

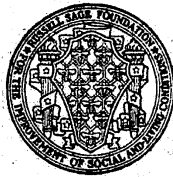
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# PUBLICITY METHODS READING LIST

SELECTED REFERENCES ON PUBLICITY  
IN SOCIAL WORK AND KINDRED FIELDS

BY  
EVART G. ROUTZAHN  
AND  
MARY SWAIN ROUTZAHN



DEPARTMENT OF SURVEYS AND EXHIBITS  
RUSSELL SAGE FOUNDATION  
NEW YORK CITY

1924

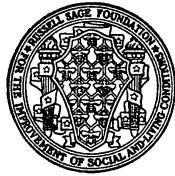
Price, 30 Cents



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1924

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## INTRODUCTORY

THIS reading list was first issued in typewritten form. About 500 copies were circulated. They carried a request that readers would offer suggestions and revisions which could be used in preparing the list for final publication. In addition to the changes made as a result of the replies received, the list has been greatly enlarged through the examination of many bibliographies and through consultation with publishers, editors, teachers, and others interested in the subject.

Only a few of the books, pamphlets, and articles in it discuss publicity methods directly. Fewer still contain any references to publicity methods in social work. Nevertheless, we believe that each publication may at one time or another be of use in promoting publicity in the social, religious, or educational field. All have some bearing on the problem of giving information in an interesting way, on circulating it, on the employment of the various avenues to reach the public, or on the manner in which the public may be expected to react to the information distributed.

We have found the greatest possible variation in the amount of material available in different fields. For example, many books have been written on the newspaper, on the art of writing, on public speaking and on advertising. In these fields it was necessary to omit even some excellent books, if for no other reason than to keep the publicity worker from becoming discouraged by the amount of material to be consulted. On the other hand, we were able to find little information of practical value to the publicity worker on the production, distribution, or exhibition of motion pictures. There was also a dearth of material on campaigns for money-raising to be carried on by mail. Here it will be necessary for one to depend altogether on what may be learned from the commercial advertisers' method of sending letters direct to prospective buyers.

On general advertising a great deal of information is offered, but as it largely presupposes the use of bought space, it is of

## PUBLICITY METHODS READING LIST

little direct service to publicity workers since paid advertising is not much used in spreading information about social work. Nevertheless, the advertising books listed contain many interesting suggestions in regard to design, color, titles, and copy applicable to the planning of printed matter, posters, and exhibits, which one may dig out by consulting the tables of contents or indices. In mapping out a publicity campaign a worker needs especially an analysis of the psychology of attention, interest, and appeal such as may be found in several of the advertising books.

In the group of references listed under "Publicity Methods in Special Fields" the diversity in the amount and quality of the material is also striking. A number of writers have given their attention to the problem of spreading information on subjects connected with the church. Matters of public health have also received attention. On the other hand, we could discover but a few brief articles on family welfare publicity.

The beginner in publicity may perhaps obtain from the titles themselves, as well as from their classification, some idea of the kinds of information he will be likely to need in his particular field. Persons already engaged in the work may discover under the heading, "The Technique of Publicity," convenient handbooks or technical magazines for frequent reference. Those who are concerned in any way with the effect upon the public of certain movements or campaigns should read one or more of the books and articles listed under the heading, "Public Opinion."

### **How to Obtain the Publications**

As a rule only such sources have been listed as would be accessible to readers in medium sized or large cities.

Most of the publications recommended that pertain to special fields of interest are likely to be found in the local offices of workers in these fields. For instance, the associated charities or family welfare agency of a town may have *The Family*; the department of health or some health agency, the *American Journal of Public Health*; an advertiser or advertising agency, a file of *Printers' Ink*.



## INTRODUCTORY

Books or articles even though out of print are listed because they can often be found in public libraries or elsewhere.

All books are listed under their titles even when but a single chapter is indicated for reading. But periodicals containing articles are listed under the title of the article. Periodicals of special interest are listed under their respective class or subject headings.

Out of print issues of periodicals are frequently to be obtained in complete volumes even when the publishers cannot supply single numbers.

For *free publications and pamphlets* write to the publishers.

For *single copies of periodicals* or for *yearly subscriptions* write to the publishers.

For *government publications* write first to the bureau or department that issues them. If the allotment of free copies is exhausted, write to the Superintendent of Documents, Washington, D. C., who will send the publications to you for the specified price.

*Other publications* may be ordered from a local book store or the book publisher.

*Books* (not pamphlets or government publications) may also be ordered by mail through *The Survey*, 112 East 19th Street, New York City.

All prices quoted in this list are for the United States. The policy of publishers in regard to prices for books sent to other countries varies. Some books are sold at the publishers' prices in Canada and Mexico, but at an increase elsewhere. Most periodicals make an additional charge for Canada and a further increase for other countries.

The entries of all books and pamphlets recorded here were submitted to their publisher so that prices and availability should be correct at date of publication of this list. Several books in certain of the subjects covered which were announced by publishers months ago have not yet appeared and are therefore not listed.

Information in regard to any titles or topics pertaining to publicity methods that have been omitted, and any suggestions for revisions for a future edition, if one is issued, will be welcomed.

## PUBLICITY METHODS READING LIST

### PUBLIC OPINION

**Behavior of Crowds (The)**, by Everett D. Martin. Harper and Brothers, 49 East 33d St., New York City. 1920. 312 p. \$2.00.

A psychological study of the crowd mind and a discussion of the kind of education that will break up habits of crowd thinking.

**Crowd (The)**, by Gustave LeBon. T. Fisher Unwin, Ltd., 1 Adelphi Terrace, London, W. C. 2. 1908. 239 p. American agent: The Macmillan Co., 64 Fifth Ave., New York City. \$2.75.

An account of the characteristics of crowds and the classification and description of the different kinds of crowds.

**How Much Shall I Give?** by Lilian Brandt. Frontier Press, 100 West 21st St., New York City. 1921. 153 p. \$2.00.

An analysis and discussion of the motives which influence givers in deciding to what causes, and how much, they will give.

**How to Get the Right Kind of Publicity**, by John Palmer Gavit. *Better Times*, 100 Gold St., New York City. Jan., 1922. p. 27-28. 25 cents.

Points out the need of understanding the point of view of one's audience.

**Immigrant Press and Its Control (The)**, by Robert E. Park. Harper and Brothers, 49 East 33d St., New York City. 1922. 487 p. \$2.50.

Part I, Soil for the Immigrant Press, is a study of the foreign born in America in their relation to the press. Part II, Contents of Foreign-Language Press, contains in translation many quotations from advertisements, news, and editorials. Part III deals with the Natural History of the Immigrant Press, and Part IV, Control of the Press.

**Liberty and the News**, by Walter Lippmann. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1920. 104 p. \$1.00.

PUBLICITY METHODS READING LIST

"This book is a cool, clear and informed exposition of how deeply public opinion has become involved in a web of propaganda, and suggests the possibilities of a press properly informed and really free."—Publishers' description.

**Negro in Chicago (The)**, by the Chicago Commission on Race Relations. University of Chicago Press, 5750 Ellis Ave., Chicago, Ill. 1922. 672 p. \$4.00.

Chapters IX and X discuss public opinion in race relations. Chapter IX contains an analysis of current beliefs regarding Negroes on the part of white citizens and opinions of Negroes on racial problems. Chapter X, Instruments of Opinion Making, discusses the attitude of the press toward the Negro race and contains an intensive study of Chicago newspaper policy regarding Negro news; also a study of the Negro press and of propaganda for and against the Negro. Chapter IX, 83 p. Chapter X, 74 p. Illustrated.

**Newspaper Reading Habits of Business Executives and Professional Men in New York**, by George Burton Hotchkiss and Richard B. Franken. Bureau of Business Research, New York University, 90 Trinity Place, New York City. 1922. 24 p. Free.

Report of an investigation of the reading habits of a selected group. Diagrams.

**Newspaper Reading Habits of College Students**, by George Burton Hotchkiss and Richard B. Franken. Bureau of Business Research, New York University, 90 Trinity Place, New York City. 1920. 15 p. Free.

Report of an investigation of newspaper reading habits of Columbia and New York University students. Diagrams.

**Psychology of Advertising in Theory and Practice (The)**, by Walter Dill Scott. Small, Maynard and Co., 41 Mt. Vernon St., Boston, Mass. 1921. 437 p. \$3.50.

A revision and inclusion in one volume of *The Psychology of Advertising* and *The Theory and Practice of Advertising*. A simple exposition of the principles of psychology in their relation to successful advertising. Illustrated.

PUBLICITY METHODS READING LIST

**Public Health Movement in the Light of Modern Psychology (The)**, by Donald B. Armstrong, M.D. *Modern Medicine*, now *Nation's Health*, 22 East Ontario St., Chicago, Ill. Dec., 1920. Vol. 2, p. 810-813. Jan., 1921. Vol. 2, p. 57-60. Out of print.

Discusses the application to health publicity of the idea that action usually results from emotion rather than from reason.

**Public Opinion.** In Proceedings of the National Conference of Social Work, 23 East 9th St., Cincinnati, Ohio. 50th Annual Session, 1923. 566 p. \$3.00.

Sixteen papers discussing the relation of public opinion to social progress. p. 465-526.

**Public Opinion**, by Walter Lippmann. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1922. 418 p. \$2.75.

A review of public opinion in the light of modern knowledge of human nature. It deals with censorship, propaganda, publicity, electioneering, news, and intelligence work.

**Public Opinion and the Steel Strike**, by Commission of Inquiry, Interchurch World Movement. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1921. 341 p. \$2.50.

