press, 1954.

One of the best available sources for laymen who want a theoretical approach or are concerned with basic research techniques. It consists of a collection of articles by prominent social scientists, telling how the communication process works, how attention is gained, how meaning is transferred from one subjective field to another, how opinions and attitudes are created and modified, and how group memberships, role concepts, and the social structure are related to the process.

37. Smith, Bruce Lannes, and Chitra M. Smith. International Communications and Political Opinion: A Guide to Literature. Princeton, N.J.: Princeton University Press, 1956.

Designed as a continuation of Propaganda, Communication and Public Opinion (no. 38), though not as broad in scope. For example, it concentrates on materials dealing with international propaganda rather than on propaganda in general, and emphasizes political propaganda. Works indexed generally include books, journals, and public affairs magazines the editors consider scholarly and responsible. A few popular magazines have also been included, as have some government publications, unpublished materials, and foreign-language materials, especially in French and German. Each entry is annotated, and many of the annotations amount to abstracts.

38. Smith, Bruce Lannes, Harold D. Lasswell, and Ralph D. Casey. Propaganda, Communication, and Public Opinion: A Comprehensive Reference Guide.

Princeton, N.J.: Princeton University Press, 1946.

Covers the period 1934-43, and brings up to date the authors' earlier Propaganda and Promotional Activities: An Annotated Bibliography. Continued by International Communications and Political Opinion: A Guide to Literature (no. 37).

Contains four introductory essays by the authors on the nature, contents, and effects of communications with special reference to propaganda, followed by an extensive bibliography which brings together 2,558 selected books, periodicals, and articles by advertisers, educators, journalists, lawyers, political leaders, psychologists, public administrators, counselors, and representatives from the various social sciences. The authors have starred 150 titles they consider most outstanding.

39. Trade Barriers to Knowledge: A Manual of Regulations Affecting Educational, Scientific, and Cultural Materials. New and revised edition. New York: Unesco Publications Center, 1955.

Gives tariff and trade regulations in 91 states and territories as of mid-1954 which affect the movement of educational, scientific, and cultural materials from one country to the other.

40. The Training of Journalists: A World-wide Survey of the Training of Personnel for the Mass Media. New York: Unesco Publications Center, 1958.

Gives training programs for journalists in 21 countries and contains discussions of Unesco's role in journalism education and a series of eight articles by authorities on various aspects of journalism training, including a comparative analysis of recent curricula trends.

41. The Wall Street Journal Index. New York: Dow-Jones, monthly with yearly cumulations.

An index to the contents of the New York edition

of The Wall Street Journal, begun in December, 1957. Useful for its leads to information about specific businesses, and for articles about trends in the mass media.

Although editions in cities other than New York differ somewhat in paging and content, the references are easy to locate.

42. Wolseley, Roland E. The Journalist's Bookshelf. 7th ed. Philadelphia, Pa.: Chilton, 1961.

An annotated and selective bibliography of the journalism of the U.S., this book originally was issued in 1939 and has been revised six times since. The present edition carries titles under 29 classifications. The biographical and historical sections are most extensive. Intended for scholars of journalism, students of the literature of the field, and for general library use.

43. World Communications: Press, Radio, Film, Television. 3rd ed. New York: Unesco Publications Center, 1956.

Contents: Part I, "The Pattern of Communication"; Part II, "Pictographs"; Part III, "Communication Facilities, Country by Country." The first part is a brief, over-all treatment of the patterns of communication continent by continent; the second illustrates the first with pictography; the third and major portion discusses in much greater detail communication facilities country by country, including type of control, production, and consumption.

Literacy figures are also given.

44. World Illiteracy at Mid-century: A Statistical Study. New York: Unesco Publications Center, 1957.

"To our knowledge, the present study is the first attempt to present estimates on the extent of illiteracy in every country and territory of the world. Detailed analyses are also given in the present work for some 65 countries, based on available census data since 1945."—Introduction.

Part II

BOOK PUBLISHING

45. American Book Trade Directory. 15th ed. New York: Bowker, triennial (slightly irregular).
Lists book publishers, booksellers, trade organizations, book clubs, rental library chains, wholesalers of hardbound and paperbound books, Canadian publishers, British publishers with American representatives, and British representatives to American publishers. The most recent edition appeared in 1961.
46. American Library & Book Trade Annual. New York: Bowker, yearly.
Although devoted mainly to information about libraries, this book contains a lengthy section on the book trade, giving general and miscellaneous statistics, information about book sales and distribution, American books abroad, translations, figures from the Census of Manufacturers, consumption expenditures, the library market, American and international book production, the year's best sellers, publishers, cooperative and vanity publishing, book review media, imprints and series, and trade associations. An excellent source for determining trends.
47. Barker, R. E. Books for All, a Study of International Book Trade. New York: Unesco Publications Center, 1956.

On a worldwide basis, the author covers facts and figures on the structure and economics of book publishing, import and export, tariffs, copyright, translations, libraries, and book exchanges.

48. Book Production 1937-1954 and Translations 1950-1954. New York: Unesco Publications Center, 1955. (Statistical Reports and Studies, 2.)

An attempt to standardize as well as make available international statistics on book production and translation. Discusses both subjects country by country and gives additional figures on separate tables.

More recent figures to bring this and Barker's Books for All (no. 47) up to date can be found in Unesco's yearly Basic Facts and Figures (no. 4) and in the UN Statistical Yearbook. (New York: UN Library, yearly.)

49. The Bookman's Glossary. Ed. by Mary C. Turner. 4th ed., revised. New York: Bowker, 1961.

In the preface the publishers say that their object is to "provide a practical guide for those interested in the terminology used in the production and distribution of books new and old--not necessarily the technical language of the print shop or the paper trade, but the words in common usage in a bookstore or publisher's office, in a library, or among book collectors." The latest edition includes new terms in book manufacturing, the graphic arts, advertising, publicity, and merchandising.

50. Bowker Lectures on Book Publishing. New York: Bowker, 1957.

A collection of the first 17 Bowker Memorial Lectures on book publishing, covering 1935-56. Even though a few are personal reminiscences and most of them are somewhat out of date, a number give a broad overview or a historical perspective of their subject. Among the most useful are those on

paperback books by Freeman Lewis, university presses by Joseph Brandt, the economics of authorship by Elmer Davis, book clubs by Dorothy Canfield Fisher, and subscription books by F. E. Compton.

51. Cassell's Directory of Publishing in Great Britain, the Commonwealth and Ireland, 1960-1961. New York: Bowker, 1961.

Designed to give important details about British firms in book publishing and related fields. Included are selective listings of key publishers, agents, book clubs, trade associations and publications, and so on. Gives firm names, complete addresses and names of key personnel.

52. Cheney, O. H. Economic Survey of the Book Industry 1930-31. 3rd printing. New York: Bowker, 1960 (c1931).

Reprint of an authoritative study now 30 years old, with a new bibliography and statistical tables and introduction by Robert Frase, comparing the book industry in 1930 with the book industry in 1960. Also analyzes book readers--who they are, where they are found, and their reading interests; discusses reviews, best-sellerism, relations between author and agent, publishing as an art and as a science, book manufacturing, wholesale and retail outlets, book buying by libraries, and similar important phases.

53. Glaister, Geoffrey Ashall. Encyclopedia of the Book. Cleveland, Ohio: World Publishing Co., 1960.

"Terms used in paper-making, printing, bookbinding and publishing, with notes on illuminated manuscripts, bibliophiles, private presses, and printing societies."--Subtitle. In its coverage of book publishing it not only defines terms but also identifies trade journals, prizes and awards, private (but not commercial) presses, and organizations from the Stationers' Company to the American Book Publishers Council.

Although emphasis is British, inclusion for the United States is thorough.

54. Gorokhoff, Boris I. Publishing in the U.S.S.R. Bloomington: Indiana University Research Center in Anthropology, Folklore, and Linguistics, 1959.
"This study seeks to present a survey of book, periodical, and newspaper publishing in the Soviet Union, including some related topics such as censorship, copyright, and the book trade."—Preface. Emphasis is on science and technology.
55. Grannis, Chandler B., ed. What Happens in Book Publishing. New York: Columbia University Press, 1957.
Intended to present "a broad picture of what happens in publishing a book, particularly a book for trade [general retail] sale." The editor surveys book publishing generally, and other authorities discuss specific operations and processes. Among topics covered are selection of manuscripts, production, design and manufacturing, sales, promotion, subsidiary rights, legal problems, distribution of American books abroad, university presses, children's books, mass market paperbacks, book clubs, and the publishing of specialized subjects, including religious, technical, scientific, and medical books.
56. Gross, Gerald, ed. Publishers on Publishing. New York: Bowker, 1961.
Selections on book publishing, taken from memoirs, autobiographies, and articles by American and British publishers. Includes such aspects as agents, writers, editing, advertising, and history of publishing. The compiler has added commentaries and biographical notes about the author-publishers.
57. Hackett, Alice Payne. 60 Years of Best Sellers, 1895-1955. New York: Bowker, 1956.
The author states as her purpose "to present as

completely as possible the facts about American best sellers, to interpret and comment to some extent upon the statistics presented but not to evaluate from a literary standpoint." In order to earn a place as a best seller, the books must have sold a million or more copies. Titles included are those published in the United States from 1895 (the year best-seller lists were first started) to 1955. Pamphlets are not included, nor are dictionaries, encyclopedias, atlases, editions of the Bible, hymnals, prayer books, manuals, textbooks and certain other books such as games and novelty. Some children's books are included.

58. Hall, Max, ed. Made in New York: Case Studies in Metropolitan Manufacturing. Cambridge, Mass.: Harvard University Press, 1959.

One of a series of books on the forces that shape metropolitan areas. This one is divided into three sections, one of which is "Printing and Publishing" by W. Eric Gustafson, and another "Electronics" by James M. Hund. Both show the structure and economics of the two industries, illustrating them with numerous statistics.

59. Kerr, Chester. A Report on American University Presses. [Washington, D.C.] The Association of University Presses, 1949. (Obtain through University of North Carolina Press, Chapel Hill.)

A report giving the results of a survey conducted in 1948-49 by the Association of American University Presses. Gives the history of university presses in this country, their status at the time of the report, their selection of manuscripts, their economics, their production and distribution, and their nonbook activities. A 51-page supplement appeared in 1956.

60. Lehmann-Haupt, Hellmut, in collaboration with Lawrence C. Wroth and Rollo G. Silver. The Book in America: A History of the Making and

Selling of Books in the United States. 2nd ed. New York: Bowker, 1951.

A history in which the author chronicles book production and distribution from the colonial period, 1638, to about 1950. Excellent for its identification and discussion of printers, publishers, and publishing houses in the U.S.

61. Literary and Library Prizes. New and revised ed. New York: Bowker, 1959.

Gives practically all nationally known literary awards and prizes in the United States, with background information and a list of winners for each. Even discontinued awards are included. Also contains briefer lists of most notable British, Canadian, French, and German awards, and a list of Nobel prize winners.

The 1959 edition has library as well as literary awards. For the most part, journalism awards are omitted.

62. Literary Market Place: The Business Directory of American Book Publishing. New York: Bowker, yearly.

A register of personnel in publishing and allied fields, and a guide to materials and services in book publishing and allied areas. Partial contents include the following: "The most active book publishers in the United States," giving address, key personnel, subject fields in which they specialize, and the number of titles published the preceding year; a classified list of publishers by field of activity; another list classified by geographical location; Canadian book publishers and distributors; the principal agencies for book industry advertising; authors' agents; U.S. agents for foreign publishers; artists and art services; advertising, magazine, and press associations; book clubs; book review services; calendar of book trade events; columnists and commentators interested in news of books; firms which handle direct mail

promotion for books; mailing list brokers; editorial services; foundations and government agencies concerned with book publishing; literary prizes and awards; a selective alphabetical list and a classified list of magazines seeking manuscripts and carrying book reviews; a selective list of foreign literary magazines carrying book reviews; micro-publishers; newspapers with book reviews; news services and feature syndicates; major radio and television networks and metropolitan stations; radio and television programs, including juvenile programs featuring books; and recordings and films of books. (See also no. 67.)

63. McMurtrie, Douglas. *The Book: The Story of Printing & Bookmaking*. 3rd ed. New York: Oxford University Press, 1943.

Because of the close relationship between printing and publishing, this account of book design from primitive human records to the present is one of the best available sources for information about the historical development of the book, early printers, publishers and presses, and so on.

64. Miller, William. *The Book Industry: A Report of the Public Library Inquiry*. New York: Columbia University Press, 1949.

Although somewhat out of date, this book gives a valuable insight into the structure of book publishing and distribution. Chapters include: "Trade Publishing: A General View," "The Changing Editorial Environment," "Book Manufacture and Publishing Costs," "The Book Markets," and "Trade Publishing and the Public Library."

