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## Compilation of Books in the Field of Advertising that have been Written or Copyrighted from January, 1928 to March, 1938

Eileen Mary Curtin  
*Marquette University*

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COMPILATION OF BOOKS IN THE FIELD OF ADVERTISING THAT  
HAVE BEEN WRITTEN OR COPYRIGHTED

FROM  
JANUARY, 1928 TO MARCH, 1938.

by  
Eileen Mary Curtin

The compilation of this index included  
was done completely through the use of the Cumulative  
Book Index the Milwaukee  
Public Library. This index is issued monthly and is  
bound into yearly catalogues. The title, author, date  
and publisher is listed under the  
category of Advertising. After that subject has been  
exhausted, the user proceeds to allied Advertising  
subjects such as Commercial Art, Typography, Radio etc.  
The place of publication is to be found at the back  
of each catalogue listed alphabetically according to  
the name of the publishing house.

This thesis was organized on white cards in alphabetical  
order according to the last pages of the numbers or  
the compiler-- if no author was accredited with the  
publication. After the ten years, from 1928 to 1938  
had been completely exhausted, the cards were broken

A thesis submitted to the College of Journalism in  
partial fulfillment of the requirements for the degree  
of Bachelor of Philosophy in Journalism.



The purpose of this index is to provide the  
faculty and students of the College of Journalism  
with an easily accessible reference work  
in the field of Advertising. It is compiled with  
the intention that those persons especially interested  
in advertising developments, would  
all the material that has been written

Marquette University  
Milwaukee, Wisconsin  
1938

### METHOD

The compiling of the Advertising books herein included was done completely through the use of the Cumulative Book Index of the United States found in the Milwaukee Public Library. This index is issued monthly and is bound into yearly catalogues. The title, author, date and publisher of any given book is listed under the category of Advertising. After that subject has been exhausted, the user proceeds to allied Advertising subjects such as Commercial Art, Typography, Radio etc. The place of publication is to be found at the back of each catalogue listed alphabetically according to the name of the publishing house.

This thesis was organized on white cards in alphabetical order according to the last names of the authors or the compiler-- if no author was accredited with the publication. After the ten years, from 1928 to 1938 had been completely exhausted, the cards were broken down into subjects as found in the index of the thesis.

### PURPOSE.

The purpose of this thesis is simply to provide the faculty and students of the College of Journalism with an easily accessible file for reference work in the field of Advertising. It was compiled with the intention that those persons especially interested in advertising developments, would have an index of all the material that has been written in the last

ten years in that and allied fields. Since there is no other complete listing of Advertising books including such subjects as radio, typography, publicity etc. readily available in compact form, it is hoped that this thesis can be used as a convenient reference catalogue.

BANKS.....	2
CHURCH AND CLASSIFIED.....	3
COOPERATIVE.....	4
COPYWRITING AND LAYOUT.....	4
DIRECTORIES, YEARBOOKS, HANDBOOKS ETC.....	5
DIRECT.....	6
ECONOMICS.....	6
FOREIGN.....	7
HISTORY.....	7
HOTELS.....	7
INDUSTRIAL.....	7
LAW AND ETHICS.....	8
LIBRARY.....	8
PA.....	8
WORLD.....	8
NEWSPAPER.....	9
ORGANIZATION OF DEPARTMENTS.....	9
POSTERS.....	10
PRESS AGENTS AND PUBLICITY.....	10
PROPAGANDA.....	11
PRIMITION.....	11
PSYCHOLOGY.....	11

INDEX

<u>classification</u>	<u>page</u>
AD COLLECTIONS.....	1.
AGENCY.....	1
ART.....	1
BANKS.....	3
CHURCH AND CLASSIFIED.....	3
COOPERATIVE.....	4
COPYWRITING AND LAYOUT.....	4
DIRECTORIES, YEARBOOKS, HANDBOOKS ETC.....	5
DIRECT.....	6
ECONOMICS.....	6
FOREIGN.....	7
HISTORY.....	7
HOTELS.....	7
INDUSTRIAL.....	7
LAW AND ETHICS.....	8
LIBRARY.....	8
MAIL.....	9
MEDIA.....	9
NEWSPAPER.....	9
ORGANIZATION OF DEPARTMENTS.....	9
POSTERS.....	10
PRESS AGENTS AND PUBLICITY.....	10
PRODUCTION.....	11
PROMOTION.....	11
PSYCHOLOGY.....	11

INDEX cont'd

<u>classification</u>	<u>page</u>
RADIO.....	12
RESEARCH.....	12
REAL ESTATE, FINANCE, INSURANCE.....	13
SALESMANSHIP.....	14
SCHOOLS AND COLLEGES.....	15
SHOW CARD, DEALER, WINDOW DISPLAY.....	15
SLOGANS.....	17
TYPOGRAPHY.....	17
VOCATIONS.....	18
MISCELLANEOUS.....	18

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