"This volume affords some of the data to be reckoned with in deciding what public opinion is in reference to a strike—the opinion reflected by the press, opinion as checked or controlled or molded by the relations of industrial companies to the organs of civil government in industrial communities, the opinion of groups of workers, opinion as influenced by reports of spies, opinion as to the conceptions or misconceptions of foreign-speaking communities."—From the Foreword.

**Public Opinion and Popular Government**, by A. Lawrence Lowell. Longmans, Green and Co., 55 Fifth Ave., New York City. Revised 1914. 415 p. \$2.50.

Part I, The Nature of Public Opinion, defines and explains opinion, how opinions are acquired, and what conditions are essential for existence of public opinion. The remainder of the book deals with the application of public opinion to government.

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**Why Social Work is Not Popular**, by Walter Lippmann. *Better Times*, 100 Gold St., New York City. May, 1923. p. 7-8. 25 cents.

THE TECHNIQUE OF PUBLICITY

GENERAL

**A B C of Exhibit Planning**, by Evert G. and Mary Swain Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1918. 216 p. \$2.00.

Chapters II to IV on planning and audience, and Chapters X to XII on the organization of a campaign, including a classified list of publicity methods, and Chapter XII on the follow-up, relate to general publicity problems as well as to exhibits. Illustrated.

**Crystallizing Public Opinion**, by Edward L. Bernays. Boni and Liveright, Inc., 61 West 48th St., New York City. 1923. 218 p. \$2.50.

The author discusses the scope and function of a new profession, that of public relations counsel.

**Elements of a Social Publicity Program**, by Evert G. Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 17 p. 20 cents. Also in Proceedings of the National Conference of Social Work, 23 East 9th St., Cincinnati, Ohio. 47th Annual Session, 1920. p. 431-439. \$2.00.

Consideration of the objective; the audience; the message; the materials and methods.

**Humanizing of Knowledge (The)**, by James Harvey Robinson. George H. Doran Co., 244 Madison Ave., New York City. 1923. 119 p. \$1.50.

Urges scientists and other specialists to express their discoveries and conclusions in a form which will appeal to the great mass of readers.

**Publicity**, by R. H. Wilder and K. L. Buell. Ronald Press Co., 20 Vesey St., New York City. 1923. 271 p. \$2.75.

Addressed to business, civic, and social service organizations. It contains chapters on the newspaper, advertising, letters and

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circulars, lectures, organizing of publicity, and the use of exhibits and demonstrations. It places emphasis on the part of the publicity counselor in planning and preparing publicity.

**Publicity Methods for Engineers.** American Association of Engineers, 63 East Adams St., Chicago, Ill. 1922. 187 p. \$1.50.

A group of papers rearranged and edited which were first presented at a Conference on Public Information under the auspices of the American Association of Engineers. It includes chapters on the reasons for publicity; a right conception of publicity; getting news in newspapers; and the publicity man. An appendix contains some estimates of mailing and printing costs.

**Roots**, by Clare M. Tousley. *The Family*, 130 East 22d St., New York City. July, 1922. Vol. 3, p. 124-129. Out of print.

Discusses a publicity program for a family welfare society, with special reference to the newspaper and public speaking.

**Symposium on How to Further Progress in Health Education and Publicity.** *American Journal of Public Health*, 370 Seventh Ave., New York City. April, 1922. Vol. 12, p. 279-289. 50 cents.

A discussion of the need for evaluating the publicity methods in present use.

**Traveling Publicity Campaigns**, by Mary Swain Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 142 p. \$1.50.

Accounts of educational tours of railroad trains and motor vehicles, with discussions of methods and of advance publicity and organization, the preparation of exhibits for railroad cars; the planning of the tour of truck or train; and the follow-up work. Illustrated.

*Better Times*, 100 Gold St., New York City. \$2.00 yearly for nine issues. \$1.50 for five bi-monthly issues.

Starting October, 1923, it includes a bi-monthly supplement on publicity, money raising, and administrative methods. Illustrated.

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ADVERTISING

**Advertising—Its Principles and Practice**, by Harry Tipper, Harry L. Hollingworth, George Burton Hotchkiss, Frank Alvah Parsons. Ronald Press Co., 20 Vesey St., New York City. Revised, 1919. 579 p. \$5.00.

“Covers all aspects of the conception, planning and carrying out of an advertising campaign. Suggestions given for measuring the pulling power of advertisements. Tested tables of relative values of various appeals are presented. Descriptions are given of reason-why and human-interest copy, of display, form, color, illustration, ornament, typography, etc.” Various forms of advertising are described. Illustrated.

**Advertising and Selling**, by Harry L. Hollingworth. D. Appleton and Co., 35 West 32d St., New York City. 1920. 310 p. \$3.00.

Aims to formulate and systematize facts and laws which relate to processes of appeal and response in the selling and advertising of goods. Illustrated.

**Effective Direct Advertising**, by Robert E. Ramsay. D. Appleton and Co., 35 West 32d St., New York City. 1922. 593 p. \$5.00. Illustrated.

Discusses physical, mental, and mechanical factors of advertising, especially in the form of circulars and booklets. Includes chapters on the list, the study of returns and the outside of mail. Appendix contains: A Chart for Checking Up Plan and Copy; Advertising Efficiency Tests; and Standard Specifications for Ordering Printing. Illustrated.

**How to Advertise a Play**, by Frederick G. Johnson. T. S. Denison and Co., 623 South Wabash Ave., Chicago, Ill. 1916. 68 p. 35 cents.

“Designed primarily for the use of dramatic clubs and other groups of amateur entertainers.” It includes brief chapters on advertising mediums, relations with the newspapers, preparation of news, advertising copy, use of stunts, programs, etc.

**I. C. S. Handbook for Advertisers**, by International Correspondence Schools. International Textbook Co., Scranton, Pa. 1921. 413 p. \$1.00.

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Deals with "plans, copy, layouts, typography, engravings, illustration, mediums, management, laws governing advertising and other details of advertising practice." An inclusive collection of advertising and printing information. Illustrated.

**Making Advertisements and Making Them Pay**, by Roy S. Durstine. Charles Scribner's Sons, 597 Fifth Ave., New York City. 1920. 264 p. \$3.00.

A discussion of display advertising which treats of appeals, copy, illustration. Illustrated.

**Mind of the Buyer (The)**, by Harry Dexter Kitson. The Macmillan Co., 64 Fifth Ave., New York City. 1921. 211 p. \$1.50.

Deals with the mental processes in the mind of the buyer which need to be taken into account in planning advertising.

**Outdoor Advertising**, by Wilmot Lippincott. McGraw-Hill Book Co., 370 Seventh Ave., New York City. 1923. 340 p. \$5.00.

Several chapters discuss the technique of preparing window displays, car cards, and posters. Illustrated.

**Principles of Advertising**, by Daniel Starch. A. W. Shaw Co., Huron and Erie Sts., Chicago, Ill. 1923. 998 p. \$5.00.

The latest comprehensive treatment of "scientific methods for dealing with the actual problems of advertising." Part III, "The Appeals," includes Analysis and Selection of Appeals, Determining the Value of Appeals, etc. Part IV, "The Presentation of Appeals," includes Headlines, Illustrations, Layout, Typography, etc. Illustrated.

**Psychology of Advertising in Theory and Practice (The)**, by Walter Dill Scott. Small, Maynard and Co., 41 Mt. Vernon St., Boston, Mass. 1921. 437 p. \$3.50.

A revision and inclusion in one volume of *The Psychology of Advertising* and *The Theory and Practice of Advertising*. A simple exposition of the principles of psychology in their relation to successful advertising. Contains a bibliography on the literature of advertising. Illustrated.

*Printers' Ink*, 185 Madison Ave., New York City. Weekly. \$5.00 a year.



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*Printers' Ink Monthly*, 185 Madison Ave., New York City. Monthly. \$2.00 a year.

Probably the two periodicals in the advertising field most generally useful in social publicity. They contain much discussion on art, copy, printing, layout, paid space, distribution, selling appeals, etc. The *Monthly* has large pages with numerous illustrations. Both illustrated.

#### ANNUAL REPORTS

**Are Annual Reports Worth While?** by Amelia S. Reynolds. *The Survey*, 112 East 19th St., New York City. May 13, 1922. Vol. 48, p. 245-246. 15 cents.

**Effective Annual Reports.** *Better Times*, 100 Gold St., New York City. May, 1923. p. 32-33, 38. 25 cents.

**School Statistics and Publicity**, by Carter Alexander. Silver, Burdett and Co., 41 Union Square, West, New York City. 1919. 321 p. \$1.88.

See p. 40; suggests how to make graphic the statistical features of a report. Illustrated.

**Symposium: Annual Reports.** *The Family*, 130 East 22d St., New York City. Oct., 1920. Vol. 1, p. 18-21. 20 cents.

#### CAMPAIGNS

**A B C of Exhibit Planning**, by Evert G. and Mary Swain Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1918. 234 p. \$2.00.

Paragraphs on community exhibitions, p. 31, Chap. X, on How Will the Project Be Organized, and Chapter XI, How Will you Advertise Your Exhibit, discuss campaign methods applicable to an intensive publicity campaign in which an exhibition is the central feature. Illustrated.

**Baby Week Campaigns**, by Children's Bureau, U. S. Department of Labor, Washington, D. C. 1917. 152 p. Superintendent of Documents, Washington, D. C. 25 cents.

A handbook containing a wealth of practical suggestions on how to conduct intensive educational campaigns on baby wel-

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fare. The lists of sources for campaign material are much out of date. Illustrated.

**Central Financing of Social Agencies**, by W. Frank Persons. Columbus Advisory Council, 16 South 3d St., Columbus, Ohio. 1922. 284 p. \$2.00.

Chapter IV, on Soliciting the Community Fund, and Chapter VII, on Educational Purposes, Methods, and Results, discuss campaign methods used in community chests.