65. Mott, Frank Luther. *Golden Multitudes; the Story of Best Sellers in the United States*. New York: Bowker, 1960 (c1947).

The author establishes a simple arithmetical formula for determining best sellers, and discusses

them chronologically in their social and literary context, from Michael Wigglesworth's Day of Doom in 1662 to Kathleen Winsor's Forever Amber in 1945.

66. Mumby, Frank Arthur. Publishing and Bookselling: A History from Earliest Times to the Present Day. 4th ed. London: Jonathan Cape, 1956.

A history of book publishing in England, with much attention to individual firms. The first few chapters concern the book trade in ancient times and the early Middle Ages.

67. Names & Numbers: The Book Industry Telephone Directory. New York: Bowker, yearly.
Supplement to Literary Market Place (no. 62), indexing alphabetically some 10,000 names mentioned in it, with addresses and telephone numbers. Formerly called Book Industry Register.

Pakistan Press Year Book. (See no. 188.)

68. Paperbound Books in Print. New York: Bowker, quarterly.

An index of actively available reprints and originals, as chosen by the various publishers represented, with a selective subject guide. For each title, gives author, publishers, price, and subject classification. Two useful features are a subject breakdown of titles and a comprehensive list of publishers represented.

It should be remembered that this bibliography is not inclusive. Titles listed lean toward those of some literary and educational significance which are likely to be sold in bookstores rather than those intended for lighter reading and sold at newsstands, although some of the latter are represented.

69. Plant, Marjorie. The English Book Trade: An Economic History of the Making and Sale of Books. New York: Bowker, 1939.
In two parts: (1) The age of hand-printing; and

(2) The age of the mechanical printer. Discusses demand, labor, trade organization, structure, paper, bookbinding, and costs. The orientation is economic and British.

70. Publishers' Weekly. New York: Bowker, yearly.

Each January, an issue carries several articles summarizing statistics and discussing trends in book publishing for the previous year. Included in the statistics are a table of the total number of titles published (not to be confused with the total number of volumes), broken down by subject, and a list of book publishers with the total number of titles each produced.

Some of the information about trends and certain of the statistics appear later in American Library and Book Trade Annual (no. 46), but the information on the output of individual publishers is nowhere else available.

71. Schick, Frank L. The Paperbound Book in America; the History of Paperbacks and Their European Background. New York: Bowker, 1958.

Part I summarizes the history of paperbound books in Europe and America; Part II touches briefly upon certain phases such as technical production, distribution, censorship, and other aspects; Part III gives a short description of the majority of paperback firms and lines in business in 1958.

72. Steinberg, Sigfrid. Five Hundred Years of Printing. New York: Criterion Books, 1959.

Like McMurtrie (no. 63), this history of printing from 1450 to the present is also a history of book publishing in the days when printer and publisher were often one and the same. The final section, "The Nineteenth Century and After," discusses technical progress, the book trade, official and private presses, the reading public, best sellers and steady sellers, and popular series.

73. Trends in American Book Publishing. Urbana: University of Illinois, Graduate School of Library Science, 1958. (Library Trends, 7:1, July, 1958.)

A compilation of articles by authorities on various phases of book publishing, including its economic development, the physical development of bookmaking and printing, trade book publishing, university press publishing, textbook publishing, private presses and collector's editions, book clubs, hard cover reprints and paperback books, vanity presses, government and foundation publishing, association publishing, reference book and subscription book publishing, music book publishing, law book publishing, scientific and technical book publishing, medical book publishing, and children's book publishing.

74. U.S. Department of Commerce. Bureau of Census. 1958 Census of Manufacturers: Newspapers, Periodicals, Books, and Miscellaneous Publishing. Washington, D.C.: Government Printing Office, 1961. (Bulletin MC 58(2)-27A.)

Detailed tables of statistics covering many aspects of production and consumption of printed media.

75. U.S. Department of Commerce. Business and Defense Services Administration. Printing and Publishing Division. Economic Summary: Printing and Publishing and Allied Industries. Washington, D.C.: Government Printing Office, monthly.

A 4-page bulletin, with each issue devoted to a different phase of printing or publishing, which is broadly defined to cover periodicals, newspapers, miscellaneous publishing, binding, and various types of printing. Most of the information is statistical, but in each issue figures are preceded by a brief interpretative survey.

76. The Writers' and Artists' Year Book: A Directory for Writers, Artists, Playwrights, Writers for Film, Radio and Television, Photographers and

Composers. London: A. & C. Black, yearly.

A British publication resembling a composite of our own Literary Market Place (no. 62) and Writer's Market (no. 202), although somewhat more extensive, covering not only the British Isles but also the overseas market, including Canada, Australia, South Africa, New Zealand, India, Pakistan, and the United States. A special markets section gives brief information on such legal and economic aspects of authorship as copyright, income tax, libel, and publishing agreements.

A valuable feature is the brief descriptive annotation following the name of each publisher and journal.

Part III

BROADCASTING

Advertising Age. (See no. 2.)

77. Air Media Basics. New York: Sponsor Publications, Inc., yearly.
An annual publication of Sponsor magazine, containing data about radio, television, and television films and tape intended to help time buyers in placing advertising. Part I, Timebuying Basics, carries tabular information about advertising costs and coverage and rating services. Part II, Radio Basics, gives radio set saturation, ownership, production, in-home and out-of-home listening habits, penetration and audience characteristics of FM, advertising expenditures and costs, network patterns, and cumulative audience figures. Part III, TV Basics, gives comparable facts and figures for television. Part IV, Film and Tape, contains data on syndicated film, taped shows, and commercials.
78. Awards and Citations in Radio and Television. 2nd ed. Washington, D.C.: National Association of Broadcasters, Research Department, 1961.
An alphabetical list of all types of awards and citations, with details about each, including address of the source to be contacted.
79. BBC Handbook. London: British Broadcasting Corporation, yearly. (Formerly BBC Year Book and BBC Annual.)

A concise and reliable guide to the structure and yearly operation of the British Broadcasting Corporation.

Contains the following information: BBC constitution; finance; domestic and overseas services; program policy and practice; engineering activities; relations with the public, including publicity and audience research; administration; a select list of broadcasts; a review of the year; financial accounts; international relations with the European Broadcasting Union and other international bodies, and the European television program exchanges; organization, addresses and publications; texts of the Royal Charter, Licence and Agreement; advisory councils and committees; and 20 pages of maps, charts, tables and analyses covering many aspects.

The 1933 issue gives a history of the first ten years of BBC.

80. Bogart, Leo. The Age of Television: A Study of Viewing Habits and the Impact of Television on American Life. 2nd ed. New York: Frederick Ungar, 1958.

Brings together answers to questions frequently asked about television viewing habits, program content, effects on children, effects on political thinking, and relationship to reading, motion pictures, radio, and advertising.

81. British Broadcasting: A Bibliography. London: British Broadcasting Corporation, 1958.

"This bibliography replaces 'Books about Broadcasting' which was first issued in September 1958. It covers books published in this country on sound and television broadcasting, excluding those on engineering subjects. A select list of articles on BBC policy in monthly and quarterly periodicals, the more important debates concerning the BBC in both houses of Parliament, and all Government and official publications relating to the BBC are included."—Note by librarian.

82. Broadcasting Stations of the World, April 1, 1960.
Pts. I-IV. Washington, D.C.: Government Printing Office, 1960.
- Lists all known radio broadcasting and television stations except those in the continental United States on domestic channels. Part I, According to Country and City, indexes information alphabetically by country and city. Part II, According to Frequency, indexes information by frequency in ascending order. Part III, According to Call Letters and Station Names and Slogans, indexes first by call letters and second by station name or slogan. Part IV, Frequency Modulation and Television Stations, contains two sections, one for frequency modulation broadcasting stations and the other for television stations, each separately indexed by country and city and by frequency.

83. Broadcasting Yearbook Issue. Washington, D.C.:
Broadcasting Publications, yearly.
- Annual supplement to Broadcasting magazine, giving much valuable data about both radio and television. The main portion consists of separate directories of television and radio stations in the U.S., arranged geographically, and giving for each the date of founding, address, ownership, and a great deal of other miscellaneous information.

Further contents include: station representatives; detailed information about personnel, rates, and stations affiliated with each network; regional networks; international radio stations operating in the U.S.; UHF translator stations; experimental TV stations; TV station sales; group ownership of newspapers, broadcasting stations, and other mass media; AM frequency; assorted details about the Canadian Broadcasting Corporation, and a geographical listing of Canadian stations with data about each; radio stations in the Mexican-Caribbean area; college or university radio stations; regulation, both imposed and voluntary, of the broadcasting industry, including station application information; the NAB's codes of ethics;

FCC rules and commissioners; news services, with addresses and key personnel; communications carriers such as American Telephone and Telegraph and Western Union, with key personnel; research services; subscription television interests; union and labor groups connected with the industry; government services of interest to broadcasting, including USIA and Voice of America; trade associations and professional groups; marketing data, including for each county the total number of TV homes (similar figures for radio are not given); and a bibliography of recent works about radio and television.

84. Codding, George A., Jr. Broadcasting Without Barriers. New York: Unesco Publications Center, 1959.

A study to determine the extent to which radio broadcasting is available throughout the world as a means of communicating information, and to examine ways of overcoming political, economic, and technological obstacles that impede its availability.

Describes broadcasting systems in the various countries, broadcasting between countries, use of the radio spectrum, the sharing of frequencies, the quest for better techniques, and the impact of television on radio broadcasting.

85. Commercial Television Year Book and Directory. London: Business Publications, Ltd., yearly.

A British publication, containing information about Britain's Independent Television Authority and its British Broadcasting Corporation, production companies, advertising agents and TV clients, research facilities, public relations services, professional and trade organizations, and directories of performers, producers, script writers, representatives, and newspaper correspondents. Also lists commercial television stations throughout Europe.

Directory of College Media 1957-1958: A Complete Listing of All College Newspapers, Magazines and Radio Stations in the United States. (See no. 158.)

86. Directory of Members, Urbana, Ill.: National Association of Educational Broadcasters, yearly.
Gives active, affiliate, individual, and associate members of the National Association of Educational Broadcasters, with addresses. There are, in addition, alphabetical listings of NAEB stations and NAEB members operating closed circuit television.
87. Dunham, Franklin. Educational Teleguide: References for Education by Television. Washington, D.C.: Government Printing Office, 1959.
An Office of Education publication, intended as a central source of information about educational television. Includes a listing of noncommercial television assignments; organizations of the Joint Council of Educational Television; foundations and broadcasting companies making grants to educational television; facilities for closed-circuit educational TV; Armed Forces stations; statewide networks of educational stations; educational stations in order of establishment, with channels and managers; applicants for permits to construct educational TV stations; colleges and universities offering courses in television; and school districts and schools making regular use of television.
Also contains a bibliography of educational TV materials and a list of sources where research-study reports on educational uses of television may be obtained, along with abstracts of some of the reports themselves.
88. Educational AM and FM Radio and Educational Television Stations, by State and City. Comp. by Gertrude Broderick. Washington, D.C.: Government Printing Office, 1961.
A 22-page pamphlet, put out by the Office of

Education, with names of stations arranged alphabetically by city and state, and giving for each entry call letters, frequency and power, licensee, station manager and director, and other pertinent information.

Hall, Max, ed. Made in New York: Case Studies in Metropolitan Manufacturing. (See no. 58.)

89. Harris, Dale B. Children and Television: An Annotated Bibliography. Urbana, Ill.: National Association of Educational Broadcasters, 1959.

Concise abstracts of a number of articles and other materials, both popular and scholarly, listed under the following headings: "Surveys and Studies: General Approaches," "Surveys and Studies: Educational and Character Effects of TV," "Educational Outcomes of TV for Children," "Discussions for Parents," "General Comments and Opinions on Children's TV Programs, Reviews, etc.," and "Principles and Recommendations Concerning Programs for Children."

90. Head, Sydney W. Broadcasting in America: A Survey of Television and Radio. Boston, Mass.: Houghton Mifflin, 1956.

One of the best books available to give background facts on broadcasting in the United States.

Drawing upon primary sources, the author discusses in detail the physical basis of broadcasting, its history and growth, its economic structure, its regulation both by government and by the industry itself, the various inter-media relationship between broadcasting and film and press as well as the relationship between radio and television, the role of advertising, and what is known about effects. This latter section is particularly strong.

An appendix gives a lengthy comparison of the television, radio, and motion picture codes. There is also a bibliography leading to primary sources.

91. Hill, Harold E. The National Association of Educational Broadcasters: A History. Urbana, Ill.: National Association of Educational Broadcasters, 1954.

