This annotated bibliography contains a list of readings compiled for a course in magazine editing at the University of Illinois. This bibliography includes materials on the history of magazines, advertising in magazines, readership and audience studies, analyses of magazine content, information on magazine circulation, editorial research and its uses, legal aspects of magazine production, and magazine layout and production matters. While this bibliography was intended for use in a college magazine editing course, the materials covered could also be adapted to advanced high school journalism courses on the magazine and the media. The sections on magazine content, advertising in magazines, history, and the law could be especially relevant to scholastic journalism. (MB)
A BIBLIOGRAPHY
FOR THE STUDY OF MAGAZINES

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This bibliography had its beginning in a list of readings compiled for a course in magazine editing started at the University of Illinois twelve years ago. That list represented the work of four College of Communications faculty members, Dean Theodore Peterson, Professor Glenn Hanson, Professor Richard Hildwein and me.

In February, 1966, it was made generally available in pamphlet form by the College's Institute of Communications Research, and a revised edition was published in 1968. The present edition updates the contents through 1971 (with more than 200 new entries) and corrects some inaccuracies in earlier editions.

This list was and is intended to be selective. Thus although it has grown longer since 1960, a few entries which have clearly become dated have been dropped. But because in tracing developments in the magazine industry, contemporary comment sometimes is as valid (and often more interesting) than comment made in perspective, many entries have been kept even though they have been in part superseded.

It is supposed that people interested in magazines will keep up with current trends through day-by-day reading. Newspapers tell more about the magazine world than they did a decade ago, particularly the Washington Post, the Wall Street Journal and the New York Times. Curiously, there is no magazine devoted mainly to magazines; but Advertising Age remains perhaps the best single source of news. From time to time, news of the industry is reported in such other periodicals as Editor and Publisher, Time, Newsweek and the Saturday Review. The weekly Gallagher Report offers interesting information, statistics and gossip. Reporting, the official magazine of the International Council of Industrial Editors, carries a number of articles about problems and policies of company publications; American Business Press from time to time issues reports and discussions on problems of business paper editing.

For many of the annotations in this bibliography I am indebted to the three colleagues already mentioned and to Dr. Eleanor Blum, the College's librarian. The present listing and arrangement are my doing, and any errors of omission or commission are mine.

J. H. Schacht
Urbana, Illinois

January, 1972
<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>BIBLIOGRAPHIES</td>
<td>1</td>
</tr>
<tr>
<td>DIRECTORIES</td>
<td>1</td>
</tr>
<tr>
<td>GENERAL</td>
<td>3</td>
</tr>
<tr>
<td>HISTORY</td>
<td>8</td>
</tr>
<tr>
<td>AUDIENCES</td>
<td>10</td>
</tr>
<tr>
<td>EDITORIAL RESEARCH AND ITS USES</td>
<td>12</td>
</tr>
<tr>
<td>MAGAZINE CONTENT</td>
<td>14</td>
</tr>
<tr>
<td>LAW</td>
<td>19</td>
</tr>
<tr>
<td>MAGAZINE ADVERTISING</td>
<td>19</td>
</tr>
<tr>
<td>MAGAZINE CIRCULATION</td>
<td>22</td>
</tr>
<tr>
<td>EDITORS AND EDITING</td>
<td>23</td>
</tr>
<tr>
<td>CLASSES OF MAGAZINES</td>
<td>25</td>
</tr>
<tr>
<td>INDIVIDUAL EDITORS AND MAGAZINES (Books)</td>
<td>31</td>
</tr>
<tr>
<td>INDIVIDUAL EDITORS AND MAGAZINES (Periodicals, etc.)</td>
<td>38</td>
</tr>
<tr>
<td>LAYOUT AND PRODUCTION</td>
<td>48</td>
</tr>
</tbody>
</table>
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21
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"What Is Best Size for a Magazine Ad?" Media/scope 9 (Oct., 1965) 68f. (Starch and other surveys have discovered that increasing the size of an ad does not necessarily increase readership, but it may bring other advantages.)

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Cort, David, "The Bigger They Are the Harder They Bawl," Nation 184 (May 18, 1957) 439-41. (Magazine efforts to promote circulation to advertiser.)


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"How Important to Advertisers are Single-Copy Sales?" Media/scope 3 (April, 1959) 53f.