**Clean Up and Paint Up Blue Book**. National Clean Up and Paint Up Campaign Bureau, 3713 Washington Ave., St. Louis, Mo. 1921. 31 p. Free.

Contains directions and suggestions for local clean up and paint up campaigns. Illustrated.

**Educational Milk-for-Health Campaigns**, by Jessie M. Hoover. U. S. Department of Agriculture, Washington, D. C. 1923. 36 p. Superintendent of Documents, Washington, D. C. 10 cents.

A discussion of methods of organizing and conducting intensive campaigns with special reference to increasing the use of milk on the part of children. The discussion is based on over 60 campaigns in which the Department of Agriculture participated. Illustrated.

**Fire Prevention Day Handbook**. National Fire Protection Association, 40 Central St., Boston, Mass. 47 p. 15 cents.

Contains complete directions for a local observance of Fire Prevention Day or Fire Prevention Week (to be revised in 1924).

**Material and Plans for a County Library Campaign**, by Forrest B. Spaulding. American Library Association, 78 East Washington St., Chicago, Ill. 1923. 47 p. \$1.00.

A multigraphed pamphlet containing suggestions for organizing a library publicity campaign and a number of simple news stories, suggestions for feature stories, and suggestions for editorials.

**Publicity Campaigns for Better School Support**, by Carter

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Alexander and W. W. Theisen. World Book Company, 313 Park Hill Ave., Yonkers, N. Y. 1921. 170 p. \$1.20.

Discusses campaign organization, talking points, various forms of publicity and methods of circulating publicity material. Illustrated.

**Traveling Publicity Campaigns**, by Mary Swain Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 151 p. \$1.50.

Accounts of publicity campaigns in rural communities centering around an exhibit train or a motion picture truck such as the "healthmobile." Illustrated.

**Tuberculosis Worker (The)**, by Philip P. Jacobs. Williams and Wilkins Co., Mount Royal and Guilford Aves., Baltimore, Md. 1923. 314 p. \$3.00.

Chapters XVII and XVIII on financial methods describe the organization and publicity methods of the Christmas seal sale.

COPY

**Advertising—Its Principles and Practice**, by Harry Tipper, Harry L. Hollingworth, George Burton Hotchkiss, Frank Alvah Parsons. Ronald Press Co., 20 Vesey St., New York City. 1921. 579 p. \$6.00.

Part III, Advertising Copy, discusses style; the structure of advertising copy; the use of reason-why and human-interest appeals; the relation of copy to medium, to audience and to form. Illustrated.

**How to Write Special Feature Articles**, by Willard Grosvenor Bleyer. Houghton Mifflin Co., 2 Park St., Boston, Mass. 1920. 373 p. \$2.75.

The aim of this book is to train students to write feature articles for newspapers and popular magazines. Discusses methods of preparing articles and contains many examples to illustrate types of feature articles.

**New 1001 Places to Sell Manuscripts (The)**, by James Knapp Reeve and Agnes M. Reeve. James Knapp Reeve, Franklin, Ohio. 1922. 270 p. \$2.50.

## PUBLICITY METHODS READING LIST

A classified directory of publications which buy manuscripts. It includes general magazines; class publications such as religious, trade, and technical papers; syndicates; book publishers; newspapers; and other possible markets for manuscripts. Advice is given about the placing of manuscripts and there are brief paragraphs of information regarding most of the publications listed, including length and kinds of acceptable manuscripts.

**Newspaper Writing and Editing**, by Willard Grosvenor Bleyer. Houghton Mifflin Co., 2 Park St., Boston, Mass. Revised, 1923. 412 p. \$2.25.

Contains chapters discussing news and news value, structure and style in news stories, special kinds of news and feature stories. Many examples of news and feature articles.

**Preparation of Manuscripts for the Printer (The)**, by Frank H. Vizetelly. Funk and Wagnalls Co., 354 Fourth Ave., New York City. Revised, 1924. 152 p. \$1.50.

Contains directions to authors on the manner of preparing copy and correcting proofs, with suggestions on submitting manuscripts for publication. Chapter on How to Secure a Copyright has been revised and enlarged.

**Writing to Sell**, by Edwin Wildman. D. Appleton and Co., 35 West 32d St., New York City. 1923. 293 p. \$2.00.

Includes chapters on Writing "Down" to the People, Making the "Popular" Appeal, The Story From Institutional Work, and other topics written from the point of view of what will "sell" to the editor because it is what the editor believes will "sell" to his readers.

*Editor (The)*, Highland Falls, N. Y. Weekly. \$5.00 a year.

Inspirational and practical articles for writers; information about what particular editors wish and announcements of new periodicals and new markets for manuscript.

*Writer (The)*, P. O. Box 1905, Boston, Mass. Monthly. \$1.50 a year.

"Advice about writing; information about the manuscript market; a reference list of literary articles in periodicals; and

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helpful hints and suggestions for writers interested in the methods of literary work.”

### DIAGRAMS AND CHARTS

For the purposes of this publication it is accepted that diagrams are the graphic portrayal of statistical facts. A chart, for wall display, may or may not include a diagram. A diagram is frequently known as a graph, although some authorities would restrict the use of this word solely to mathematics.

**Elements of Show-Card Writing**, by John H. DeWild. Educational Department of the Associated Advertising Clubs of the World, 383 Madison Ave., New York City. 1923. 53 p. \$1.00.

A course of instruction on how to make business-building show-cards. Accompanied by two Show-Card Practice Charts. Illustrated.

**Graphic Methods for Presenting Facts**, by Willard C. Brinton. Engineering Magazine Co., 120 West 32d St., New York City. 1914. 371 p. \$6.00.

A handbook showing how to chart statistical data. Illustrated.

**Notes on the Use of Pin Maps and Charts by Health Officers**, by Gardner T. Swarts, Jr. Educational Exhibition Co., 26 Custom House St., Providence, R. I. 1917. 24 p. 25 cents. Illustrated.

**School Statistics and Publicity**, by Carter Alexander. Silver, Burdett and Co., 41 Union Square, West, New York City. 1919. 332 p. \$1.88.

Suggests forms for making annual reports graphic. Some of the illustrations suggest picture diagrams useful in exhibits. A Selected and Annotated Bibliography. Illustrated.

**Vital Statistics**, by George Chandler Whipple. John Wiley and Sons, Inc., 432 Fourth Ave., New York City. Revised, 1923. 579 p. \$4.00.

Chapter III, Statistical Graphics, shows how to express and tabulate vital facts by figures and how to display them by diagrams. Illustrated.

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EXHIBITS

**A B C of Exhibit Planning**, by Evert G. and Mary Swain Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1918. 216 p. \$2.00.

The planning, production, and use of graphic material; also the organization and management of exhibitions. Illustrated.

**"Fakerless Fair (A),"** by Harry Burke; **"Fair for All the Family (A),"** by Harry R. O'Brien; **"Up-and-Stepping County Fairs,"** by Harry R. O'Brien; **"Tent Universities,"** by A. B. Macdonald; **"Friendliest Fair (The),"** by A. B. Macdonald; **"Miss Emma and Her Fair,"** by A. B. Macdonald; **"What's Not at Our Fair,"** by Frank Llewellyn Ballard. *Country Gentleman*, Independence Square, Philadelphia, Pa. June 10, 17; July 15; Aug. 12, 19, 26; Sept. 9, 1922. p. 4, 22; 6, 26; 6, 3; 13, 28; 7, 18; 3, 28, 29; 7, 26. 5 cents a copy.

A series of articles describing a number of fairs in connection with which an attempt was made to clean up the amusement features and increase the educational value of fairs.

**Health Exposition Number.** *University of Cincinnati Medical Bulletin*, Eden and Bethesda Aves., Cincinnati, Ohio. Feb., 1922. Vol. 1, p. 1-23, etc. A few copies available. Free.

An illustrated account of the Cincinnati Health Exposition of Oct., 1921.

**Health Show Comes to Town (The)**, by Evert G. Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 30 p. 30 cents.

Contains descriptions of graphic methods used by Dr. W. W. Peter in an educational campaign in China. Illustrated. Dr. Peter's methods are applicable to publicity and educational work in this country but have been as yet very little used here.

**Outdoor Advertising**, by Wilmot Lippincott. McGraw-Hill Book Co., 370 Seventh Ave., New York City. 1923. 340 p. \$5.00.

Several chapters discuss the technique of preparing window displays, car cards, and posters. Illustrated.

**When is an Exhibit?** by Evert G. Routzahn. *Journal of the Outdoor Life*, 370 Seventh Ave., New York City. Feb., 1922.

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Vol. 19, p. 47, 53-54. 25 cents. Also in Transactions of the National Tuberculosis Association, 370 Seventh Ave., New York City. 1921. p. 485-490. \$1.50.

A review in lighter vein of elements in an exhibit which get attention, interest, and response.

### LISTS

**American Newspaper Annual and Directory.** N. W. Ayer and Son, 308 Chestnut St., Philadelphia, Pa. 1924. 1427 p. \$15.

The one chief source for lists of United States and Canadian periodicals. Includes lists classified by states and cities, daily newspapers, Sunday papers, magazines and weeklies, and women's, religious, agricultural, class, and trade periodicals under many headings; publications in foreign languages. Maps of states and provinces. Issued annually in January.

**Directory of Mailing Lists (A),** by William S. Thompson. G. P. Putnam's Sons, 2 West 45th St., New York City. 1917. 316 p. \$2.50.

A classified directory of mailing lists obtainable in book or pamphlet form. Not up to date, but suggestive of the possible types and sources of lists.

**Eagle Almanac,** by *Brooklyn Daily Eagle*, Eagle Building, Brooklyn, N. Y. 1924. 531 p. \$1.50

Includes longer classified lists of more kinds of social, educational, commercial, and other national organizations than elsewhere available in one volume. Annual publication. Maps of New York City.