Because of the close relationship of the National Association of Educational Broadcasters to educational broadcasting in general, this history of the organization from its inception as the Association of College and University Broadcasting Stations in 1925 serves also to trace the development of the movement in the United States.

92. How to Reach People: The Television Bureau of Advertising Report on Audience Composition. New York: Television Bureau of Advertising, 1959.

Contains detailed tables of audience composition, broken down by sex, age, and types of programs over network and local stations.

93. Intam Commercial Television Data Book. London: Intam Limited, the International Division of the LPE Organization, 1960.

Subtitled "Basic facts about television advertising facilities in 39 countries," this data book gives information on commercial television service outside of the U.S. and Canada. For each country there is a two-color map of television facilities and data sheets telling literacy rate, operational structure of TV, station coverage, potential audience, transmission and advertising time, and rates. (Type of information varies somewhat from country to country.)

An appendix contains briefer information about 50 countries not described in the body of the book.

94. Interaction: Television Public Affairs Programming at the Community Level. New York: Television Information Office, 1960.

A subject listing of 1,038 programs, both commercial and educational, produced by local stations.

Robert Lewis Shayon, radio-television critic of the

Saturday Review, has written the introduction and a description of each program.

Although this study is by no means inclusive (264 of the 562 stations questioned sent in replies), it nevertheless is a valuable source of information about local programming—an area in which very little material exists.

95. International Television Almanac. Ed. by Charles S. Aaronson. New York: Quigley Publications, yearly.

Gives a variety of data about nontechnical aspects of television. A partial list of contents includes: a breakdown by industry classification of advertising expenditures; viewing habits; films for television; a who's who among film and television performers, the majority of whom are American; a section on motion pictures, giving feature releases since 1944; an alphabetical list of television stations in the U.S.; channel allocations; producers and distributors of various kinds of films used on television; producers and distributors of live shows; a listing of network and syndicated programs, giving sponsor, advertising agency, network, running time, whether live, tape, or film, and for syndicated shows, the star, producer, distributor, and running time; poll and award winners; advertising agencies handling TV accounts; station representatives; companies of various types concerned with television, including networks, set manufacturers, and major producers and distributors; national and regional organizations, guilds, and unions; the television code of ethics; the television press, including trade publications, newspapers, editors and writers, and fan magazines.

The term "international" in the title is somewhat misleading. Except for a section on Great Britain and a brief one on the world market, emphasis is on the United States.

The Japanese Press. (See no. 170.)

96. Kumata, Hideya. An Inventory of Instructional Television Research. Ann Arbor, Mich.: Educational Television and Radio Center, 1956. (Supported by a grant from the Institute of Communications at the University of Illinois.)

This study is limited to deliberate instructional courses by television. It is divided into two parts: (1) A review of research findings; and (2) abstracts of pertinent articles.

97. Membership Directory of the Radio-Television News Directors Association. Iowa City: State University of Iowa, Communications Center, yearly.
A list of members, arranged geographically.

98. Meyersohn, Rolf. Television Research: An Annotated Bibliography. New York: Columbia University, Bureau of Applied Social Research, 1954?

"This bibliography comprises an annotated list of the research projects conducted on television within the past few years. Sources drawn upon included universities, advertising agencies, trade organizations, and all available published material. Because of the widely scattered and sometimes confidential nature of research in this field, however, this bibliography should be looked upon as tentative rather than exhaustive. . . . References are organized around the traditional areas of communications research: content, audience, and effect. Because of the considerable number of studies concentrating on children and television, they are grouped in a separate section (IV). This final section comprises a selection of books, articles and studies on various aspects of the mass media in general, many of which have direct implication for television."—Introduction.

Though not up to date, this bibliography is one of the best in its field up to about 1954.

99. Mike and Screen Press Directory. New York: Radio-Newsreel-Television Working Press Association, yearly.

A source for key news personnel of broadcasting networks, TV syndicates, newsreels, the majority of national TV stations and metropolitan radio stations, as well as the public relations directors for a number of industries, institutions, associations, and a few celebrities. Also gives information directors for federal government departments, including the White House, and for the countries in the United Nations.

100. Network Rates and Data. Skokie, Ill.: Standard Rate and Data Service, Inc., monthly.

Lists the various national and regional radio and television networks, giving the stations they serve, advertising rates and pertinent technical information such as frequency for radio, channel for television, and so on.

Overseas Press Club of America. Who's Who. (See no. 187.)

Pakistan Press Year Book. (See no. 188.)

101. Paulu, Burton. British Broadcasting: Radio and Television in the United Kingdom. Minneapolis: University of Minnesota Press, 1956.

An analysis of British broadcasting from the standpoint of organization, history, type of programming, and audience. Discusses in detail the British Broadcasting Corporation and Independent Television Authority.

102. Paulu, Burton. British Broadcasting in Transition. Minneapolis: University of Minnesota Press, 1961.

A sequel to British Broadcasting: Radio and Television in the United Kingdom (no. 101), bringing it up to date and discussing the effects of competition on British broadcasting services.

103. Radio and Television, a Selected Bibliography. Prepared by Patricia Beall Hamill. Washington, D.C.:

Government Printing Office, 1960.

An annotated bibliography put out by the Office of Education. Includes materials reporting findings on research and experimentation, teaching with television, and production skills. Also contains a limited number of technical titles.

104. Radio Annual and Television Year Book. New York: Radio Daily Corp., yearly.

Contains much material about radio and television broadcasting, including information on finances, station expansion, networks and their key personnel, structure and personnel of the FCC, equipment, public relations, publicity firms and advertising agencies handling broadcasting accounts, advertising expenditures, leading advertisers, program producers, transcription and recording companies, producers of commercials (including musical commercials), and the membership of ASCAP and Broadcast Music, Inc.

A section on performers lists them under categories such as radio-TV artists, producers, directors, news commentators, announcers and emcees, disc jockeys, sports commentators, women commentators, and editors.

105. Schramm, Wilbur, ed. The Impact of Educational Television. Urbana: University of Illinois Press, 1960.

Discusses and summarizes existing research on the content and audience of educational television, its use in the classroom, and television—educational and otherwise—and children.

106. Schramm, Wilbur, Jack Lyle, and Edwin B. Parker. Television in the Lives of Our Children. Stanford, Calif.: Stanford University Press, 1961.

An analysis of the effects of television on children, based on a study of over 6,000 children and of information obtained from some 2,300 parents, teachers, and school officials. An appendix contains statistics

and tabulations and data on related topics (including children's use of other mass media). There is an annotated bibliography.

A British counterpart of this book is Television and the Child: An Empirical Study of the Effect of Television on the Young, by Hilde T. Himmelweit, A. N. Oppenheim, and Pamela Vince (London: Oxford University Press, 1958). This study, using about 1,850 children as subjects, was made at the instigation of the Audience Research Bureau of the British Broadcasting Corporation.

107. Spot Radio Rates and Data. Skokie, Ill.: Standard Rate and Data, Inc., monthly.

The main part of this publication consists of a geographical listing by state of all radio stations in the U.S., with addresses, key personnel, facilities, and time rates.

Preceding this is a great deal of information about radio, including the number of radio households by state; radio networks and groups; and stations regularly scheduling farm, foreign language, and Negro programs. Also contains general marketing data, and state maps indicating the types and overlapping of media within specific communities.

108. Spot Television Rates and Data. Skokie, Ill.: Standard Rate and Data, Inc., monthly.

A geographical listing by state of all television stations in the U.S., with addresses, key personnel, facilities, time rates, and network affiliates.

Preceding the station listings is information about the number of TV households, by states; estimates as to the number of black and white and of color sets within the larger cities; a list of regional TV networks and groups; a map of television cities and time zones; and much the same marketing data as in Spot Radio Rates and Data. Also contains similar state maps giving types and overlapping of media within specific communities.

109. Television: A World Survey. New York: Unesco Publications Center, 1953.

A country-by-country survey of the 52 nations and non-self-governing territories which had or were hoping to have television in 1953. For each country the book discusses such pertinent aspects as history of television, structure, censorship, technical facilities, and program content whenever they are applicable. A 51-page supplement appeared in 1955.

110. Television Data Book. New York: Television, the Management Magazine of Broadcast Advertising, yearly.

An annual edition of Television, carrying data about expenditures for specific programs during the year, network and spot advertising expenditures, a breakdown of audience by regions and family characteristics, television markets, rating services, the number of TV homes, and lists of commercial stations and networks.

111. Television Factbook. Radnor, Pa.: Television Digest, twice yearly.

One of the most detailed factual sources for information about geographic, economic, and legal aspects of television in the U.S. Partial contents include a list of U.S. stations, giving technical facilities, network services, ownership and percentage of stock held by each owner, key personnel, rates, and their sales, legal, and engineering representatives; UHF and VHF allocations by states, cities, and channels; a directory of the Federal Communications Commission; a table of governmental units exercising supervision over broadcasting; group ownership of stations; colleges and universities offering degrees with TV and radio minors; number of TV households; program sources; sales of stations; color TV stations; and a directory of Canadian television.

112. U.S. Federal Communications Commission. 25th

Annual Report for Fiscal Year 1959. Washington, D.C.: Government Printing Office, 1960.

The FCC's Silver Anniversary Report, contrasting conditions now with those in 1934 and giving a history of regulation. One of the best single sources for material on the FCC's growth and development.

113. White, Llewellyn. The American Radio: A Report on the Broadcasting Industry in the United States from the Commission on Freedom of the Press. Chicago: University of Chicago Press, 1948.

A study of radio from its inception until the late 1940's, made by the Commission on Freedom of the Press to determine possible need for regulation and control. The author discusses history and structure, the attempts to establish educational broadcasting, academic and industrial research, and the efforts toward regulation both by government and by the industry itself.

White, Llewellyn, and Robert D. Leigh. Peoples Speaking to Peoples. (See no. 196.)

114. The Working Press of the Nation. Radio and Television Directory. Vol. III. Chicago: National Research Bureau, Inc., yearly.

Designed to help public relations consultants place broadcast publicity. Sections I and II list in geographic order and as completely as possible radio and television managers, program directors and news directors; sections III and IV give a detailed list of personnel of principal stations only; sections V and VI give personnel by subject categories, including disc jockeys, film buyers, farm program directors, sports program directors, and women's program directors; sections VII and VIII list under type local radio and TV programs geographically by station, including those for children, civic programs, farm, weather, education and religious programs, and programs for women. For each, gives person in charge and time it appears.

115. World Radio Handbook for Listeners: Broadcasting, Television. Copenhagen: O. Lund Johansen, yearly.

An international handbook of broadcasting by country, with fairly comprehensive accounts of the organization and structure of each as well as information about principal networks and stations. Data about stations are detailed, including such aspects as local times of broadcasts, language or languages used, wave length and so on. Under country, station listings are broken down by ownership—whether government owned, privately owned, or educational.

The Writers' and Artists' Year Book: A Directory of Writers, Artists, Playwrights, Writers for Film, Radio and Television, Photographers and Composers. (See no. 76.)

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Part IV

FILM

116. Adams, Walter, ed. The Structure of American Industry: Some Case Studies. 3rd ed. New York: Macmillan, 1961.

Contains case studies of the motion picture and of the newspaper industries which present an excellent overview of the socio-economic aspects of both media up to 1954. The bibliography at the end of each is a useful feature.

117. Babitsky, Paul, and John Rimberg. The Soviet Film Industry. New York: Praeger, 1955. (Studies on the Research Program of the U.S.S.R., no. 12.)

Shows the principal steps by which the Communist party consolidated its power over the Soviet motion picture industry; gives the economic base and central administration; discusses scenarios and writers, imports, and exports, and production under the five-year plan; and makes a quantitative content analysis of heroes and villains in Soviet films, 1923-50.

118. Baechlin, Peter, and Maurice Muller-Strauss. Newsreels Across the World. New York: Unesco Publications Center, 1952.

"This book seeks to present an objective, world-wide survey of news films as they are today, and the problems they raise—from the production of the actual newsreels to their projection in the cinema. It deals both with international organization for production and

exhibition of newsreels and with the machinery for exchange of newsreels between countries. It was also considered useful to include an analysis of the impact of television and of certain types of documentary film upon the newsreel industry."—Preface. Its thoroughness, its international scope, and the scarcity of other material on the subject make it extremely valuable for this aspect of communication.

119. Dickinson, Thorold, and Catherine De La Roche.

Soviet Cinema. London: Falcon Press, 1948.

An analysis of the Soviet film, beginning shortly before the Revolution and ending in the mid-1940's. Discusses techniques, specific pictures and producers, and the interplay between government and film makers.

120. Film and Cinema Statistics: A Preliminary Report on Methodology with Tables Giving Current Statistics. New York: Unesco Publications Center, 1955. (Statistical Reports and Studies, 1.)