Magazine Circulation and Rate Trends, 1940-1965 (N.Y.: Association of National Advertisers, 1966). (See later supplements also. Data are given on circulation, rates and cost-per-thousand for 59 leading ABC consumer and farm publications.)


27
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Sawyer, Howard G., "Franchise Circulation," Media/scope 5 (Feb., 1961) 92-7. (What it is, how it started, how it works. Simply, it is a means of distributing magazines from publisher to reader through third party who provides list and pays to have magazines sent by his "courtesy."


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Society of Magazine Writers, Writing the Magazine Article: from Idea to Printed Page (Cincinnati: Writer's Digest) 1970. (Eight case studies of development of published pieces, edited by Beatrice Schapper.)


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"Can Mass Magazines Recover?" Business Week 1698 (March-17, 1962) 68-70. (This piece focuses on the dangers of the "numbers game" and the troubles at Curtis.)


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Goulart, Ron (ed.), The Hard-Boiled Dicks: an Anthology and Study of Pulp Detective Fiction (Los Angeles: Sherbourne Press, 1965). (A short introduction points out the contribution to popular culture--the figure of the violent detective--made by these magazines, which flourished between two world wars.)


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Harris, Dixie Dean, "And This, Dear God, Is What They Read: Teenagers' Magazine Preferences," Esquire 63 (July, 1965) 150f. (Seventeen, Ingenue, Teen and the others.)

Hartnett, Robert C., "Journals of Opinion," Commonweal 63 (Feb. 10, 1956) 476. (Purposes and difficulties of Catholic journals of opinion.)

Hill, Norman, "The Last of the Red Hot Supplements," Saturday Review 53 (Dec. 12, 1970) 56f. (Extended discussion of the Sunday supplement field, now reduced to Family Weekly and Parade; their characteristics and prospects.)
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The Invisible Wall (N.Y.: Macfadden Publications, n.d., 1957?). (Publisher compares the approach of his confession magazines with approach of home service magazines.)


Kirstein, George G., "The Myths of the Small Magazine," Progressive (June, 1963) 23-7. (Publisher of the Nation defends journals of opinion against various charges, including those that they exert only a limited influence and that they are characteristically short-lived.)

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"Little Magazines in the Big Cities," Media/scope 13 (February, 1969) 26f. (Wide survey of city magazine field.)

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"Magazines with the Book Look," Business Week 1661 (July 1, 1961) 38-9. (Reviews hardcover magazines such as American Heritage, Horizon, American Gun.)

Manchester, Harland, "The Farm Magazines," Scribner's 104 (Oct., 1938) 25f. (Although dated, it remains a perceptive view of the farm magazines, their history and their aims.)


Martin, L. John, "American News magazines and the European Scene," Gazette 6 (1960) 206-21. (Scope of article is broader than title indicates, for the piece examines readership, newsgathering, format, content, etc.)


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Peterson, Theodore, "Implications of the Information Explosion for the Trade and Technical Editor" (Talk delivered at Jordan Editorial Conference, Sterling Forest, N.Y., June 15, 1965). (One implication is that specialized magazines may need to pay more attention to other, related fields.)

Peterson, Theodore, "Notes on the Teen-Age Beat," Saturday Review 48 (Feb. 13, 1965) 76. (Comment on the magazines for teen-age boys and girls which have blossomed since World War II. Perhaps strangely, the best of them seem the most popular.)

Peterson, Theodore, "The Role of the Minority Magazine," Antioch Review 23 (Spring, 1963) 57-72. (Emphasis is on the function of this sort of magazine as a vehicle for ideas rather than for information.)
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St. Code, Ann, "The Decline and Fall of Fashion," Harper's 225 (Oct., 1962) 134-40. (An editor has her say about women's fashion magazines. She argues that they have yielded to the pressures of advertisers.)

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Schacht, J. H., The Journals of Opinion and Reportage: an Assessment (Magazine Publishers Association, 1965). (The assessment is of these magazines' influence, which the author says is considerable.)


Sherrill, Robert, "Weeklies and Weaklies," Antioch Review 29 (Spring, 1969) 25-42. (A critical survey of journals of opinion.)

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Steinberg, Mel, "It's a Mad World, But Here Comes Monocle," N.Y.U. News Workshop 14 (May, 1963) 10. (The sad world of humor magazines.)