**Educational Directory,** by Bureau of Education, Washington, D. C. 1923. 179 p. Superintendent of Documents, Washington, D. C. 15 cents.

An annual directory of certain local and state education officials; educational institutions; international and American educational associations; "learned and civic organizations"; educational periodicals. Issued annually in January.

**Handbook of Social Resources of the United States,** by Genevieve

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Poyneer Hendricks. American Red Cross, Washington, D. C. 1921. 300 p. \$1.00. Only limited number on hand.

Not kept up to date, but the most extensive and inclusive directory of national agencies devoted solely or partly to social welfare activities.

**International Year Book.** *Editor and Publisher*, World Building, New York City. 1924. 258 p. \$2.00. Free to subscribers.

Lists of daily and Sunday papers, with information about circulation, advertising rates, and personnel; foreign correspondents; newspaper and advertising associations in United States, Canada, and Great Britain; wire news services; and other lists and information. Issued annually in January.

**Lord and Thomas Pocket Directory of the American Press.** Lord and Thomas, 400 North Michigan Ave., Chicago, Ill. 1923. 825 p. \$5.00.

"A complete list of newspapers, magazines, farm journals, religious papers, trade and class journals, foreign language publications, and other periodicals" of the United States, Canada, etc. Data condensed and "trade and class journals" much less inclusive than those in American Newspaper Annual. Issued annually in April.

**Mailing List Directory**, by Linda H. Morley and Adelaide C. Kight, directed by John Cotton Dana. McGraw-Hill Book Co., 370 Seventh Ave., New York City. 1924. 720 p. \$10.

"With this directory of mailing lists and directories you can find immediately the source of any list of trades, professions or institutions—the publisher, the publishing period, and the price."

**New 1001 Places to Sell Manuscripts (The)**, by James Knapp Reeve and Agnes M. Reeve. James Knapp Reeve, Franklin, Ohio. 1922. 270 p. \$2.50.

A classified directory of publications which buy manuscripts. It includes general magazines; class publications such as religious, trade, and technical papers; syndicates; book publishers; newspapers; and other possible markets for manuscript. Advice is given about the placing of manuscripts,



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and there are brief paragraphs of information regarding most of the publications listed, including length and kinds of acceptable manuscripts.

**Serial Publications of Social Agencies**, by Elsie M. Rushmore. Russell Sage Foundation, 130 East 22d St., New York City. 1921. 174 p. \$3.50.

Includes lists of the most representative social welfare periodicals, including official organs, of the United States, Canada, and European countries.

**World Almanac**, by Robert Hunt Lyman. *New York World*, Pulitzer Building, New York City. 1924. 885 p. 50 cents.

Includes an unclassified list of about 500 associations and societies in the United States of many types. Annual publication.

#### MAIL

**Appeals That Get a Check Out of Me.** *Better Times*, 100 Gold St., New York City. March, 1923. p. 30-31. April, 1923. p. 30. 25 cents each.

Comments from persons who receive many appeals for funds on the kind of solicitation which moves them to a favorable response.

**Effective Direct Advertising**, by Robert E. Ramsay. D. Appleton and Co., 35 West 32d St., New York City. 1922. 593 p. \$5.00.

Discusses physical, mental, and mechanical factors of advertising, especially in the form of circulars and booklets. Chapters on the list, the study of returns, and the outside of mail. Appendix contains: A Chart for Checking Up Plan and Copy; Advertising Efficiency Tests; and Standard Specifications for Ordering Printing. Illustrated.

**Mailing Lists That Pay—How to Get Them.** Addressograph Co., 400 South Peoria St., Chicago, Ill. 40 p. Free.

An advertising booklet which includes practical suggestions on the compiling, care, and use of mailing lists. Illustrated.

*Mailbag (The)*, 1200 West 9th St., Cleveland, Ohio. \$2.00 a year.

“Devoted to the practical discussion of better letters, direct

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mail publicity, and house organs. It shows by concrete successful examples, how effectively to promote one's interests, business, or institution, through the medium of the typewritten or printed word sent through the mails."

*Postage Magazine*, 18 East 18th St., New York City. Monthly. \$2.00 a year.

"Tells how to reduce personal salesmanship to type salesmanship—by letter, folder, booklet, or house magazine."

## MOTION PICTURES

In the comments on books and articles given below we have endeavored to suggest their limitations from the point of view of social publicity.

**Behind the Motion-Picture Screen**, by Austin C. Lescarbourea. Munn and Co., 233 Broadway, New York City. 1921. 420 p. \$3.50.

**How Motion Pictures are Made**, by Homer Croy. Harper and Bros., 49 East 33d St., New York City. 1918. 366 p. \$5.00.

**Practical Cinematography and Its Applications**, by Frederick A. Talbot. J. B. Lippincott Co., Washington Square, Philadelphia, Pa. 1913. 262 p. \$1.50.

The above books describe in readable fashion the processes and expedients in the making of pictures. The two first are profusely illustrated. "Practical Cinematography" has been written "with the express purpose of assisting the amateur—the term is used in its broadest sense as a distinction from the salaried, attached professional worker—who is attracted towards cinematography." Illustrated.

**Cinema Craftsmanship**, by Frances Taylor Patterson. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1921. 277 p. \$2.00.

Discusses both the literary preparation of the scenario and the processes by which the manuscript becomes an actual motion picture. The book is intended as a practical manual for the person who wishes to write a photoplay. Illustrated.

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**Cinema Handbook**, by Austin C. Lescarboua. Munn and Co. 233 Broadway, New York City. 1921. 507 p. \$3.00.

"A guide to practical motion picture work of the non-theatrical order, particularly as applied to the reporting of news, to industrial and educational purposes, to advertising, selling and general publicity, to the production of amateur photoplays, and to entertainment in the school, church, club, community center, and home." Illustrated.

**Flickering Propaganda**, by Evert G. Routzahn and Helena V. Williams. *Bulletin* of National Tuberculosis Association, 370 Seventh Ave., New York City. Feb., 1921. 2 p. 5 cents. Also under Putting the "Prop" Into Propaganda Pictures. *Educational Film Magazine*, New York City. Aug., 1921. Vol. 6, p. 4-5. No longer published.

Brief discussion of some practical problems in selecting and using motion pictures in health and other social publicity.

**Handbook of Projection**, by F. H. Richardson. Chalmers Publishing Co., 516 Fifth Ave., New York City. 1922. 942 p. \$6.00.

"For theatre managers and projectionists." "The last word in projection. An exhaustive and practical guide." Illustrated.

**Making a Propaganda Motion Picture**, by Mary N. Winslow. *Visual Education*, 806 West Washington Blvd., Chicago, Ill. March, 1923. Vol. 4, p. 89-90, 95. 25 cents.

An account of experience in producing a film entitled, "When Women Work."

**Motion Pictures for Community Needs**, by Gladys Bollman and Henry Bollman. Henry Holt and Co., 19 West 44th St., New York City. 1922. 298 p. \$2.00.

Chapters on exhibiting, both theatrical and non-theatrical, on equipment, operation, and safety projectors, and on the handling and care of a film. Contains a bibliography on motion pictures. Illustrated.

**Motion Pictures in Education**, by Don Carlos Ellis and Laura Thornborough. Thomas Y. Crowell Co., 426 West Broadway, New York City. 1923. 284 p. \$2.50.

Chapters on use of films in education discuss problems in

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adapting pictures to classroom use. One chapter on technique of installation and operation. Illustrated.

**Optic Projection**, by Simon Henry Gage and Henry Phelps Gage. Comstock Publishing Co., Ithaca, New York. 1914. 731 p. \$5.00.

“Principles, installation and use of the magic lantern, projection microscope, reflecting lantern, motion picture machine. An authoritative and definitive work.” Illustrated.

**Psychological Study of Motion Pictures in Relation to Venereal Disease Campaigns (A)**, by Karl S. Lashley and John B. Watson. United States Interdepartmental Social Hygiene Board, Washington, D. C. 1922. 88 p. Copies available *only* from American Social Hygiene Association, 370 Seventh Ave., New York City. Postage charge, 6 cents.

A report of the pioneer attempt to evaluate scientifically the effectiveness of the motion picture in social education.

Under the same title four of the seven chapters appeared in *Social Hygiene*, 370 Seventh Ave., New York City. April, 1921. Vol. 7, p. 181–219. 75 cents. Reprint of same, American Social Hygiene Association, 370 Seventh Ave., New York City. 39 p. 10 cents.

**Symposium on Motion Pictures.** *American Journal of Public Health*, 370 Seventh Ave., New York City. April, 1922. Vol. 12, p. 269–279. 50 cents.

Summary of a discussion of problems in producing health motion pictures.

**Wanted: Civic Dramatists**, by Clinton Rogers Woodruff. *National Municipal Review*, 261 Broadway, New York City. Nov., 1922. Vol. II, p. 379–385. 50 cents. A reprint obtainable through American Civic Association, Union Trust Building, Washington, D. C. Free.

“The place of the movies in education for democracy.”

*Educational Screen (The)*, 5 South Wabash Ave., Chicago, Ill. Ten issues a year. \$1.50 a year.

“Devoted to all visual aids to education, with particular emphasis upon the motion picture.”

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*Visual Education*, 806 West Washington Blvd., Chicago, Ill.  
Monthly. \$1.00 a year.

“Devoted to the application of visual aids—more particularly motion pictures and slides in schools, churches, public health centers, community welfare, and similar non-theatrical fields.”