"The object of the present report is to abstract for special study a small number of fundamental elements in the field of international film and cinema statistics, and, for each of these elements, to present existing statistics, to examine their scope and reference, and to make suggestions toward the adoption of certain standards and criteria designed to improve international comparability in the reporting of statistics."—Introduction

Aspects chosen for special study are production and importation of films, facilities for film exhibition, cinema attendance, and box office receipts. Coverage is detailed and extensive.

For more recent statistics see Basic Facts and Figures (no. 4) and the UN Statistical Yearbook.

121. Film Centre. The Film Industry in Six European Countries. New York: Unesco Publications Center, 1950. (Press, Film and Radio in the World Today.)

“A detailed study of the film industry in Denmark as compared with that in Norway, Sweden, Italy, France and the United Kingdom.”—Subtitle

122. Film Daily Year Book of Motion Pictures. New York: Film Daily, Inc., yearly.
Contains the following: a lengthy summary of the year's happenings in many fields of the motion picture; industry statistics; distributor-exhibitor relationships; the year's releases; film festivals; academy awards; features imported; the majority of features and serials released since 1920; credits for the year, listed under the names of the various producers, authors, directors, photographers, and players; a list of distributors; associations and organizations; the motion picture code of ethics; industry litigation; motion picture editors and radio commentators; financial data for various corporations; drive-in and art theaters.
123. The Film Index: A Bibliography. Vol. I, The Film as Art. Compiled by the workers of the Writer's Program of the Work Project Administration of the City of New York. New York: Museum of Modern Art Film Library and H. W. Wilson Co., 1941.
About 8,600 entries representing books, magazine articles, and film reviews, arranged by subject and with emphasis on the creative rather than production, technological, or purely sociological aspects.
An excellent source, not only for leads to information about history and trends to 1940, but also for biographical information about actors, directors, and other people connected with films, or for identification, reviews, and criticism of specific films.
Although other volumes were planned, this is the only one carried through. It has never been brought up to date.
124. Filmfacts. New York: Filmfacts, weekly.
A detailed analysis of from four to six feature

films, giving credits, cast, synopsis, and excerpts from reviews for each. There is no cumulation, but subscribers receive a binder to hold individual issues and at the end of the year a title index.

125. Fulton, Albert R. Motion Pictures; the Development of an Art from Silent Films to the Age of Television. Norman: University of Oklahoma Press, 1960.

A history and analysis, tracing the development and techniques of the film. Emphasis is on its art (or art entertainment) aspects rather than its entertainment function alone.

126. Handel, Leo A. Hollywood Looks at Its Audience: A Report of Film Audience Research. Urbana: University of Illinois Press, 1950.

Although somewhat out of date, this book which summarizes many studies remains one of the most definitive on motion picture audiences--their size, their preference in stories and players, the effect of motion pictures upon them, and the advertising to which they are exposed.

127. Hardy, Forsyth. Scandinavian Film. London: Falcon Press, 1952.

As the author points out, Sweden and Denmark have made a contribution to world cinema out of all proportion to their size. He traces the development of their cinema, stressing the influences that have made their films different from those of other countries.

128. Huettig, Mae D. Economic Control of the Motion Picture Industry: A Study in Industrial Organization. Philadelphia: University of Pennsylvania Press, 1944.

One of the few studies that approaches the American film strictly from the economic angle. Gives a thorough analysis of financial structure, including exhibition and distribution up to about 1944.

129. International Federation of Film Producers Associations. Yearbook of the International Motion Picture Industry. Rome: Edizioni Cinematografiche Internazionali, 1958--.

A good source for information about the motion picture industry throughout the world. The major portion gives a country-by-country summary of the present status of the film industry, laws and provisions, organizations and associations, studies and statistics.

The 1958 Yearbook (the first) contains a lengthy discussion of the International Federation of Film Producers Association--its structure and function, and regulations governing film festivals.

130. International Motion Picture Almanac. Ed. by Charles S. Aaronson. New York: Quigley Publications, yearly.

Contains an assortment of facts covering many aspects of the motion picture industry. Among these are: an international who's who in motion pictures and television; feature pictures (mostly U.S., although a few are foreign) released since 1944; distributors of foreign films in the U.S.; motion picture corporations, giving structure, organization, and executive personnel; theater circuits in the U.S. and Canada; drive-in theaters; various types of services, such as animation, film libraries, market research, film exchanges, talent and literary agencies, and producers of shorts, cartoons, and newsreels; motion picture organizations, including producer-distributor, exhibitor, guilds and unions, and a variety of film clubs and general groups; codes and censorship groups, including production and advertising codes, censorship boards in the U.S., public previewing groups, and motion picture councils; awards and poll winners.

A special section is devoted to the industry in Great Britain and another section to the world market.

For more detailed information about the British motion picture industry, a good source is the

131. Jacobs, Lewis. The Rise of the American Film: A Critical History. New York: Harcourt, Brace, 1939.

The story of the motion picture in the United States, from its beginnings at the turn of the century to 1939. Although the author's main stress is on the film as entertainment and as art, with discussions of individual directors and pictures that have helped shape its history, he has also placed considerable emphasis on its economic development.

For information about the motion picture up to the mid-20's, Terry Ramsaye's two-volume A Million and One Nights: A History of the Motion Picture (New York: Simon & Schuster, 1926) is excellent and comprehensive.

132. Jarratt, Vernon. The Italian Cinema. New York: Macmillan, 1951.

A history of the motion picture in Italy, with special emphasis on the period after the World War II when the new school of Italian realism was becoming well known abroad.

133. Kracauer, Siegfried. From Caligari to Hitler: A Psychological History of the German Film. New York: Noonday Press, 1959 (c1947).

Although the author says that he is not concerned with German films merely for their own sake but rather as a means to increase knowledge of pre-Hitler Germany in a specific way, this book nevertheless does give a great deal of information about the structure and content of the motion picture in Germany as well as about individual films.

134. Leyda, Jan. Kino: A History of the Russian and Soviet Film. New York: Macmillan, 1960.

One of the fullest surveys on the subject in existence. Gives an intensive treatment of the background,

personalities, political interests, industrial growth, and artistic development. Concludes with the death of Eisenstein in 1948.

135. Low, Rachael, and Roger Manvell. The History of the British Film. 3 vols. London: Allen and Unwin, 1948-51.

A multi-volumed project, with three volumes completed, covering the years 1896 to 1918. Volume 3 is by Rachael Low.

The series is based upon research of the History Committee of the British Film Institute, and covers production, distribution and exhibition as well as specific films themselves. The Institute hopes to bring out a fourth volume bringing the series up to 1929.

136. Motion Pictures 1894-1912, Identified from the Records of the United States Copyright Office. Ed. by Howard Lamarr Walls. Washington, D.C.: Library of Congress, Copyright Office, 1953.

A catalog of copyrighted works identified as motion pictures produced during the industry's pioneer period. In two parts, with Part I an alphabetical list under title, giving name of claimant, date, and registration number, and Part II an index of claimants, listing under each the film copyrighted.

Useful not only to those seeking to establish copyright history and status of early films, but also to those studying the motion picture as an art, a historical record, or a form of communication.

137. Motion Pictures 1912-1939. Washington, D.C.: Library of Congress, Copyright Office, 1951.

A list of films, both fiction and nonfiction, registered in the Copyright Office between August 24, 1912, and December 31, 1929. In three sections: the first an alphabetical list under title, giving date, length, credits, producer, original source when from a book, play, or other work, and in some cases a brief

summary of content; the second an index listing names of persons and organizations associated with the production and of the authors of novels, dramas, or other works upon which they may be based; and the third the series titles contained in the main entries.

138. Motion Pictures 1940-1949. Washington, D.C.: Library of Congress, Copyright Office, 1953.

A continuation of Motion Pictures 1894-1912 and Motion Pictures 1912-1939.

139. Motion Pictures 1950-1959. Washington, D.C.: Library of Congress, Copyright Office, 1960.

A continuation of the three previous entries. These four volumes form an unbroken record of copyright registration of motion pictures and an extensive though incomplete record of motion picture production in the U.S.

Pakistan Press Year Book. (See no. 188.)

140. The Public Appraises Movies: A Survey for the Motion Picture Association of America. 2 vols.

Princeton, N.J.: Opinion Research Corp., 1957.

A survey investigating the size and character of the motion picture audience, motion picture advertising, theater facilities and exhibition practices, reasons for attendance, and changes in movie-going habits.

141. Rotha, Paul. Documentary Film. 3rd ed. London: Faber and Faber, 1952.

The author is concerned with the documentary film as a medium of information. Limiting himself to no one country, he discusses the following phases: its social and economic aspects; its evolution in various traditions--the naturalist or romantic, the realist or continental, the news-reel, the propagandist; its general development, policies and purposes; the processes and people involved in making a documentary; and the

documentary film since 1939, including developments in various parts of the world.

An appendix by Richard Griffith discusses the use of films by the U.S. Armed Services; another lists 100 important films; a third gives a bibliography.

142. Rotha, Paul. The Film Till Now: A Survey of World Cinema. 3rd ed. New York: Twayne, 1960.

A history and analysis of the motion picture, worldwide in scope, and dealing with both its factual and theoretical background. Part I, The Actual, discusses its development, its various forms, and its growth and characteristics in the U.S., U.S.S.R., Germany, France, Britain and other countries. Part II, The Theoretical, discusses its aims and the influence of form upon dramatic content. Part III, by Richard Griffith, brings the first edition up to 1948; an epilogue in the third edition goes to 1958 and covers about 35 western and eastern countries.

143. Schmidt, Georg, Werner Schmalenbach, and Peter Baechlin. The Film: Its Economic, Social and Artistic Problems. London: Falcon Press, 1948.

A study of the contemporary film, limited to what the authors term the fiction film rather than the documentary, the newsreel, or the advertising film, and showing its present function, its technical and artistic means, and the nature of its economic and social structure. Some history is also given as background.

144. U.S. Department of Commerce. Business and Defense Administration. Scientific, Motion Picture, and Photographic Products Division. Motion Pictures Abroad. Washington, D.C.: Government Printing Office, 1959—.

A continuing series of pamphlets, each of which covers a foreign country and discusses aspects of the motion picture industry in that country. Five countries have been covered thus far--Argentina (July,

1959), Australia (April, 1960), Greece (June, 1960), Spain (July, 1960), and Belgium (June, 1961). Among topics summarized are production, promotion, exhibition, organization, distribution, and so on. These vary slightly with each country.

145. U.S. Business and Defense Administration. Scientific, Motion Picture, and Photographic Products Division. World Survey of Motion Picture Facilities. Washington, D.C.: Government Printing Office, 1960.
- A six-page pamphlet, containing statistics on motion picture theater facilities throughout the world. Gives number of theaters, seating capacity, and U.S. percentage of screen time, by region and country, for 1955 and 1960.

Part V

NEWSPAPERS AND
MAGAZINES

146. A.B.C. Weekly Newspaper Rates and Data. Skokie, Ill.: Standard Rate and Data Service, Inc., semi-annual.

Gives circulation, key personnel, address, day of publication, and mechanical requirements for weekly, semiweekly, and triweekly newspapers in the United States and Canada that are members of the Audit Bureau of Circulation. Also contains a separate listing of religious weekly newspapers.

Adams, Walter, ed. The Structure of American Industry. (See no. 116.)

147. An Advertiser's Guide to Scholarly Periodicals, 1960-61. 2nd ed. New York: The Association of American University Presses, 1960.

Probably the one single source bringing together the majority of scholarly publications in the United States, with detailed information about each. Intended as an aid to members of the American Association of University Presses in placing advertising, it classifies approximately 150 scholarly journals and a few of the better-known little magazines, giving for each, in addition to information about rates and deadlines for ads, a brief description of content, circulation figures, and an analysis of subscribers. Subject headings include

biological sciences, education, humanities, medical sciences, physical sciences, and social sciences.

Advertising Age. (See no. 2.)

148. African Newspapers Currently Received in Selected American Libraries. Washington, D.C.: Library of Congress, Reference Department, 1956.
Holdings of eight American libraries specializing in African papers. The list of 125 newspapers is arranged by country, giving for each the frequency, date of founding (when known), and language or languages in which published.
149. American Newspapers 1821-1936: A Union List of Files Available in the United States and Canada. Ed. by Winifred Gregory. New York: H. W. Wilson, 1937.
A list of newspapers, beginning where Brigham (no. 151) leaves off, giving their location in libraries of the U.S. and Canada, dates when they began and ceased publication (if no longer extant), and changes in names or mergers that have occurred. Information about their history is not, however, as full as in Brigham.
150. American Trade Press Clipping Bureau. Directory of Periodicals. New York: American Trade Press Clipping Bureau, yearly with quarterly revisions.
Comprehensive register of 6,827 selected periodicals in many fields, representing those read by the American Trade Press Clipping Bureau. Periodicals are grouped under 102 subject classifications, with address and frequency of each. Emphasis is on the U.S.; only about 50 titles are foreign. Although this is the third edition (1960-61), it is the first that has been made available to the public.
- Ayer's Directory. (See N. W. Ayer & Son. Directory. no. 180.)