"Survey Sample: 'Shelter' Magazines," Columbia Journalism Review (Summer, 1964) 32-3. (A brief survey which finds that leading American "home" magazines are designed primarily to "increase consumer appetites for the goods displayed.")
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Teison, Herbert J., "The In-Flight Magazine Explosion," Saturday Review 52 (Aug. 9, 1969) 47f. (Comment on slick airlines publications edited for their passengers.)


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Westley, Bruce H., et. al., "The News Magazines and the 1960 Conventions," Journalism Quarterly 40 (Autumn, 1963) 525f. (Perhaps of greatest interest are the methods used to determine direction and degree of bias.)


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Bliven, Bruce, Five Million Words Later (N.Y.: John Day, 1970). (Autobiography by a liberal who spent 60 years in journalism, 30 of them as editor of the New Republic.)

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Chalmers, Floyd S., A Gentleman of the Press (Toronto and N.Y.: Doubleday, 1969). (A biography of John Bayne Maclean, Canadian journalist and publisher, much of which deals with the magazine Macleans.)

Chase, Edna Woolman, and Ilka Chase, Always in Vogue (Garden City: Doubleday, 1954). (Reminiscences by the editor of Vogue about her magazine and others of Conde Nast.)
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Churchill, Allen (ed.), The Liberty Years: 1924-1950 (N.Y.: Prentice-Hall, 1969). (Brief commentary introduces an anthology of this weekly which competed with the Saturday Evening Post and Collier's.)


Elson, Robert T., Time Inc.: The Intimate History of a Publishing Enterprise, 1923-1941 (N.Y.: Atheneum, 1968). (First of two volumes of authorized history based on "fullest access to all the company's sources.")

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40
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Morton, Charles, It Has Its Charms (N.Y.: Lippincott, 1966). (The associate editor of Atlantic talks about his career with newspapers and magazines including a brief stint with Ross' New Yorker.)


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Oursler, Fulton, Behold This Dreamer! (Boston: Little, Brown, 1964). (Autobiography. Seventy-five pages are concerned with his career as editor of Macfadden publications.)


Podhoretz, Norman, Making It (N.Y.: Random House, 1967). (Editor of Commentary tells how he got there.)

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Thurber, James, The Years with Ross (Boston: Little, Brown, 1939). (A distinguished humorist tells about his good friend, Harold Ross of the New Yorker.)

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What Makes Time Tick (N.Y.: Time Inc., n.d.). (A folder describing all of Time Inc.'s operations.)


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"Another Look," Newsweek 75 (May 4, 1970) 64. (Look's move toward cutting and refining its circulation.)


Addresses from the Magazine Seminar, Sept. 17-18, 1960, Commemorating the Centennial Year of Herald House, Publishing Division of the Recognized Church of the Latter Day Saints. (A conference devoted to the appraisal of the Saints' Herald in particular and religious magazines in general.)


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Bliven, Bruce, "The First Forty Years," New Republic 131 (Nov. 22, 1955) 6. (A long-time editor of the New Republic reviews its history.)

"Born into the Past," Time 96 (Nov. 16, 1970) 76. (Announcement of coming rebirth of Saturday Evening Post as a quarterly of nostalgia.)


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Chamberlain, John, "Henry Luce and the Russian Century," National Review 23 (May 18, 1971) 524-5. (Says Luce and his magazines never understood Communism.)

"Chicago Newsmen Start Magazine for Muckraking," Editor and Publisher 103 (Sept. 12, 1970) 70. (Start of the Chicago Free Press, intended to keep an eye on government and industry.)

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"The Common Touch," Time 58 (Dec. 10, 1951) 64f. (Cover story on DeWitt Wallace and his Reader's Digest.)
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"Crowell-Collier as Publisher: an Autopsy," Tide 31 (Jan. 11, 1957) 22. (Deaths of Collier's, Woman's Home Companion and American, and the firm's withdrawal from magazine publishing.)


"Curtis Publishing: the Last Act," Forbes 101 (May 1, 1968) 23-4. (Sketch of Curtis situation at time Martin Ackerman took over.)

Davidson, Bill, "Czar of the Bunny Empire," Saturday Evening Post 235 (April 28, 1962) 34-8. (Sketch of Hugh Hefner.)


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48
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LAYOUT AND PRODUCTION

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