## NEWSPAPERS

**Country Weekly (The)**, by Phil C. Bing. D. Appleton and Co.,  
35 West 32d St., New York City. 1917. 341 p. \$2.50.

Includes chapters of interest to publicity workers on: Local News; Country Correspondence; Agricultural News; Copy Reading and Headline Writing; The Editor and the Editorial Page; Advertising in the Country Weekly. Illustrated.

**Cultivating Newspaper Publicity**. *Better Times*, 100 Gold St.,  
New York City. Oct., 1923. p. 10s. 25 cents.

Suggests that social agencies without real news have much feature material.

**Deadlines**, by Henry Justin Smith. Covic-McGee, 158 West  
Washington St., Chicago, Ill. 1922. 249 p. \$1.75.

A series of sketches of newspaper men of which the author says: “The character portraits in this book are composites. The incidents are fictionized.” A word picture of the way in which news is gathered, written, and published in a large city daily newspaper.

**Essentials in Journalism**, by H. F. Harrington and T. T. Frankenberg. Ginn and Co., 70 Fifth Ave., New York City. 1912.  
300 p. \$2.20.

A manual in newspaper making intended for the use of college classes. Contains many examples to show different types of news stories and also photographs showing the organization of the newspaper office and facsimiles to illustrate the make-up of newspaper pages. The Appendix contains a series of skeletons of news stories and glossary of newspaper terms. Illustrated.

**Foreign Language Press and Social Progress**, by Robert E. Park.

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In Proceedings of the National Conference of Social Work, 23 East 9th St., Cincinnati, Ohio. 47th Annual Session, 1920. \$3.00.

A brief discussion, p. 493–500, of the same material as is contained in *The Immigrant Press and Its Control* (see under Public Opinion).

**Getting Your Name in Print**, by H. S. McCauley. Funk and Wagnalls Co., 354 Fourth Ave., New York City. 1922. 114 p. \$1.25.

Especially addressed to doctors, lawyers, ministers, public officials, candidates, teachers, and persons in society. Aims to outline for the layman who deals occasionally with the newspapers, principles of conduct and attitude that will promote mutual friendship and understanding—and profit.

**Handbook for Newspaper Workers**, by Grant M. Hyde. D. Appleton and Co., 35 West 32d St., New York City. 1921. 218 p. \$2.00.

Among the subjects covered are grammar, punctuation, English, diction, journalistic structure, typographical style, cuts, matters of office practice.

**How to Write Special Feature Articles**, by Willard Grosvenor Bleyer. Houghton Mifflin Co., 2 Park St., Boston, Mass. 1920. 373 p. \$2.75.

The aim of the book is to train students to write feature articles for newspapers and popular magazines. Discusses methods of preparing articles and contains many examples to illustrate types of feature articles.

**Liberty and the News**, by Walter Lippmann. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1920. 104 p. \$1.00.

“This book is a cool, clear and informed exposition of how deeply public opinion has become involved in a web of propaganda, and suggests the possibilities of a press properly informed and really free.”—Publishers’ description.

**Making a Newspaper**, by John L. Given. Henry Holt and Co., 19 West 44 St., New York City. 1907. 325 p. \$1.60.

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This book is a discussion of the actual task of making the newspaper, including the office organization, the editing, news gathering and the writing of newspaper stories, printing, and business management.

**Material and Plans for a County Library Campaign**, by Forrest B. Spaulding. American Library Association, 78 East Washington St., Chicago, Ill. 1923. 47 p. \$1.00.

A multigraphed pamphlet containing suggestions for organizing a library publicity campaign and a number of simple news stories, suggestions for feature stories, and suggestions for editorials.

**Negro Press in the United States (The)**, by Frederick G. Detweiler. University of Chicago Press, 5750 Ellis Ave., Chicago Ill. 1922. 274 p. \$3.00.

The chapter headings include: Volume and Influence of the Negro Press; The Negro Press in Slavery Days; The Negro Press in Freedom; Favorite Themes of the Negro Press; What is in a Negro Paper; The Demand for Rights; Other Solutions of the Race Problem; Negro Life; Negro Criticism of Negro Life.

**News Writing**, by M. Lyle Spencer. D. C. Heath and Co., 231 West 39th St., New York City. 1917. 357 p. \$1.68.

Part I describes the organization of a newspaper including the editorial, mechanical, and business departments. Part II deals with news and feature stories. The Appendix contains a style book and terminology.

**Newspaper Reading Habits of Business Executives and Professional Men in New York**, by George Burton Hotchkiss and Richard B. Franken. Bureau of Business Research, New York University, 90 Trinity Place, New York City. 1922. 24 p. Free.

Report of an investigation of the reading habits of a selected group. Diagrams.

**Newspaper Reading Habits of College Students**, by George Burton Hotchkiss and Richard B. Franken. Bureau of Busi-

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ness Research, New York University, 90 Trinity Place, New York City. 1920. 15 p. Free.

Report of an investigation of newspaper reading habits of Columbia and New York University students. Diagrams.

**Newspaper Writing and Editing**, by Willard Grosvenor Bleyer. Houghton Mifflin Co., 2 Park St., Boston, Mass. Revised, 1923. 412 p. \$2.25.

Contains chapters discussing news and news value, structure and style in news stories, special kinds of news and feature stories. Many examples of news and feature articles.

**Public Opinion**, by Walter Lippmann. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1922. 418 p. \$2.75.

Part VII, Newspapers, includes chapters on: The Buying Public; The Constant Reader; The Nature of News; News, and Truth.

**Stories Farm-Paper Editors Want**, by C. E. Rogers. *Kansas State Agricultural College Bulletin*, Manhattan, Kans. Feb. 1, 1921. Vol. 5, no. 2. 33 p. Free.

A list of farm papers and journals with a brief description of the kind of material desired for publication by each one.

**Types of News Writing**, by Willard Grosvenor Bleyer. Houghton Mifflin Co., 2 Park St., Boston, Mass. 1916. 265 p. \$2.35.

A collection of typical news stories classified by topics. Chapter II contains a suggestive outline for the analysis of news stories. Chapters V, VI, and VII contain many examples of news stories about investigations, meetings, exhibitions, and other topics which occur frequently in social publicity.

**Typical Newspaper Stories**, by H. F. Harrington. Ginn and Co., 70 Fifth Ave., New York City. 1915. 297 p. \$1.96.

A collection of representative stories clipped from newspapers and classified to show different types of stories, such as local news items, interviews, crowd stories, etc. Comments are made on each group of stories.

*Editor and Publisher*, 63 Park Row, New York City. Weekly. \$4.00 a year.

"Treats in news and special articles the subjects of newspaper



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publication and editorial direction, technique of advertising, newspaper printing, and general publicity."

### PHOTOGRAPHY

Manufacturers of cameras issue numerous pamphlets of practical suggestions.

**Making Your Camera Pay**, by Frederick C. Davis. Robert M. McBride and Co., 7 West 16th St., New York City. 1923. 96 p. \$1.00.

Chapters on The Tools of the Trade; What to Photograph; What Not to Photograph; Size, Shape and Form; and the Marketing of Photographs.

**Silhouette Making the Kodak Way**. Eastman Kodak Company, Rochester, N. Y. 8 p. Free.

Describes making silhouettes by photography. Illustrated.

### PLAYS AND PAGEANTRY

**Community Drama and Pageantry**, by Mary Porter Beegle and Jack Randall Crawford. Yale University Press, 143 Elm St., New Haven, Conn. 1916. 370 p. \$2.50. Out of print. New edition in preparation.

"A preliminary survey of some of the technical questions involved in writing and staging pageants and community drama. The main purpose has been to make the suggestions as practical as possible."—Preface. Illustrated.

**How to Produce Plays and Pageants**, by Mary M. Russell. George H. Doran Co., 244 Madison Ave., New York City. 1923. 219 p. \$1.50.

"The book shows how costumes, properties and scenery may be secured at small expense of time, money and labor. It gives practical suggestions on lighting, grouping, organization and administration, and the selection and writing of plays. Examples of dramatization are given and their possibilities shown." Intended especially to meet the needs of those "who have to do with the putting on of plays and pageants in com-

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munity and church circles, and for children and young people." Bibliography. Illustrated.

**Producing Amateur Entertainments**, by Helen Ferris. E. P. Dutton and Co., 681 Fifth Ave., New York City. 1921. 266 p. \$2.50.

While primarily intended to suggest ideas for entertainments, several chapters describe features suitable for publicity, as well as methods of working up programs. Illustrated.

**Review of Health Plays (A)**, by James A. Tobey. *Public Health Nurse*, 370 Seventh Ave., New York City. March, 1922. Vol. 14, p. 133-135. 25 cents.

## POSTERS

**Outdoor Advertising**, by Wilmot Lippincott. McGraw-Hill Book Co., 370 Seventh Ave., New York City. 1923. 340 p. \$5.00.

Several chapters discuss the technique of preparing window displays, car cards, and posters. Illustrated.

**Poster Design**, by Charles Matlack Price. George W. Bricka, 1457 Broadway, New York City. 1923. 350 p. \$12.50.

A critical study of the development of the poster in continental Europe, England, and America. Describes the distinguishing elements of a poster. Illustrated with 65 reproductions in color, 115 monotonies. Contains examples and discussion of advertising posters, war posters, and magazine covers.

**Posters and Poster Making**. Student Volunteer Movement, 25 Madison Ave., New York City. 1920. 28 p. 25 cents.

A brief manual on poster making. Illustrated.

*National Safety News*. National Safety Council, 168 North Michigan Ave., Chicago, Ill. Monthly. \$6.00 a year.

Each issue contains approximately 40 colored bulletin board posters on safety.

*Poster Magazine (The)*, 307 South Green St., Chicago, Ill. Monthly. \$3.00 a year.

It contains in practically every issue something of the technique of marketing and advertising by posters. It frequently publishes and discusses posters used in social publicity.