151. Brigham, Clarence S. History and Bibliography of American Newspapers, 1690-1820. 2 vols. Boston, Mass.: American Antiquarian Society, 1947.
A geographical list of newspapers for the period covered, locating the libraries where they may be found and giving the history of each paper in a full descriptive annotation. Brought up to date by American Newspapers 1821-1936. A 90-page book of additions and corrections appeared in 1961. (See no. 149.)
152. Bulletin of Bibliography and Magazine Notes. Boston, Mass.: Faxon, three times a year.
Contains in each issue a section, "Births, Deaths and Magazine Notes: A Record of New Titles, Changed Titles, and Deaths in the Periodical World," by Albert H. Davis, Jr. Coverage is comprehensive, including trade journals, scholarly journals, consumer magazines, and paperback and hardcover periodicals.
153. Business Publications Rates and Data. Skokie, Ill.: Standard Rate and Data Service, Inc., monthly.
A comprehensive list of U.S. business publications, classified by subject and giving address, key personnel, circulation, and advertising rates. For certain of the larger magazines, summaries of readership surveys inserted as advertisements provide further information about specific titles.
154. Catholic Press Directory: U.S. and Canada Newspapers/Magazines Rates and Data. New York: Catholic Press Association, yearly.
Intended primarily as an aid to advertisers, this comprehensively covers Catholic newspapers and magazines, including national diocesan and foreign-language papers, and consumer, business and professional, and foreign-language magazines. Addresses and advertising rates are given, but not personnel. Catholic magazines which do not carry advertising are also included.

155. Consumer Magazine and Farm Publication Rates and Data. Skokie, Ill.: Standard Rate and Data Service, Inc., monthly.

A subject listing, with addresses, key personnel, circulation, and advertising rates, of consumer and farm magazines in the U.S., including those distributed through newspapers. European editions are also included. Tables preceding the subject listings give the territorial distribution for each magazine, as well as a breakdown of subscription and single copy sales. A few of the larger magazines have summarized the results of readership studies to accompany their listings.

Since the primary purpose of this publication is to guide advertisers in placing their material advantageously, no magazines are included unless they accept advertising. Therefore, information about scholarly publications, college publications, small literary magazines, and similar periodicals of this type is not found here.

156. Consumer Magazine Report. Mamaroneck, N.Y.: Daniel Starch and Staff, yearly.

An analysis of the readership of about 54 consumer magazines, most of which are well known and have large circulations. Intended to assist buyers and sellers of advertising space in making media selections for advertising campaigns, it provides information about the age, sex, marital status, occupation, buying habits, income, and various other characteristics of the readers of the publications it lists.

157. The Daily Press: A Survey of the World Situation in 1952. New York: Unesco Publications Center, 1953. (Reports and Papers on Mass Communications No. 7.)

A follow-up, concerned only with newspapers, to the five-volume series, "Press, Film and Radio" (no. 26). Consists of 13 graphs and tables, with detailed explanatory texts, and covers the majority of countries

and territories throughout the world. Also lists countries where no daily paper was published at the time.

158. Directory of College Media 1957-1958: A Complete Listing of All College Newspapers, Magazines and Radio Stations in the United States. New York: B. Klein & Co., 1957.
Lists geographically by state and within state by institution college newspapers, literary and humor magazines, engineering magazines, alumni magazines, and radio stations. For each publication, gives name and frequency, student population of the college, whether for men, women, or coeducational, and the city where located. A new edition is tentatively scheduled for 1962.
159. Directory of Newspaper and Magazine Personnel and Data. London: World's Press News Publishing Co., yearly with quarterly corrections.
A guide to newspapers, magazines, broadcasting and other information services in the British Isles, with emphasis on personnel at home and abroad. Since arrangement is by type of media, the directory also provides a comprehensive guide to the various news and photo agencies, organizations, chains and syndicates, government information services, and so on.
160. Drewry, John E. "Magazine Journalism: A Selected Bibliography." Journalism Quarterly 25 (September, 1948) 260-77.
Includes references both to books and articles. The former are briefly annotated; the latter are classified under the specific magazines to which they refer.
161. Editor & Publisher International Year Book. New York: Editor & Publisher, yearly.
Annual supplement to Editor & Publisher magazine. The bulk of the yearbook consists of a geographical

listing of daily newspapers in the U.S. and Canada, with addresses, key personnel (corporate officers, business managers, circulation and advertising staff, departmental editors, and so on), circulation, political leanings, news agency servicing it, and advertising rates and regulations. Principal foreign newspapers of the world are also given, although data about them are scantier.

Other information includes lists of daily newspapers under common ownership, daily newspaper representatives in the U.S. and Canada; college, professional, business, and special service dailies; principal foreign-language dailies; magazine sections, group units, and newspaper networks; tabloid size newspapers in the U.S. and Canada; mechanical equipment and supplies; mat services; papers represented in the U.S. press gallery; daily newspaper correspondents in New York; the Canadian Parliamentary press gallery; the Foreign Press Association; the Association of American Correspondents in London; United Nations Correspondents Association; feature news and picture syndicates; news services; syndicates for editorials, cartoons, and other features; journalism schools and departments; associations of Better Business Bureaus; associations and clubs pertaining to the mass media; a list of international awards; and a selected bibliography of titles published during the year.

Editor & Publisher Market Guide. (See no. 211.)

162. Editor & Publisher Syndicate Directory. New York: Editor & Publisher, yearly.

Each July Editor & Publisher carries as Part II of one of its issues a directory of more than 200 syndicated features, broken down as follows: an alphabetical list of syndicates, with addresses, names of editor or director, and features handled; a classified list of features arranged under 41 subject headings, from astrology to women's pages; an alphabetical list of

features, with name of author and of syndicate for each; and an alphabetical list of authors, giving their features and syndicates.

163. Elfenbein, Julien. Business Journalism. 2nd revised ed. New York: Harper, 1960.

A comprehensive discussion of trade publications, both magazine and newspaper. Defines the business press, tells how it serves industry, and gives its history and present status not only in the U.S. but throughout the world.

164. Emery, Edwin, and Henry Ladd Smith. The Press and America. New York: Prentice-Hall, 1954.

A comprehensive history of journalism in the United States, beginning with its European heritage and extending to the present. In their foreword the authors state: "The first portion, covering the long time-span ending with the Civil War, is concerned less with details than with an exposition of the principles upon which the American Fourth Estate was founded. The remaining chapters examine modern journalism--including newspapers, radio, television, magazines, and news-gathering organizations--and its role in an increasingly complex society."

A second, revised edition is scheduled for 1962.

165. The European Press Today. Washington, D.C.: The Library of Congress, European Affairs Division, 1949.

A selective list of newspapers and periodicals in 25 European countries (with a supplement for Turkey), briefly describing the characteristics and political affiliations or leanings of each paper.

Expenditures of National Advertisers in Newspapers.
(See no. 212.)

166. Foreign Language Press of America: Circulation Rate and Data Guide. New York: Foreign Language

Press of America, represented by Waxelbaum Advertising Co., yearly.

A pamphlet listing foreign-language magazines and newspapers in the U.S. by the language in which they are published. Gives place of publication, name, frequency of issue, and circulation, but not address. Also includes the Jewish-American press.

167. Gebbie Press House Magazine Directory. New York: Gebbie Press, triennial.

Intended as a guide for public relations firms and free lance writers to over 4,000 house magazines in the U.S. House organs are listed alphabetically under the name of the issuing company or organization, which is briefly described. Information about each includes name, address, editor, printer, type of print, frequency, length, and circulation figures, along with an analysis of subscribers and a description of content.

Another standard work in this area is The Printers' Ink: Directory of House Organs (New York: Printers' Ink; 1954). This lists over 6,000 titles, but is so out of date that its main interest is historical. The publishers have no plans for a new edition.

Gorokhoff, Boris I. Publishing in the U.S.S.R. (See no. 54.)

Hall, Max, ed. Made in New York: Case Studies in Metropolitan Manufacturing. (See no. 58.)

168. Hoffman, Frederick J., Charles Allen, and Carolyn F. Ulrich. The Little Magazine: A History and a Bibliography. Princeton, N.J.: Princeton University Press, 1946.

The best single source for the history of little magazines in the U.S. and for bibliographic data on specific titles up to 1946. The University of Wisconsin Press plans a new edition in late 1963 or 1964, on which Mr. Hoffman is collaborating with Felix Pollack.

For more recent material, The International Guide to Literary and Art Periodicals (no. 169) is useful, although no one work completely bridges the gap.

169. The International Guide to Literary and Art Periodicals. Los Angeles: International Guide to Literary and Art Periodicals, yearly.

The authors state their intention to bring before the reading public a wider selection of magazines which, because of size, circulation, low income, or lack of proper promotional facilities, have been limited to small literary circles. Each yearly issue contains several introductory essays on the state of the little magazine in various countries, after which it lists specific publications, giving for each a brief history, a description of its contents, the price, format, and name and address of the editor. Began publication in 1960.

Trace (London: Villiers), a literary magazine published five times a year, supplements The International Guide by publishing names of small literary and poetry magazines in the English language appearing throughout the world.

170. The Japanese Press. Tokyo: Japan Newspaper Publishers and Editors Association, yearly.

Although television and advertising are briefly surveyed, the bulk of the information in this annual concerns newspapers. For them it gives press law, press opinion in review, language problems, management, technical problems, news agencies, personnel, and the results of a survey. Trends in journalism training are also included.

171. Lee, Alfred McClung. The Daily Newspaper in America: The Evolution of a Social Instrument. New York: Macmillan, 1937.

A natural history of the daily newspaper in this country, in which the author, a sociologist, has brought together many of the inter-related factors that have

formed it. Organization is topical, grouped around such headings as the newspaper in society, the pre-daily paper, the physical basis of the newspaper, labor, ownership and management, chains and associations, advertising, weekly and Sunday issues, present-day propaganda and public relations tie-ins, the gathering of world news, feature syndicates, the editorial staff, crusades, invasion of privacy, and other important aspects.

172. Magazine Circulation Analysis 1937-1948. New York: Association of National Advertisers, 1949.

Detailed analysis of the means by which magazines are distributed, and of some of the considerations which may influence advertisers in placing copy in them. Data are given for about 54 A.B.C.-audited consumer and farm magazines with large national circulations.

173. Magazine Circulation and Rate Trends 1937-1952. New York: Association of National Advertisers, 1953.

A report providing the following information on each of 57 leading A.B.C.-audited consumer and farm magazines for the years 1937 through 1952: (1) total net paid circulation, subscription and newsstand; proportionate use of various circulation methods; and the prices of single copies and subscriptions; (2) circulation guarantees and black-and-white and four-color page rates; (3) cost per page per thousand circulation.

174. Magazine Circulation and Rate Trends 1940-1957. New York: Association of National Advertisers, 1958.

For each of 60 leading A.B.C.-audited consumer and farm magazines for the years 1940 through 1957 this report gives the following information: average paid circulation through subscription and through single copy, with total; proportionate use of various circulation methods; subscription production by

special terms of sale and duration; subscriptions in arrears; prices of single copies and subscription; circulation guarantees; one-time black-and-white and four-color page rates; and average cost-per-thousand circulation.

175. Magazine Circulation and Rate Trends 1940-1959.
New York: Association of National Advertisers, 1960.
Up-dates Magazine Circulation and Rate Trends 1940-1957. The total number of titles included is 61, representing most of those in the 1940-57 edition, with several deleted which have ceased publication, and three new ones added.
176. Magazine Reader Count for County, State and Nation.
New York: Magazine Advertising Bureau, 1949.
Gives county-by-county penetration of national magazines for the 1,188 counties in the U.S. with towns of 5,000 population or more. Also correlates readership with retail sales, buying income, and education.
177. Merrill, John C. A Handbook of the Foreign Press.
Baton Rouge: Louisiana State University Press, 1959.
Designed as a survey or introduction to the foreign press. Deals chiefly with the newspaper press of the principal foreign nations, although gives some emphasis to the magazine press. In Part I, the author briefly summarizes world press developments and theories, pressures on the press, and international news-gathering agencies, and lists early foreign papers. In Part II, the major portion, he treats the press country by country, giving an overview of the local situation and discussing leading papers.
178. Mott, Frank Luther. American Journalism: A History of Newspapers in the United States Through 260 Years: 1690 to 1950. Rev. ed. New York: Macmillan, 1950.

