

Bibliography

- Advertising Research Foundation of the Bureau of Advertising, *Continuing Study of Newspaper Reading*, American Newspaper Publishers Association, New York.
- Audit Bureau of Circulations, *The Story of the Audit Bureau of Circulations*, 1954.
- Ai, Wilson Wei-shang, *A Study of A.B.C. Weekly Newspapers in Missouri*, master of arts thesis, University of Missouri, 1948.
- Allen, Charles L., *Free Circulation*, Louisiana State University Press, 1940.
- Barnhart, Thomas F., *Newspaper Sales Promotion*, Burgess Publishing Co., Minneapolis, 1939.
- , *Weekly Newspaper Management*, second ed., Appleton-Century-Crofts, New York, 1952.
- Charm, S. D., *Wage Policy for Management*, Funk & Wagnalls, New York, 1949.
- Cheng, Hung-sheng, *Newspaper Personnel Relations Management*, master of arts thesis, University of Missouri, 1949.
- Clary, Robert S., *71 Ways To Build up Your Newspaper*, published by author, Los Angeles, 1951.
- Cutlip, Scott M., and Allen H. Center, *Effective Public Relations*, Prentice-Hall, Englewood Cliffs, N. J., 1952.
- Davenport, John Scott, *Newspaper Circulation — Backbone of the Industry*, Wm. C. Brown Co., Dubuque, Iowa, 1949.
- Dyar, Ralph E., *Newspaper Promotion and Research*, Harper & Brothers, New York, 1942.
- Eisen, Max, *How To Increase Daily Newspaper Circulation*, Columbia University Bookstore, New York, 1949.
- Forsee, Joseph B., *A Study of 52 Former Newspaperboys To Determine Effects of Carrying Newspapers*, master of arts thesis, University of Missouri, 1950.
- Fox, Rodney, *Agricultural and Technical Journalism*, Prentice-Hall, Englewood Cliffs, N. J., 1952.
- Freese, Louise Julian, *Public Relations Departments of Certain Dailies*, master of arts thesis, University of Missouri, 1953.
- Given, William B., *Bottom-up Management; People Working Together*, Harper & Brothers, New York, 1949.
- Hale, W. G., *Law of the Press*, third ed., West Publishing Co., St. Paul, 1948.
- Harlow, Rex F., and Marvin M. Black, *Practical Public Relations*, Harper & Brothers, New York, 1947.
- Harral, Stewart, *Profitable Public Relations for Newspapers*, Edward Brothers, Inc., Ann Arbor, Mich., 1957.
- Heron, Alexander R., *Sharing Information With Employees*, Stanford University Press, 1942.
- Jefferson, C. K., *Carrier Leadership*, C. K. Jefferson Publications, Des Moines, Iowa, 1956.
- Lear, Robert, Jr., *Some Suggestions on Newspaper Content During the Next Ten Years With the Goal of Improving the Circulation-Population Ratio*, master of arts thesis, University of Missouri, 1956.

- Lee, Alfred McClung, *The Daily Newspaper in America*, Macmillan, New York, 1947.
- ✓ MacDougall, Curtis D., *Understanding Public Opinion*, Macmillan, New York, 1952.
- Michael, L. B., *Wage and Salary Fundamentals and Procedures*, McGraw-Hill, New York, 1950.
- Mott, Frank Luther, *American Journalism*, revised ed., Macmillan, New York, 1950.
- , *The News in America*, Harvard University Press, Cambridge, 1952.
- Nafziger, Ralph O., ed., *Journalism Research*, Louisiana State University Press, Baton Rouge, 1949.
- National Newspaper Promotion Association, *Newspaper Promotion Primer*, Olsen Publishing Co., Milwaukee, 1955.
- O'Rourke, C. D., *An Outlined Operation of the Circulation Department of a Metropolitan Newspaper* (the Cleveland Press), Scripps-Howard, 1937.
- Parten, M. B., *Surveys, Polls and Samples: Practical Procedures*, Harper & Brothers, New York, 1940.
- Pollard, James E., *Principles of Newspaper Management*, McGraw-Hill, New York, 1937.
- Reschke, Fitzpatrick, and Conrad, *The Newspaper in the Classroom*, North American Press and Milwaukee Journal, 1951.
- Rucker, Frank W., and Herbert Lee Williams, *Newspaper Organization and Management*, Iowa State College Press, Ames, Iowa, 1955.
- Sidey, Hugh, and Rodney Fox, *1,000 Ideas for Better News Pictures*, Iowa State College Press, Ames, Iowa, 1956.
- Smith, Lloyd, *Newspaper District Management*, published by author, Kansas City, Kans., 1933.
- , *The Paper Route*, Burton Publishing Co., Kansas City, Mo., 1929.
- Steigleman, Walter A., *The Newspaperman and the Law*, Wm. C. Brown Co., Dubuque, Iowa, 1950.
- Taylor, A. G., *Labor Problems and Labor Law*, second ed., Prentice-Hall, Englewood Cliffs, N. J., 1950.
- Texas Circulation Managers Association, *Newspaper Circulation*, Steck Company, Austin, 1948.
- Texas Daily Newspaper Association, *Local News Coverage*, Austin, 1952.
- Thayer, Frank, *Newspaper Business Management*, Prentice-Hall, Englewood Cliffs, N. J., 1954.
- Tourtelot, M. A., *Postal Rate Legislation Affecting the Newspaper*, master of arts thesis, University of Missouri, 1950.
- U. S. Post Office Department, *Postal Manual*, Washington, D. C., 1956.
- Wood, Donald J., *Newspaper Circulation Management: A Profession*, Newspaper Research Bureau, Oakland, 1952.
- , *Newspaper Personnel Relations*, Newspaper Research Bureau, Oakland, 1952.