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PRINTING

**Advertising and Selling**, by Harry L. Hollingworth. D. Appleton and Co., 35 West 32d St., New York City. 1920. 310 p. \$3.00.

Especially Chapter IX, on Feeling Tone of Form, and Chapter X, on Feeling Tone of Content. Illustrated.

**Advertising—Its Principles and Practice**, by Harry Tipper, Harry L. Hollingworth, George Burton Hotchkiss, Frank Alvah Parsons. Ronald Press Co., 20 Vesey St., New York City. 1921. 579 p. \$6.00.

Part IV, Advertising Display, discusses the principles of form, color, place of pictures in illustration, ornament, and type. Illustrated.

**Effective Direct Advertising**, by Robert E. Ramsay. D. Appleton and Co., 35 West 32d St., New York City. 1922. 593 p. \$5.00.

Part IV, The Mechanical Factors in Direct Advertising, discusses typography, pictorial and color displays, engraving, paper, addressing, and distribution. Illustrated.

**Effective Type-Use for Advertising**, by Benjamin Sherbow. Benjamin Sherbow, Patchogue, N. Y. 1922. 139 p. \$2.00.

Addressed to laymen. In simple language discusses how to use printing to get attention and deliver a message. Chapter headings are: Good Looks; Liveliness; Orderly Arrangement; Easy to Read. Illustrated.

**Linotype Typography Layout Kit**. Mergenthaler Linotype Company, 29 Ryerson St., Brooklyn, N. Y. 1922. \$1.00.

The Kit contains 72 loose sheets, including borders of standard magazine pages, blocks of type of many different faces and sizes for pasting up, initials, decorative spots, and 247 lineal feet of borders from which you can paste up your own designs. Its purpose is to supply material needed to make dummies and layouts quickly and easily.

**J. J. Little Book of Types, Specimen Pages and Book Papers (The)**, by Luther H. Porter. J. J. Little and Ives Co., 425 East 24th St., New York City. 1923. 444 p. \$5.00.

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Intended primarily for those interested in book production, but its application is much broader. The "method has been to show book types of all sizes, to state the number of words on each page, to give an indication of the relative width of type faces, to portray what bold faces can run suitably and economically with Roman faces, and to present samples of title pages." There is an extensive glossary of printing and publishing terms.

**Making Type Work**, by Benjamin Sherbow. Century Co., 353 Fourth Ave., New York City. 1916. 129 p. \$1.75.

Deals with those details of type arrangement that help publicity to do its job. This is an earlier book than *Effective Type-Use for Advertising* and contains similar material. Illustrated.

**Manual of Linotype Typography (The)**, by William Dana Orcutt and Edward E. Bartlett. Mergenthaler Linotype Co., 29 Ryerson St., Brooklyn, N. Y. 1923. 272 p. \$10.

"Practical working examples for producers and users of book and commercial printing, with typographic specimens, reference material, and advice on use of type and decoration." The "critical comment" on each specimen explains the "why of the type selection and arrangement." Illustrated.

**Preparation of Manuscripts for the Printer (The)**, by Frank H. Vizetelly. Funk and Wagnalls Co., 354 Fourth Ave., New York City. Revised, 1924. 152 p. \$1.50.

Contains directions to authors on the manner of getting copy ready for the printer and correcting proofs, with suggestions on submitting manuscripts for publication. The chapter on How to Secure a Copyright has been revised and enlarged.

**"Printing Sales Material," "Making It Easy to Plan Printing,"** and **"More Business."** S. D. Warren Co., 101 Milk St., Boston, Mass. Write the publishers.

The first is a series of 16 page booklets to be cut up for pasting dummies and making page layouts. The second series shows examples of printing, engraving, etc. The third series discusses

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and illustrates various forms of printed matter. See "More Business through House Organs."

**Specimen books of type faces** are issued by manufacturers of type and by large printing firms. Consult your printer as to the books which may be accessible in your city. See also advertisements in advertising and printing periodicals.

**Specimen Book and Catalogue.** American Type Founders Co., 200 William St., New York City. 1923. 1148 p.

Chief among the specimen books of type, it gives reproductions of many styles and sizes of type and of type accessories. Numerous samples illustrate the use of the types in various forms of printed matter. Illustrated.

**Specimen books issued by paper manufacturers** contain illustrations of type and art work, especially in relation to the paper used.

*American Printer (The)*, 243 West 39th St., New York City. Semi-monthly. \$4.00 a year.

*Inland Printer (The)*, 632 Sherman St., Chicago, Ill. Monthly. \$4.00 a year.

*Printing Art (The)*, Cambridge, Mass. Monthly. \$4.00 a year.

All include practical articles covering printing and its use in advertising; illustrations of choice printed matter; critical discussion of commercial printed matter; and helps to an appreciation and understanding of what is good printing. *Inland Printer* has several departments of practical value, including "Direct Advertising" edited by Robert Ramsay. *Printing Art* gives particular attention to "the development of printing and printed salesmanship." *American Printer* carries much trade news.

*Printers' Ink*, 185 Madison Ave., New York City. Weekly. \$5.00 a year.

*Printers' Ink Monthly*, 185 Madison Ave., New York City. Monthly. \$2.00 a year.

Two periodicals in the advertising field containing much material on art, copy, printing, layout, etc. The *Monthly* has large pages with numerous illustrations. Both illustrated.

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*Better Times*, 100 Gold St., New York City. \$2.00 yearly for nine issues. \$1.50 for five bi-monthly issues.

Starting October, 1923, it includes a bi-monthly supplement on publicity, money raising, and administrative methods. Reproduces and discusses printed matter of social agencies. Illustrated.

*Survey (The)*, 112 East 19th St., New York City. Semi-monthly. \$5.00 a year.

Frequently reproduces selected printed matter of social agencies. Illustrated.

#### PROJECTION—GENERAL

**How to Make Lantern Slides**, by Frank R. Fraprie. American Photographic Publishing Co., 428 Newbury St., Boston, Mass. 1918. 74 p. 50 cents.

Technique of producing slides, including paragraph on making diagram slides. Illustrations.

**Optic Projection**, by Simon Henry Gage and Henry Phelps Gage. Comstock Publishing Co., Ithaca, New York. 1914. 731 p. \$5.00.

“Principles, installation and use of the magic lantern, projection microscope, reflecting lantern, motion picture machine. An authoritative and definitive work.” Illustrated.

*Educational Screen (The)*, 5 South Wabash Ave., Chicago, Ill. Ten issues a year. \$1.50 a year.

Includes a department on slides and the stereopticon.

#### PUBLIC SPEAKING

**Effective Speaking**, by Arthur Edward Phillips. Newton Co., 542 South Dearborn St., Chicago, Ill. 1923. 314 p. \$1.75.

An exposition of the laws of effectiveness in the choice of material in speech, with examples and exercises.

**Essentials of Extempore Speaking (The)**, by Joseph A. Mosher. The Macmillan Co., 64 Fifth Ave., New York City. 1921. 207 p. \$1.00.

Addressed to “teachers, lawyers, doctors, business men, and

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similar every-day people who need to express their ideas clearly, forcefully and attractively to their fellowmen." Practical suggestions on the preparation of a speech; the relation of the speaker to his subject and audience; the voice, and use of gesture.

**Handbook of Public Speaking**, by John Dolman, Jr. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1922. 165 p. \$1.00.

The purpose is to furnish the student of public speaking with a concise statement of the principles he ought to know, together with a few hints as to method.

**Health Speaker's Handbook (The)**, by Iago Galdston, M.D. New York Tuberculosis Association, 10 East 39th St., New York City. 1923. 51 p. 25 cents.

A brief manual on the use of lectures in health education, with special emphasis on reaching industrial workers. It includes discussions of the qualifications of the speaker, the selection of subject matter, preparation and delivery of health talks, and the management of the meeting.

**How to Give Illustrated Lectures on Accident Prevention to Workmen**, by Roy S. Bonsib. Bureau of Labor Statistics, U. S. Department of Labor, Washington, D. C. 1919. 13 p. Free.

Discusses analyzing the lecture problem; illustrating the lecture; arranging an effective program; best time to hold meetings; and the best place to hold meetings.

**How to Speak Effectively Without Notes**, by Robert E. Speer. Sunday School Times Co., 1031 Walnut St., Philadelphia, Pa. 1909. 28 p. 25 cents.

Contains practical suggestions on preparing and delivering a talk.

**Johnnie Dontcare's Tooth**, by H. E. Kleinschmidt. *Visual Education*, 806 West Washington Blvd., Chicago, Ill. Sept., 1923. Vol. 4, p. 208-209, 227. 15 cents.

"A chalk talk—one of a series of illustrated health talks for children. The writer's purpose is to describe and create an interest in a technique of presenting health subjects through visualization." Illustrated.

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**Joining in Public Discussion**, by Alfred Dwight Sheffield. George H. Doran Co., 244 Madison Ave., New York City. 1922. 168 p. \$1.25.

Addressed to members of labor unions, conferences, forums, and other groups. The technique of public speaking is treated chiefly from the standpoint of the person who wishes to take part informally in a meeting. Section I discusses *Qualifying Oneself to Contribute*. Section II deals with the organization of discussion in a group. The examples are drawn chiefly from the field of industrial relations. Diagrams.

**Public Speaking**, by James A. Winans. The Century Co., 353 Fourth Ave., New York City. 1921. 526 p. \$2.25.

A textbook for the use of college students and for those who must teach themselves. "I treat here of practical public speaking, and consider within the scope of this book whatever pertains to preparing and delivering one's own speech."—From Preface.

**Visualized Lesson on the Common House Fly (A)**, by H. E. Kleinschmidt, M. D. *Visual Education*, 806 West Washington Blvd., Chicago, Ill. March, 1923. Vol. 4, p. 76-78. 15 cents. Also as "The Fly," in *The World's Health*, 2, Avenue Velasquez, Paris, France. Sept., 1922. Vol. 3, p. 424-437.