The author states his purpose is "to provide a comprehensive work in which historical narrative is combined with some of the characteristics of a reference book." Arrangement is chronological, with much attention to individual newspapers as well as to broad trends such as the party press of the pre-Civil War period, yellow journalism, and so on. A third edition is scheduled for the winter of 1962.

179. Mott, Frank Luther. A History of American Magazines. 4 vols. Cambridge, Mass.: Harvard University Press, 1930-57. (Vol. I, 1741-1850; vol. II, 1850-65; vol. III, 1865-85; vol. IV, 1885-1905.)

An historical account of American magazines from pre-Revolutionary days to the turn of the twentieth century, with a chronological list in the back of each volume giving dates of establishment and demise. Very useful for identifying specific magazines and giving their history.

180. N. W. Ayer & Son. Directory: Newspapers and Periodicals. Philadelphia, Pa.: N. W. Ayer & Son, yearly.

"A guide to publications printed in the United States and its Possessions, the Dominion of Canada, Bermuda, the Republics of Panama and the Philippines."

Lists geographically the majority of daily and weekly newspapers and magazines, giving frequency, political leanings if any, date of founding, subscription rate and circulation. Many types of publications are included, some of which are difficult to find elsewhere. For each community with a publication listed, gives gazetteer information.

A useful feature is a classification of titles into the following groups: college, Negro, foreign language, religious, labor, fraternal, agricultural and trade, technical, and class. Also gives newspaper feature, picture, and news syndicates.

National Advertising Investments. (See no. 214.)

181. National Directory of Weekly Newspapers. New York: Weekly Newspaper Representatives, yearly.
Weekly, semiweekly, and triweekly newspapers in the United States, listed alphabetically by state and city. For each paper is given circulation, name of publisher, facts about advertising rates, and industrial characteristics of its area--whether agricultural, suburban, industrial, resort, mining, fishing, oil, or lumber.
182. Nationwide Magazine Audience Survey: Report No. 2 --Individuals. New York: Magazine Advertising Bureau, 1948.
Measures the size and characteristics of the nationwide audience of magazine readers as individuals. Includes demographic data on readers and nonreaders.
183. Nationwide Magazine Audience Survey: Report No. 4 --Families. New York: Magazine Advertising Bureau, 1948.
Measures the size and characteristics of the nationwide audience of magazine readers as family units. Includes demographic data on magazine and non-magazine households.
184. News Agencies: Their Structure and Operation. New York: Unesco Publications Center, 1953.
A detailed and thorough analysis of news agencies throughout the world. Gives a historical review, discusses legal organization and international regulation, describes their relationship with radio newscasting and their use of telegraph and telecommunication. Also contains an alphabetical list of telegraphic news agencies.
185. The Newspaper Press Directory and Advertisers' Guide. London: Ernest Benn, yearly.
An extensive listing of newspapers and magazines throughout the British Commonwealth. Information for each entry includes date of establishment, group

(if any) to which it belongs, circulation and its area, head office, publisher, key personnel, and advertising rates. Political leaning, too, is sometimes given. For most countries, trade, technical, and other specialized newspapers and periodicals are listed along with the general ones. A special section is devoted to house magazines in the United Kingdom.

Gives press, advertising, printing, and kindred organizations for the United Kingdom.

186. Newspaper Rates and Data. Skokie, Ill.: Standard Rate and Data Service, Inc., monthly.

Geographic listing by state of all daily newspapers in the U.S., of newspaper distributed magazines, of those foreign-language newspapers audited by the Audit Bureau of Circulation (which comprises less than a dozen of the largest), of Negro newspapers, and of religious weeklies. For each paper, gives address, circulation, key personnel, and advertising rates.

Preceding the geographic listing of specific titles is a breakdown of daily newspapers by circulation and by population, and marketing data for the U.S. as a whole, including definitions of major metropolitan areas and figures about consumer spendable income, farm income, and total retail sales by household and by broad product grouping. Much of this data is also given for the larger cities. Similar information is listed for each state, and state maps indicate the types and overlapping of media within communities.

187. Overseas Press Club of America. Who's Who 1958-1959. 5th ed. Overseas Press Club of America, 1959.

A biographical directory of the 2,000 newspaper and magazine correspondents, radio and television newscasters, and news photographers who are members of the Overseas Club of America.

Especially valuable because it is the only biographical work devoted solely to journalists.

188. Pakistan Press Year Book: A Reference Book on Press and Advertising in Pakistan. Karachi: Express Publishers, 1956—.
- An extensive survey of the mass media in Pakistan, with trends and figures. In addition to lists of magazines, newspapers, and broadcasting programs, it includes information about press law, the post office, information services, press representatives and delegations abroad, book publishers, booksellers, printers, press associations, advertising agencies, and the cinema.
189. Peterson, Theodore. Magazines in the Twentieth Century. Rev. ed. Urbana: University of Illinois Press, 1958.
- The best single source for detailed information about trends in the publishing of consumer magazines over the past 60 years and about the history of specific ones. The author deals with the special interest as well as the big-name magazines, tracing their development and placing them in historical and economic context.
190. Press Intelligence Directory: A Manual of Newspaper Content, Local Writers and Syndicated Columnists. Washington, D.C.: Press Intelligence, 1957.
- This is intended as an aid to public relations consultants in placing their materials advantageously, but is also useful as a guide to journalists in certain subject fields, to indicate which papers carry certain columnists, and to answer questions of the who-writes-what variety.
- Partial contents include a fairly complete list of syndicated columnists with the papers in which they appear; a list of journalists classified according to subject specialization; a list of newspapers regularly featuring certain subjects such as gardening, travel, and radio-TV, with names of local correspondents; and a breakdown of newspapers by Congressional districts.

191. "The Profitable Difference": A Study of the Magazine Market . . . Its Size, Quality and Buying. New York: Magazine Advertising Bureau. 1960.

A marketing and media study which gives demographic data about the magazine audience as well as information about its purchases of both rapid-turn-over products and durable goods.

Publishers Information Bureau. PIB; an Analysis of Magazine Advertising. (See no. 218.)

192. Statistics of Newspapers and Other Periodicals. New York: Unesco Publications Center, 1959. (Statistical Reports and Studies, 4.)

Contains various types of data about newspapers and periodicals throughout the world. Arrangement is by country, and all information is statistical and tabular under broad headings rather than by individual countries.

Basic Facts and Figures (no. 4) and UN Statistical Yearbook help keep data up to date.

193. Stewart, Kenneth, and John Tebbel. Makers of Modern Journalism. New York: Prentice-Hall, 1952.

"This book is a history of American journalism told in terms of men and motives. It is a biographical history, intended to encompass the story of newspapers in America (and a few of the significant magazine, radio, and television leaders) by means of the interconnected lives and times of the men who have made, and are making, the free press in this country." -- Foreword.

194. Ulrich's Periodicals Directory: A Classified Guide to a Selected List of Current Periodicals, Foreign and Domestic. Ed. by Eileen C. Graves. 9th ed. New York: Bowker, 1959.

A subject list of current periodicals, international in scope, giving date of origin, subscription price, publisher and address, and, if indexed or abstracted,

the name of source where analyzed. A feature of the 9th edition is a brief selected list of current newspapers, U.S. and foreign. The worldwide scope of this guide and its classification of magazine under subject make it extremely valuable.

195. Union List of Serials in Libraries of the United States and Canada. Ed. by Winifred Gregory. New York: H. W. Wilson, 1943.

A listing of between 115,000 and 120,000 periodicals available in libraries in the U.S. and Canada. In addition to telling where each may be found, it gives dates and changes in title.

Two supplements add new periodicals to 1949, as well as give further information about old ones that have changed titles, ceased publication, or been revived after periods of suspension. New Serial Titles (Washington, D.C.: Library of Congress) published monthly with annual cumulations, brings supplements up to date and is useful for locating new periodicals.

- U.S. Department of Commerce. Bureau of Census. 1958 Census of Manufacturers: Newspapers, Periodicals, Books and Miscellaneous Publishing. (See no. 74.)

- U.S. Department of Commerce. Business and Defense Services Administration. Printing and Publishing Division. Economic Summary: Printing and Publishing and Allied Industries. (See no. 75.)

196. White, Llewellyn, and Robert D. Leigh. Peoples Speaking to Peoples: A Report on International Mass Communications from the Commission on Freedom of the Press. Chicago: University of Chicago Press, 1946.

A detailed analysis of the means by which information, especially news, is gathered, controlled, and distributed internationally.

197. Who's Who in Magazine Distribution. New York: Ziff-Davis, 1960.

The best available single source for information about specific magazine distributors. The main portion lists 736 wholesale outlets in the U.S. and Canada, arranged alphabetically by state and city, with addresses, type of retail outlet used for distribution, marketing area, and similar business data, as well as a brief biography of the owner or manager.

Also contains a list of national distributors with the magazines they handle or the publishers they serve, and a list of 75 key publishers of magazines, their titles, and the names of their circulation executives. A supplement appeared in 1961.

198. Willing's Press Guide. London: Willing's Press Service, yearly.

Subtitled "A comprehensive index and handbook of the press of the United Kingdom of Great Britain, Northern Ireland and the Irish Republic, together with the principal British Commonwealth, Dominion, Colonial and foreign publications." Newspapers and periodicals in Great Britain are first listed alphabetically, with such pertinent information as year of establishment, frequency, price, name, and address of publisher, and are then arranged under subject and under geographic classification. There are also geographic listings of selected newspapers and periodicals published abroad.

A special feature is the list of amalgamations and title changes occurring over the last ten years.

199. Wood, James Playsted. Magazines in the United States. 2nd ed. New York: Ronald Press, 1956.

A one-volume history of magazine publishing, tracing origins in England and in this country and discussing trends, types, and specific titles. Contains chapters on such pertinent aspects as advertising and the possible influence of magazines on the reader.

Although it covers the same period and some of

the same ground as both Mott and Peterson together, it is briefer in treatment and is eclectic rather than comprehensive.

200. The Working Press of the Nation. Magazine and Editorial Directory. Vol. II. Chicago: National Research Bureau, yearly.

Lists over 2,600 magazines in the U.S. and Canada which are likely to aid public relations directors in placing material. However, the full information under each title makes it useful also as a source of data about personnel, content, and readership, though not for circulation figures. Publications are divided into three groups: (1) service, trade, professional, and industrial; (2) farm and agriculture; and (3) consumer. Each category is broken down by subject specialization, as in Standard Rate and Data for Business Publications and Standard Rate and Data for Consumer Magazines.

For each magazine, gives address, publisher, circulation, editorial personnel and regular contributors, information about format and about submitting material, and brief notes about contents and readership.

201. The Working Press of the Nation. Newspapers and Allied Services Directory. Vol. I. Chicago: National Research Bureau, yearly.

Like the Press Intelligence Directory (no. 190), this is intended as a guide in placing public relations material with newspapers. It is, however, more comprehensive, including also news services, feature syndicates, newsreels, and photo services.

Lists all daily newspapers in the U.S. and Canada. For those in cities of 500,000 or over it gives publisher, circulation, wire services, political leanings, and key personnel; for those in smaller cities, it gives editor, managing editor, and city editor. Other information includes a listing of departmental editors and writers on daily papers, grouped according to their subject matter; weekly papers (U.S. only) with a

circulation of 4,000 or over; special interest papers in the U.S., including college papers; principal foreign-language papers; principal dailies in foreign countries; Sunday magazine supplements and their key personnel; daily newspapers with weekend TV supplements or sections; principal shopping newspapers with names of editors; and editorial personnel of the principal news picture service and newsreel companies. Circulation for most of the papers is given.

The Writers' and Artists' Yearbook: A Directory for
Writers, Artists, Playwrights, Writers for Film,
Radio and Television, Photographers and Com-
posers. (See no. 76.)

202. Writer's Market. Ed. by Aron M. Mathieu and Gratton E. Coffman. Cincinnati, Ohio: Writer's Digest, yearly.

A market guide for many types of writing, including articles, short stories, books, radio and television scripts, songs, plays, and cartoons. Breaks down selected magazines by type of subject matter and gives comments as to the kinds of material they want and their editorial policies.

Also contains information on such subjects of possible interest to writers as a listing of book clubs, clipping bureaus, motion picture producers, broadcasting networks, writers' clubs, and syndicated writing services. As with magazines, most of these lists are selective.

Part VI

ADVERTISING AND
PUBLIC RELATIONS

A.B.C. Weekly Newspaper Rates and Data. (See no. 146.)

203. Advertisers' Guide to Marketing. New York: Printers' Ink, yearly.

Annual supplement to Printers' Ink, valuable for its analyses of marketing trends and of advertising volume broken down by media. Among markets analyzed are Negro, military, religious, farm, youth, and international. Breakdowns for advertising volume are by newspapers, syndicated supplements, magazines, radio, television, farm publications, and outdoor. The total investments of the top 100 advertisers of the year are also given. (For more detailed breakdowns in newspapers see no. 212; for magazines, no. 214 and no. 218.)

