

OFFICE MEMORANDUM

2-24-44

Date _____

Katrine

Mr. _____

Department _____

Lists of books on adv and newspapermaking furnished by
School of Journalism, University of Missouri. JMN

The Economic Effects of Advertising (Richard D. Irwin, Chicago)
Neil H. Borden, Professor of Advertising, Graduate School of
Business Administration, Harvard.

Effective Advertising (McGraw-Hill)
Harry W. Hepner, Consultant in Public Relations and Professor
of Advertising, College of Business Administration, Syracuse.

Retail Advertising and Sales Promotion (Prentice-Hall)
Charles M. Edwards, School of Retailing, New York University,
and William H. Howard, Executive Vice-President and Publicity
Director R.H. Macy & Co., New York City.

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The Technique of Advertising Production (Prentice-Hall)
Thomas B. Stanley, New York University.

Pub Co
750 5th av
N.Y.

Salesmanship (Prentice-Hall)
Charles H. Fernald, N.W. Ayer & Son, Inc., New York City, formerly
with Lever Brothers as Director of sales education.

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Advertising Procedure (3rd. Edition) (Prentice-Hall)
Otto Kleppner, president of the Kleppner Company, advertising
agency, New York City.

Advertising Media and Markets (Prentice-Hall)
Ben Duffy, vice-president in charge of marketing and plans,
Batten, Barton, Durstine, and Osborn.

✓
Newspaper Management (Revised Edition) (Appleton Century)
Frank B. Thayer, University of Wisconsin.

35 W 32nd St
N.Y.
50 6th St

✓
Newspaper Sales Promotion (Burgess, Minnesota) 426-428
Thomas F. Barnhart, University of Minnesota; Offset.