"Outlining a health talk which, with the aid of a few simple properties, successfully dramatized for a group of children the facts that motivate the slogan 'Swat the Fly.'"

## PUBLICITY METHODS IN SPECIAL FIELDS

### BOY SCOUTS

**Community Boy Leadership: A Manual for Scout Executives.** Boy Scouts of America, 200 Fifth Ave., New York City. 1921. 601 p. \$2.50.

Chapter XII, *The Publicity Program of the Local Council*, discusses aims of publicity and publicity methods including: the press, scout service, the voice, the picture, demonstration, indirect publicity.



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CHURCH AND SUNDAY SCHOOL

**Advertising the Church**, by Charles A. Selden. *Ladies' Home Journal*, Independence Square, Philadelphia, Pa. March, 1923. Vol. 40, p. 33, 46. Out of print.

A plea for constructive publicity rather than for cheapening religion by grotesque methods and the use of trivial and sensational advertising.

**Building the Congregation—A Study of Appeals**, by William C. Skeath. Methodist Book Concern, 150 Fifth Ave., New York City. 1919. 63 p. 75 cents.

A discussion of appeals that aid in building a congregation.

**Church and Sunday School Publicity**, by Herbert Heebner Smith. Westminster Press, 120 Witherspoon Bldg., Philadelphia, Pa. 1922. 169 p. \$1.25.

Addressed to pastors and publicity chairmen of churches and religious organizations. The principles on which programs of advertising, paid and free, can be developed for all church organizations; planning news stories; posters; church bulletins; and other forms of publicity are discussed. Illustrated.

**Church Publicity**, by Christian F. Reisner. Methodist Book Concern, 150 Fifth Ave., New York City. 1913. 408 p. \$3.00.

Discusses the why and how of church advertising. Illustrated.

**Community Programs for Cooperating Churches**, by Roy B. Guild. Association Press, 347 Madison Ave., New York City. 1920. 268 p. \$1.00.

Discusses the co-operation of local churches through councils or federations. Chapter VIII, Religious Publicity, contains practical suggestions by which the group may assist its members in publicity.

**Handbook of Church Advertising**, by Francis H. Case. Abingdon Press, 150 Fifth Ave., New York City. 1921. 186 p. \$1.25.

Digest of papers delivered before the Church Advertising Department, Associated Advertising Clubs of the World, 1920. Arranged in 12 chapters covering: principles, content, channels and methods of church publicity and advertising, also a discussion of its importance and who should do it. Illustrated.

#### PUBLICITY METHODS READING LIST

**Invigorating Avocation (An)**, by Rt. Rev. William Lawrence. *Atlantic Monthly*, 8 Arlington St., Boston 17, Mass. Sept., 1923. Vol. 132, p. 317-323. 40 cents.

Describes the principles and methods used in raising money for a church pension fund and theological school.

**Organized Sunday School Work in North America, 1918-22**, edited by Herbert Heebner Smith. International Sunday School Council of Religious Education, 5 South Wabash Ave., Chicago, Ill. 1922. 536 p. \$1.50.

Chapter on Sunday School Publicity, p. 467-492, is made up of short talks delivered at the Sixteenth International Sunday School Convention.

#### COMMUNITY IMPROVEMENT

**Manual of Information on City Planning and Zoning**, by Theodora Kimball. Harvard University Press. Cambridge, Mass. 1923. 188 p. \$3.50.

See Suggestions on Conducting Publicity Campaigns for City Planning and Zoning. Bibliography and sources under Educational and Publicity Campaigns, p. 70-72.

**Social Conditions in an American City**, by Shelby M. Harrison. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 428 p. \$2.50.

Part III, Putting the Facts to Work, contains an account of the Springfield Survey Exhibition and of other forms of publicity for survey findings. Illustrated.

**What of the City?** by Walter D. Moody. A. C. McClurg and Co. 330 East Ohio St., Chicago, Ill. 1919. 441 p. \$3.00.

A discussion of city planning and how to go about it. Chapter VII describes the publicity methods used in connection with the Chicago City Plan. Illustrated.

#### FAMILY WELFARE

**Another Annual Meeting.** *The Family*, 130 East 22d St., New York City. Oct., 1921. Vol. 2, p. 149. 20 cents.

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**Church Council (The)**, by Annie L. Chesley. *The Family*, New York City. Jan., 1921. Vol. 1, p. 27-28. Out of print.

Describes a campaign in Cambridge, Mass., to enlist the interest of church members in a family welfare society.

**Experiments in Publicity and Their Financial Value**, by Helen Osgood. *The Family*, New York City. Jan., 1921. Vol. 1, p. 24-26. Out of print.

**Finance and Publicity**, by Blanche E. Stauffer. *The Family*, New York City. June, 1920. Vol. 1, p. 27-28. Out of print.

**Finance and Publicity**, by E. Cora Yeager. *The Family*, New York City. June, 1920. Vol. 1, p. 26-27. Out of print.

**Four Dinners**, by Minnie V. Taylor. *The Family*, New York City. May, 1922. Vol. 3, p. 63-64. 20 cents.

Describes a series of dinner meetings which resulted in the establishment of a mental health clinic.

**Publicity in Case Work**, by Clare M. Tousley. *The Family*, New York City. April, 1920. Vol. 1, p. 15-19. Out of print.

**Roots**, by Clare M. Tousley. *The Family*. New York City. July, 1922. Vol. 3, p. 124-129. 20 cents.

Discusses a publicity program for a family welfare society, with special reference to the newspaper and public speaking.

**Symposium: Annual Reports**. *The Family*, New York City. Oct., 1920. Vol. 1, p. 18-21. 20 cents.

FEDERATION OR COUNCIL OF SOCIAL AGENCIES

**Central Financing of Social Agencies**, by W. Frank Persons. Columbus Advisory Council, 16 South 3d St., Columbus, Ohio. 1922. 284 p. \$2.00.

Chapter IV, on Soliciting the Community Fund, and Chapter VII, on Educational Purposes, Methods, and Results, discuss campaign methods used in community chests.

**Federation Publicity Program (A)**, by Karl de Schweinitz. In Proceedings of the National Conference of Social Work, 23 East 9th St., Cincinnati, Ohio. 49th Annual Session. 1922. \$3.00.

Emphasizes and illustrates an all-year program for a federation or council of social agencies, p. 405-409.

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INDUSTRIAL RELATIONS

**How to Give Illustrated Lectures on Accident Prevention to Workmen**, by Roy S. Bonsib. Bureau of Labor Statistics, U. S. Department of Labor, Washington, D. C. 1919. 13 p. Free.

Discusses analyzing the lecture problem; illustrating the lecture; arranging an effective program; best time to hold meetings; and the best place to hold meetings.

**Joining in Public Discussion**, by Alfred Dwight Sheffield. George H. Doran Co., 244 Madison Ave., New York City. 1922. 168 p. \$1.25.

For members of labor unions, conferences, forums, and other groups. The technique of public speaking is treated chiefly from the standpoint of the person who wishes to take part informally in a meeting. Section I discusses Qualifying Oneself to Contribute. Section II deals with the organization of discussion in a group. The examples are drawn chiefly from the field of industrial relations. Diagrams.

**Making a Propaganda Motion Picture**, by Mary N. Winslow. *Visual Education*, 806 West Washington Blvd., Chicago, Ill. March, 1923. Vol. 4, p. 89-90, 95. 25 cents.

An account of experience in producing a film entitled, "When Women Work."

**Public Opinion and the Steel Strike**, by Commission of Inquiry, Interchurch World Movement. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1921. 341 p. \$2.50.

"This volume affords some of the data to be reckoned with in deciding what public opinion is in reference to a strike—the opinion reflected by the press, opinion as checked or controlled or molded by the relations of industrial companies to the organs of civil government in industrial communities, the opinion of groups of workers, opinion as influenced by reports of spies, opinion as to the conceptions or misconceptions of foreign-speaking communities."—From the Foreword.

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PUBLIC HEALTH

**Baby Week Campaigns**, by Children's Bureau, U. S. Department of Labor, Washington, D. C. 1917. 152 p. Superintendent of Documents, Washington, D. C. 20 cents.

A handbook of practical suggestions on baby weeks and other types of baby welfare campaigns. Illustrated.

**Educational Milk-for-Health Campaigns**, by Jessie M. Hoover. U. S. Department of Agriculture, Washington, D. C. 1923. 36 p. Superintendent of Documents, Washington, D. C. 10 cents.

A discussion of methods of organizing and conducting intensive campaigns with special reference to increasing the use of milk on the part of children. The discussion is based on over 60 campaigns in which the Department of Agriculture participated. Illustrated.

**Health Exposition Number.** *University of Cincinnati Medical Bulletin*, Eden and Bethesda Aves., Cincinnati, Ohio. Feb., 1922. Vol. 1, p. 1-23, etc. A few copies available. Free.

An illustrated account of the Cincinnati Health Exposition of Oct., 1921.

**Health Show Comes to Town (The)**, by Evart G. Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 30 p. 30 cents.

How Dr. W. W. Peter planned and carried out in China a campaign of health education, including the platform use of mechanical devices and dramatic action. Illustrated. Dr. Peter's methods are applicable to publicity and educational work in this country, but have been as yet very little used here.

**How will the County Board Vote?** by Theodore J. Werle. *Nation's Health*, 22 East Ontario St., Chicago, Ill. January, 1923. Vol. 5, p. 21-23. 50 cents.

A description of procedure in legislative propaganda in a county.