An Advertiser's Guide to Scholarly Periodicals, 1960-61. (See no. 147.)

Advertising Age. (See no. 2.)

204. The Agency List of the Standard Advertising Register. New York: National Register Publishing Co., three times yearly.

An alphabetical list of advertising agencies in the U.S., with addresses, personnel, and accounts carried.

For an approach to agencies by their advertising accounts, see no. 222.

Air Media Basics. (See no. 77.)

Ayer's Directory. (See N. W. Ayer & Son. Directory. no. 180.)

205. Books for the Advertising and Marketing Man: A Classified Bibliography on Advertising, Marketing, Selling and Related Subjects. New York: Advertising Federation of America, Bureau of Research and Education, 1957.
- “This 1957 issue of Books for the Advertising and Marketing Man is designed as a fairly complete bibliography of books on advertising, marketing and immediately related subjects, published during the twenty-year period 1937-1956 inclusive.”—Foreword. Books are listed by author under 60 classifications and are not annotated. Titles are limited to those published in the United States. Directories, reports of proceedings, periodicals, and with a few exceptions, pamphlets are omitted. A supplement appeared in 1958.
206. Borden, Neil H. The Economic Effects of Advertising. Homewood, Ill.: Richard D. Irwin, 1944.
- Although old, this study--a joint project of Harvard Business School and the Advertising Research Foundation--remains one of the most thorough factual analyses on the subject in existence. Contains background information about the development and use of advertising by businessmen; gives its relation to price and pricing practices; and discusses its effect on the demand for and cost of products and services, on the range and quality of products, and on investment and volume of income.
- There is also a chapter on the ethical aspects of advertising.

207. Bradford's Directory of Marketing Research Agencies.
9th ed. New Rochelle, N.Y.: Bradford's Directory
of Marketing Research Agencies, 1961.

Gives marketing research and management firms in the U.S. and foreign countries, with description of type of work, principal officers and size of staff, location of branch offices if any, date of establishment, and a rather detailed description of services. This is followed by a classified directory of firms in the U.S. according to nature of service, and by an index to personnel. Also lists members of World Association of Public Opinion Research outside of North America, and foreign affiliates of both the American Institute of Public Opinion and the International Research Associates.

Broadcasting Yearbook. (See no. 83.)

Business Publication Rates and Data. (See no. 153.)

Canadian Media Rates and Data. (See no. 7.)

Catholic Press Directory: U.S. and Canada News-
papers/Magazines Rates and Data. (See no. 154.)

Consumer Magazine and Farm Publication Rates and
Data. (See no. 155.)

Consumer Magazine Report. (See no. 156.)

208. Cutlip, Scott M., comp. A Public Relations Bibliogra-
phy and Reference and Film Guides. Madison:
University of Wisconsin Press, 1957.

Approximately 3,600 annotated entries on books, articles, and pamphlets, broken down into 73 categories. The author has gone back as far as 1900 and states that he has been comprehensive rather than selective. He interprets public relations broadly to include such allied fields as communications and public opinion, although in the latter category he has

been selective and has emphasized materials published since 1945. A special feature is "Guide to Selected Films on Public Relations Practice."

209. Directory of Advertising, Marketing and Public Relations Education in the United States. Comp. and ed. by Elon G. Borton. New York: Advertising Federation of America, Bureau of Research and Education, 1960.

A detailed list of the nation's college and university "degree-credit" courses in advertising, marketing, selling, retailing, public relations, and related subjects.

Directory of College Media 1957-1958: A Complete Listing of All College Newspapers, Magazines and Radio Stations in the United States. (See no. 158.)

210. Dunn, S. Watson. Advertising: Its Role in Modern Marketing. New York: Holt, Rinehart & Winston, 1961.

A considerable part of this textbook contains comprehensive information of a general nature. There is a 100-page section, "Background for Advertising," giving definition, scope, history, and social and economic effects, and a 70-page section, "Special Purposes and Special Publics," dealing with international and public relations advertising, including the Advertising Council.

Economic Support of Mass Communications Media.
(See no. 11.)

211. Editor & Publisher Market Guide. New York: Editor & Publisher, yearly.

Intended as a guide to help advertisers place newspaper copy. Gives a state-by-state market analysis of communities throughout the country, including transportation facilities, population, housing, number of automobiles, savings banks, telephones, gas and

electric meters, principal industries, climate, retail sales, and so on. Also contains marketing maps which locate newspapers within each state.

Elfenbein, Julien. Business Journalism. (See no. 163.)

212. Expenditures of National Advertisers in Newspapers.
New York: American Newspaper Publishers Assn.,
yearly.

A complete list of national advertisers who invested \$25,000 or more in newspaper copy.

Foreign Language Press of America: Circulation Rate and Data Guide. (See no. 166.)

Gebbie Press House Magazine Directory. (See no. 167.)

213. Haverfield, Robert W., comp. 100 Books on Advertising. 7th ed. Columbia: University of Missouri, School of Journalism, 1960.

An annotated bibliography of selected books in the principal fields of advertising. The compiler says that although the list is designed for the student or specialized practitioner, few of the volumes included are advanced or specialized. The 7th edition is completely revised, with 71 of its 100 titles new.

How to Reach People: The Television Bureau of Advertising Report on Audience Composition. (See no. 92.)

Intam Commercial Television Data Book. (See no. 93.)

The Japanese Press. (See no. 170.)

Magazine Circulation Analysis 1937-1948. (See no. 172.)

Magazine Circulation and Rate Trends 1937-1952.
(See no. 173.)

Magazine Circulation and Rate Trends 1940-1957.
(See no. 174.)

Magazine Circulation Analysis and Rate Trends 1940-1959. (See no. 175.)

Magazine Reader Count for County, State and Nation.
(See no. 176.)

Mike and Screen Press Directory. (See no. 99.)

N. W. Ayer & Son. Directory: Newspapers and Periodicals. (See no. 180.)

214. National Advertising Investments. South Norwalk, Conn.: Leading National Advertisers, yearly.
A record of the advertising expenditures of 1,914 companies in 82 of the largest and best-known general consumer magazines, four national farm magazines, six Sunday magazine sections, and ABC, CBS, and NBC networks. Companies represented are those which spend \$20,000 or more on their advertising. Figures for magazine and Sunday magazine sections are taken from Publishers Information Bureau.

National Directory of Weekly Newspapers. (See no. 181.)

Nationwide Magazine Audience Survey: Report No. 2--Individuals. (See no. 182.)

Nationwide Magazine Audience Survey: Report No. 4--Families. (See no. 183.)

Network Rates and Data. (See no. 100.)

The Newspaper Press Directory and Advertisers' Guide. (See no. 185.)

Newspaper Rates and Data. (See no. 186.)

PIB. (See Publishers Information Bureau. PIB. no. 218.)

215. PR Directory: Public Relations, Press Relations.
London; PR Directory, 1960.

Claims to be the first and only British reference work in this field. The first portion lists business concerns, embassies, and institutions that employ public relations services, with names of the public relations consultants employed; the second part lists consultants, with the clients they represent.

Pakistan Press Year Book. (See no. 188.)

216. Presbrey, Frank. The History and Development of Advertising. Garden City, N.Y.: Doubleday, Doran, 1929.

Although somewhat out of date, this book is one of the best and fullest sources available for the history of advertising from ancient days to the Depression. Over 100 of its more than 600 pages are devoted to early advertising outside of the American colonies, and throughout the book social and economic implications are stressed.

Press Intelligence Directory: A Manual of Newspaper Content, Local Writers and Syndicated Columnists.
(See no. 190.)

"The Profitable Difference": A Study of the Magazine Market . . . Its Size, Quality and Buying.
(See no. 191.)

217. Public Relations Register. New York: Public Relations Society of America, Inc., yearly.

An alphabetical roster of over 2,400 members and associates of the Public Relations Society of America, showing their positions, the companies or organi-

zations employing them, and the types of work performed. Also contains geographical and organizational listing of members, and information on local chapters.

218. Publishers Information Bureau. PIB; an Analysis of Magazine Advertising. South Norwalk, Conn.: Leading National Advertisers, monthly.

A service analyzing space and revenue in general magazines, national farm magazines, and Sunday magazine sections. Appears monthly in loose-leaf with a quarterly cumulation in bound volumes which can be bought separately. The December quarterly issue covers the entire year.

Comes in four separate parts: Section I, the Magazine Report, arranged by general industry class and by the following--Apparel, Business and Financial, Drugs and Toiletries, Foods and Beverages, General, Home Building, and Transportation and Agriculture; Section II, Magazine Totals and Class Totals; Section III, Parent Company Index with Expenditures; Section IV, National Advertising Investments (no. 214), which can be bought separately.

The December cumulative issues of the Magazine Reports can also be bought separately.

Radio Annual and Television Yearbook. (See no. 104.)

Sales Management. Survey of Buying Power. (See Survey of Buying Power no. 223.)

219. Sandage, Charles H., and Vernon Fryburger. Advertising Theory and Practice. 5th ed. Homewood, Ill.: Richard D. Irwin, 1958.

Although much of this book is concerned with market analysis and research and with the writing and placing of advertising, the first section is devoted to certain broad trends of general interest, as, for example, advertising's definition and function, its history, some of its appeals, its social and economic aspects, and its ethics.

220. Sandage, Charles H., and Vernon Fryburger, eds. The Role of Advertising: A Book of Readings. Homewood, Ill.: Richard D. Irwin, 1960.
Discusses many pertinent facts and theories, such as advertising's place in society, its responsibility, its appeals, its function, and its impact.
221. Sources of Published Advertising Research. New York: Advertising Research Foundation, 1960.
Describes and indexes 135 collections of information useful in advertising and in marketing reference and research.
- Spot Radio Rates and Data. (See no. 107.)
- Spot Television Rates and Data. (See no. 108.)
222. Standard Advertising Register. New York: National Register Publishing Co., yearly with supplementary service.
A service covering 15,000 national advertisers in 800 different businesses, telling which agency handles each account, the type media used to advertise the product, and, when information is available, the amount spent. (See also no. 204.)
223. Survey of Buying Power. New York: Sales Management, yearly.
Annual edition of Sales Management, the Magazine of Marketing. Though not directly concerned with communications, it is an excellent source of background material for surveys. A detailed breakdown of consumer income and of retail sales are among its useful features.
- Television Data Book. (See no. 110.)
224. U.S. Department of Commerce. Bureau of Foreign Commerce. A Directory of Foreign Advertising Agencies and Marketing Research Organizations

for the United States International Business Community. Comp. by Helen Biggone. Washington, D.C.: Government Printing Office, 1960.

“Indicated for each country listed in this handbook are the principal forms of advertising in use and the facilities available for marketing research. The services offered by the leading foreign organizations in these fields, some of which are foreign branches or subsidiaries of American concerns, are also described.”—Foreword. Covers most areas of the world except the United States and its noncontiguous territories and possessions, and countries within the Soviet bloc. Firms are selected on the basis of size, range of services, coverage, and related considerations in on-the-spot surveys conducted by the Foreign Service of the United States.

225. Who's Who in Public Relations (International). Ed. by Robert L. Barbour. Meriden, N.H.: PR Publishing Co., 1959.

An international roster of public relations professionals, with biographical data. Preceding the biographical section is a list of the most prominent national public relations organizations throughout the world. Supplemented and updated by PR Blue Book and Supplement to International Who's Who in Public Relations, 1959-60.

226. Wood, James Playsted. The Story of Advertising. New York: Ronald Press, 1958.

A history of advertising in which the author analyzes its good and bad points.

The Working Press of the Nation. Magazine and Editorial Directory. Vol. II. (See no. 200.)

The Working Press of the Nation. Newspaper and Allied Services Directory. Vol. I. (See no. 201.)

The Working Press of the Nation. Radio and Television Directory. Vol. III. (See no. 114.)

ADDRESSES OF PUBLISHERS

Since the purpose of this list is to provide addresses, names of publishers are omitted when the information contained in the main entry is sufficient, as, for example, the U.S. Government Printing Office or university presses located in nonmetropolitan areas.