**Johnnie Dontcare's Tooth**, by H. E. Kleinschmidt. *Visual Education*, 806 West Washington Blvd., Chicago, Ill. Sept., 1923. Vol. 4, p. 208-209, 227. 15 cents.

"A chalk talk—one of a series of illustrated health talks for

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children. The writer's purpose is to describe and create an interest in a technique of presenting health subjects through visualization." Illustrated.

**Manual for Health Officers**, by J. Scott MacNutt. John Wiley and Sons, 432 Fourth Ave., New York City. 1915. 650 p. \$4.00.

Chapter X discusses publicity from the standpoint of the health department, including paragraphs on the chief forms of publicity in general use. The chapter contains 26 pages.

**Office Administration for Organizations Supervising the Health of Mothers, Infants, and Children of Pre-school Age**, by Estelle B. Hunter. Children's Bureau, U. S. Department of Labor, Washington, D. C. 1922. 216 p. Superintendent of Documents, Washington, D. C. 20 cents.

See Publicity, p. 97-108: reviews possible methods; offers practical suggestions.

**Personality in Public Health Publicity.** *Nation's Health*, 22 East Ontario St., Chicago, Ill. Oct., 1922. Vol. 4, p. 603-604. 50 cents.

**Psychological Study of Motion Pictures in Relation to Venereal Disease Campaigns (A)**, by Karl S. Lashley and John B. Watson. U. S. Interdepartmental Social Hygiene Board, Washington, D. C. 1922. 88 p. Copies available *only* from American Social Hygiene Association, 370 Seventh Ave., New York City. Postage charge, 6 cents.

A report of the pioneer attempt to scientifically evaluate the effectiveness of the motion picture in social education.

Under the same title four of the seven chapters appeared in *Social Hygiene*, 370 Seventh Ave., New York City. April, 1921. Vol. 2, p. 181-219. 75 cents. Reprint of same, American Social Hygiene Association, 370 Seventh Ave., New York City. 39 p. 10 cents.

**Public Health Movement in the Light of Modern Psychology (The)**, by Donald B. Armstrong, M.D. *Modern Medicine*, now *Nation's Health*, 22 East Ontario St., Chicago, Ill. Dec., 1920. Vol. 2, p. 810-813. Jan., 1921. Vol. 2, p. 57-60. Out of print.

#### PUBLICITY METHODS READING LIST

Discusses the application to health publicity of the fact that action usually results from emotion rather than from reason.

**Public Health Publicity**, by E. A. Moree. *American Journal of Public Health*, 370 Seventh Ave., New York City. Feb., March, April, May, July, 1916. Vol. 6, p. 97-108 (The Scope of Publicity); p. 269-283 (Organizing for Public Health Publicity); p. 381-401 (Making a Meeting Effective); p. 497-513 (Newspaper Publicity); p. 730-743 (Newspaper Advertising). 50 cents each. Illustrated.

**Publicity as a Means of Promoting Efficiency in Health Work**, by B. L. Carlton, M.D. *American City*, 443 Fourth Ave., New York City. July, 1920. Vol. 23, p. 56-57. 50 cents.

**Report of the Committee on Municipal Health Department Practice** of the American Public Health Association in co-operation with the U. S. Public Health Service, Washington, D. C. 1923. 468 p. Superintendent of Documents, Washington, D. C. 50 cents.

Chapter XVII on Public-Health Education, includes a report on the health education work of 83 city health departments including their use of bulletins, the press, lectures and exhibits, and recommendations for the personnel of a bureau of public health education. Also see p. 14, 238-240, 251, 275-447, 467.

Under the title of Public Health Education: Chapter from a Report of the Committee on Municipal Health Department Practice, chapter XVII appeared in *American Journal of Public Health*, 370 Seventh Ave., New York City. Oct., 1922. Vol. 12, p. 815-825. 50 cents.

**Symposium on How to Further Progress in Health Education and Publicity**. *American Journal of Public Health*, 370 Seventh Ave., New York City. April, 1922. Vol. 12, p. 279-289. 50 cents.

A discussion of the need of evaluating the publicity methods in present use.

**Tuberculosis Worker (The): A Handbook of Methods and Programs of Tuberculosis Work**, by Philip P. Jacobs. Williams and Wilkins Co., Mount Royal and Guilford Aves., Baltimore, Md. 1923. 325 p. \$3.00.

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The first nine chapters of the book deal with publicity and educational methods, including: Newspaper Publicity; Exhibits; The Printed Word; The Modern Health Crusade; The Spoken Word; Motion Pictures; Other Educational Methods; Organization Methods; Clinic Methods.

**Visualized Lesson on the Common House Fly (A)**, by H. E. Kleinschmidt, M.D. *Visual Education*, 806 West Washington Blvd., Chicago, Ill. March, 1923. Vol. 4, p. 76-78. 15 cents. Also as "The Fly," in *The World's Health*, 2, Avenue Velasquez, Paris, France. Sept., 1922. Vol. 3, p. 424-437.

"Outlining a health talk which, with the aid of a few simple properties, successfully dramatized for a group of children the facts that motivate the slogan, 'Swat the Fly.'"

*American Journal of Public Health*, 370 Seventh Ave., New York City. \$5.00 a year.

Contains a monthly department called Health Education and Publicity, which gives concise descriptions of methods, and comments on printed matter. First appeared in issue for July, 1923. Sometimes illustrated.

## RURAL COMMUNITIES

**Child-Welfare Special (The)**, by Children's Bureau, U. S. Department of Labor, Washington, D. C. 1920. 18 p. Superintendent of Documents, Washington, D. C. 5 cents.

Describes the equipment, personnel, and methods of the Child-Welfare Special, a movable child-welfare station used to teach child hygiene in rural districts. Illustrated.

**Country Weekly (The)**, by Phil C. Bing. D. Appleton and Co., 35 West 32d St., New York City. 1917. 341 p. \$2.50.

Includes chapters on Local News, Country Correspondence; Agricultural News; Copy Reading and Headline Writing; The Editor and the Editorial Page; Advertising in the Country Weekly. Illustrated.

**Farmer and His Community (The)**, by Dwight Sanderson. Harcourt, Brace and Co., 383 Madison Ave., New York City. 1922. 249 p. \$1.25.



PUBLICITY METHODS READING LIST

A study of rural life intended to be of service to those engaged in social and civic activities in the rural community. Chapter X, on the Extension Movement, and Chapter XIV, on Organizations of the Rural Community, suggest avenues of approach to the farmers and their families.

**How Will the County Board Vote?** by Theodore J. Werle. *Nation's Health*, 22 East Ontario St., Chicago, Ill. Jan., 1923. Vol. 5, p. 21-23. 50 cents.

A description of procedure in legislative propaganda in a county.

**Rural Sanitation**, by L. L. Lumsden, U. S. Public Health Service, Washington, D. C. 1918. 336 p. Superintendent of Documents, Washington, D. C. 50 cents.

An account of a series of intensive educational campaigns for rural sanitation. Illustrated.

**Stories Farm Paper Editors Want**, by C. E. Rogers. *Kansas State Agricultural College Bulletin*, Manhattan, Kans., Feb. 1, 1921. Vol. 5, no. 2, 33 p. Free.

A list of farm papers and journals with a brief description of the kind of material desired for publication by each one.

**Teaching the Farmer Social Disease Control**, by Millard Knowlton, M.D., C.P.H. *Nation's Health*, 22 East Ontario St., Chicago, Ill. Oct., 1922. Vol. 4, p. 597-598. 50 cents.

An account of a traveling venereal disease campaign tried out in North Carolina in the summer and fall of 1920.

**Traveling Publicity Campaigns**, by Mary Swain Routzahn. Russell Sage Foundation, 130 East 22d St., New York City. 1920. 142 p. \$1.50.

Accounts of educational tours of railroad trains and motor vehicles with discussion of methods, together with discussion of advance publicity and organization, the preparation of exhibits for railroad cars, the planning of the tour of truck or train, and the follow-up work. Illustrated.

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SCHOOL AND COLLEGE

**Educational Publicity**, by John W. Cravens. *Indiana University Bulletin*, Bloomington, Ind. June, 15, 1922. Vol. 2, no. 9. 22 p. Free.

A paper read before the American Association of Collegiate Registrars, 1920. A report of publicity methods used by more than 500 colleges and universities of the United States.

**Have You a Director of Publicity in Your School?** by Claude M. Bolser. *School and Society*, 2619 Grand Central Terminal, New York City. Nov. 27, 1920. Vol. 12, p. 513-517. 15 cents.

Tells of need for a publicity man in every school of higher learning, and requirements necessary to fill the job.

**High School Paper (The)**, by Paul W. Kieser and Mildred E. Yule. Department of Agricultural Journalism, South Dakota State College, Brookings, S. Dak. 32 p. Free.

Discussion of the purposes and methods of conducting high school publications.

**Publicity Campaigns for Better School Support**, by Carter Alexander, Ph.D., and W. W. Theisen, Ph.D. World Book Co., 313 Park Hill Ave., Yonkers, N. Y. 1921. 170 p. \$1.20.

Discusses campaign organization, talking points, various forms of publicity, and methods of circulating publicity material. Includes an extensive bibliography, classified under Statistics, General Material, Particular Campaigns, and Publicity in Allied Fields. Illustrated.

**School Publicity Program (A)**, by Clyde R. Miller. *American City*, 443 Fourth Ave., New York City. September, 1921. Vol. 25, p. 207-208. 50 cents.

Account of a publicity program carried out by the Board of Education in Cleveland.

**School Statistics and Publicity**, by Carter Alexander. Silver, Burdett and Co., 41 Union Square, West, New York City. 1919. 321 p. \$1.88.

Aims to help the school superintendent to arouse his public and to secure adequate support for his schools. A selected and annotated Bibliography. Illustrated.



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