- A. & C. Black, Ltd., 4, 5, & 6 Soho, London, W.1
Advertising Age, 200 East Illinois St., Chicago, Ill.
Advertising Federation of America, Bureau of Research and Education, 250 W. 57 St., New York
Advertising Research Foundation, 3 E. 54 St., New York
Allen and Unwin, Ltd., 40 Museum St., London W.C.1
American Antiquarian Society, Park Ave. and Salisbury St., Worcester, Mass.
American Newspaper Publishers Association, 750 Third Ave., New York
The American Psychological Association, 1333 Sixteenth St., N.W., Washington, D.C.
American Trade Press Clipping Bureau, 15 East 26 St., New York
Association of American University Presses, 20 W. 43 St., New York
Association of National Advertisers, 155 E. 44 St., New York
B. Klein & Co., 23 E. 22 St., New York
Benn. See Ernest Benn, Ltd.
Black. See A. & C. Black
Bowker. See R. R. Bowker

Bradford's Directory of Marketing Research Agencies, 50
 Argyle Ave., New Rochelle, N. Y.
 British Broadcasting Corporation, Broadcasting House,
 Portland Place, London W.1
 Broadcasting Publications, 1735 DeSales St., N.W., Wash-
 ington, D.C.
 Bureau of Applied Social Research, Columbia University.
 See Columbia University
 Business Publications, Ltd., Mercury House, 109-119
 Waterloo Road, S.E. 1, London
 Catholic Press Association, 6 E. 39 St., New York
 Chilton Co., 56 & Chestnut St., Philadelphia, Pa.
 Columbia University, Bureau of Applied Social Research,
 605 W. 115 St., New York
 Columbia University Press, 2960 Broadway, New York
 Criterion Books, 6 West 57 St., New York
 Daniel Starch and Staff, Boston Post Road and Beach Ave-
 nue, Mamaroneck, N. Y.
 Dodd, Mead & Co., 432 Park Ave., S., New York
 Doubleday, Doran & Co., Inc. (Now Doubleday & Co., Inc.,
 Garden City, N. Y.)
 Dow-Jones, 44 Broad St., New York
 Editor & Publisher, 1475 Broadway, New York
 Edizioni Cinematografiche Internazionali, Via Caio Mario,
 13, Rome
 Educational Television and Radio Center, 10 Columbus
 Circle, New York (Distribution center for Ann Arbor,
 Mich.)
 Ernest Benn, Ltd., Bouverie House, 154 Fleet St., E.C.4,
 London
 Express Publishers, 16, Writers Chambers, Dunally Road,
 G.P.O. Box No. 477, Karachi, Pakistan
 F. W. Faxon Co., 83 Francis St., Boston, Mass.
 Faber & Faber, Ltd., 24 Russell Square, London, W.C.1
 Falcon Press (no longer extant)
 Faxon. See F. W. Faxon Co.
 Film Daily, 1501 Broadway, New York
 Filmfacts, Post Office Box 53, Village Station, 150 Christo-
 pher St., New York
 Financial Index Co., Inc., 1295 Madison Avenue, New York

Foreign Language Press of America, 10 E. 43 St., New York
Frederick A. Praeger, Inc., 64 University Place, New York
Frederick Ungar Publishing Co., Inc., 131 E. 23 St., New
York

Free Press of Glencoe, Inc., 640 Fifth Ave., New York
Gebbie Press, 151 W. 48 St., New York

H. W. Wilson Co., 950 University Avenue, New York

Harper & Brothers, 49 E. 33 St., New York

Harvard University Press, 79 Garden St., Cambridge, Mass.

Holt, Rinehart & Winston, 383 Madison Ave., New York

Houghton Mifflin Co., 2 Park St., Boston, Mass.

Intam Limited, the International Division of the LPE Organ-
ization, Romano House, 399-401 Strand, W.C.2, Lon-
don

International Guide to Literary and Art Periodicals, P.O.
Box 46066, Los Angeles, Calif.

Japan Newspaper and Editors Association, 2, Hibiya Park,
Tokyo

Johansen. See O. Lund Johansen

Jonathan Cape, Limited, 30 Bedford Square, London, W.C.1

Journalism Quarterly, School of Journalism, University of
Minnesota, Minneapolis, Minn.

Klein. See B. Klein

Leading National Advertisers, Box 525, South Norwalk,
Conn.

The Macmillan Co., 60 Fifth Ave., New York

Magazine Advertising Bureau, 444 Madison Ave., New York

Moody's Investor's Service, 99 Church St., New York

Museum of Modern Art Film Library. See H. W. Wilson

N. W. Ayer & Son, West Washington Square, Philadelphia,
Pa.

National Association of Broadcasters, Research Department,
1771 N St., N.W., Washington, D.C.

National Association of Educational Broadcasters, 119
Gregory Hall, Urbana, Ill.

National Register Publishing Co., Inc., 147 W. 42 St., New
York

National Research Bureau, 415 North Dearborn St., Chicago,
Ill.

New York Times Co., 229 W. 43 St., New York

Noonday Press, 19 Union Square W., New York
O. Lund Johansen, Lindorffsalle 1, Hellerup, Copenhagen
Odhams Press, Ltd., 67 Long Acre, London, W.C.2
Overseas Press Club of America, 35 E. 39 St., New York
Oxford University Press, Amen House, Warwick Square,
London, E.C.4
Oxford University Press, 417 Fifth Avenue, New York
PR Directory, 79 Wigmore St., London, W.1
Praeger. See Frederick Praeger
Prentice-Hall, Inc., Englewood Cliffs, N.J.
Press Intelligence, Inc., 724 9 St., N.W., Washington, D.C.
Printers' Ink, 635 Madison Ave., New York
Public Affairs Information Service, Inc., 11 W. 40 St., New
York
Public Relations Society of America, Inc., 375 Park Ave.,
New York
Publishers' Weekly. See R. R. Bowker
Quigley Publications, 1270 Sixth Ave., New York
R. R. Bowker Co., 62 W. 45 St., New York
Radio Daily Corp., 1501 Broadway, New York
Radio-Newsreel-Television Working Press Association, 527
Lexington Ave., New York
Richard D. Irwin, Inc., 1818 Ridge Road, Homewood, Ill.
The Ronald Press, 15 E. 26 St., New York
Sales Management, 630 Third Avenue, New York
Scripps Howard Research (now Research, Inc., 1111 Union
Central Tower, Cincinnati, Ohio)
Simon & Schuster, Inc., 630 Fifth Ave., New York
Sponsor Publications, Inc., 40 E. 49 St., New York
Standard & Poor's Corporation Records, N.Y. Editorial and
Executive Offices, 345 Hudson St., New York
Standard Rate and Data Service, 5201 Old Orchard Road,
Skokie, Ill.
Starch. See Daniel Starch and Staff
Television Bureau of Advertising, 444 Madison Ave., New
York
Television Digest, Triangle Publications, Inc., Radnor, Pa.
Television Information Office, 666 Fifth Ave., New York
Television, the Management Magazine of Broadcast Adver-
tising, 444 Madison Ave., New York

Times Publishing Co., Ltd., Printing House Square, London,
E.C.4

Tribune Association (no longer extant)

Twayne Publishers, Inc., 31 Union Square W., New York

Unesco Publications Center, 801 Third Avenue, New York

Ungar. See Frederick Ungar

University of Chicago Press, 5750 Ellis Ave., Chicago, Ill.

University of Illinois Press, Urbana, Ill.

University of Minnesota Press, 2037 University Avenue,
S.E., Minneapolis, Minn.

University of Pennsylvania Press, 3436 Walnut St., Phila-
delphia, Pa.

Villiers Publications, Ingestre Rd., Tufnell Park, London,
N.W.5

Weekly Newspaper Representatives, 404 Fifth Ave., N.Y.

Willing's Press Service, Ltd., Thavies Inn House, Holborn
Circus, London, E.C.1

Wilson, H. W. See H. W. Wilson

The World Publishing Co., 2231 W. 110 St., Cleveland, Ohio

World's Press News Publishing Co., Ltd., 9-10 Old Baily,
London, E.C.4

Writer's Digest, 22 E. 12 St., Cincinnati, Ohio

Ziff-Davis Publishing Co., 1 Park Ave., New York

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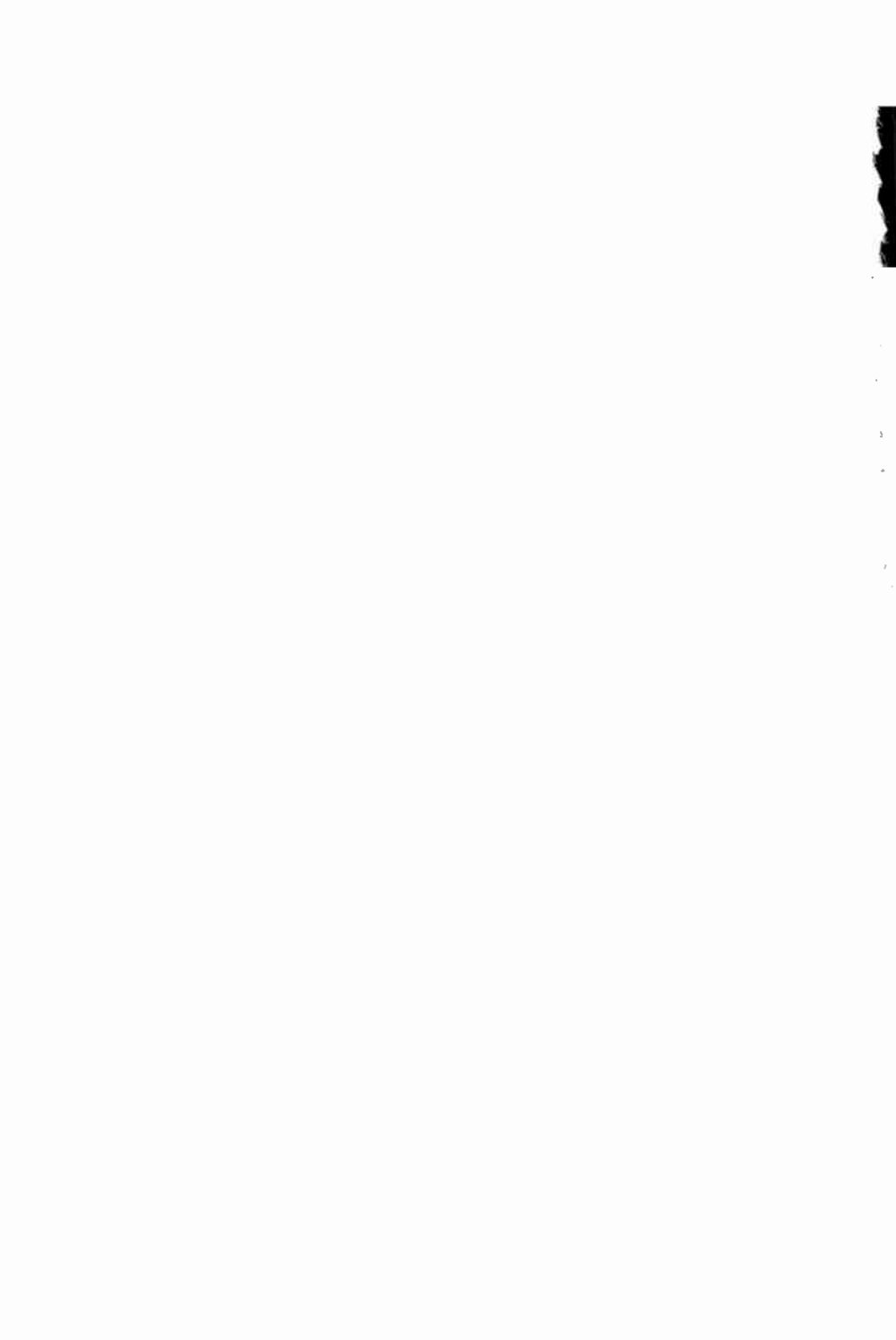
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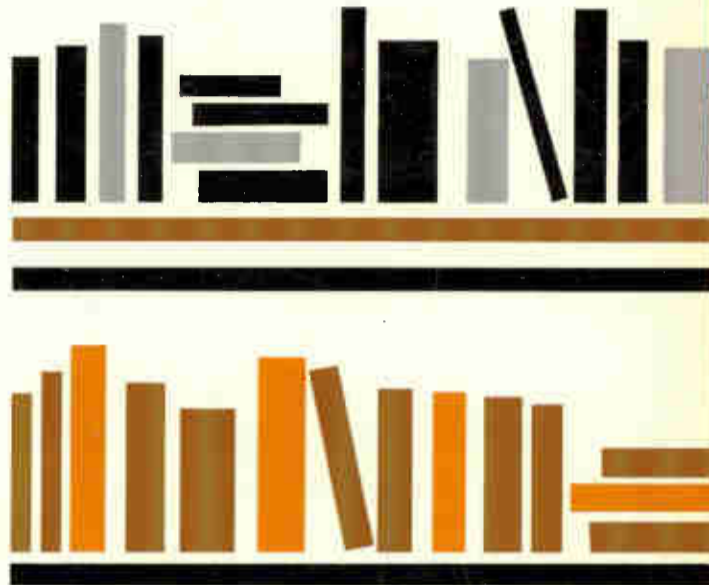
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