BIBLIOGRAPHY

Compiled by BRUCE LANNES SMITH

In each issue, THE PUBLIC OPINION QUARTERLY publishes a continuation of an annotated bibliography which appeared in 1935 in book form (Harold D. Lasswell, Ralph D. Casey, and Bruce Lannes Smith. *Propaganda and Promotional Activities: An Annotated Bibliography.* Minneapolis: Published for the Social Science Research Council by University of Minnesota Press, 1935. 450 pp.). To facilitate cross-referencing, the main heads of the subject-matter classification used in that volume are employed here. The sub-heads have been condensed or eliminated, as a simpler presentation is believed better suited to a periodical.

PART I. PROPAGANDA STRATEGY AND TECHNIQUE

EDWARDS, VIOLET. *Group Leader's Guide to Propaganda Analysis: Experimental Study Materials for Use in Junior and Senior High Schools, in College and University Classes, and in Adult Study Groups.* New York: Institute for Propaganda Analysis, 1938. 31 pp.

Revised edition of *Propaganda: How To Recognize It and Deal With It* (1938).

LASSWELL, HAROLD DWIGHT. "The Propagandist Bids for Power," *American Scholar,* 8 : 350-57 (Summer 1939).

Surveys Europe's experiences in recent years with propagandists. "That sector of the propaganda group that stayed in the pay of business (and continued to be in business for itself) lost out. It lost to that fraction of the propapanda group that played active politics. And it ultimately lost to that minority of propagandists who combined propaganda with mass organization and with mass violence. . . . After this glance at the general trend of world affairs, we bring our eyes back to America with renewed interest."

MCCAMY, JAMES L. *Government Publicity: Its Practice in Federal Administration* (Ph.D. thesis, political science, Chicago). Chicago: University of Chicago, 1939. 275 pp.

Analyzes recent Federal publicity by subject, volume, cost, media. Deals briefly with personnel and organization. The author, a Bennington College political scientist, is now Assistant to the Secretary of Agriculture. Bibliographic footnotes.

Methods of Collective Management Closely Related to Propaganda

BEALS, CARLETON. "Swastika Over the Andes: German Penetration in Latin America," *Harpers,* 177: 176-186 (July 1938).

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

Propaganda described in relation to other forms of penetration.

ELIOT, GEORGE FIELDING. *Bombs Bursting in Air: The Influence of Air Power on International Relations.* New York: Reynal and Hitchcock, 1939. 173 pp.
By the author of *The Ramparts We Watch,* best-selling 1938 analysis of U.S. military and naval strategy. Part 1 of the present book is concerned with Europe, Part 2 with U.S.

GOLLOMB, JOSEPH. *Armies of Spies.* New York: Macmillan, 1939. 213 pp.
Deals mainly with current German espionage. Reviewers have pointed out a number of inaccuracies.

HEIDEN, KONRAD. *The New Inquisition,* introduction by Hendrik Willem Van Loon. New York: Starling Press and Alliance Book Corporation, 1939. 188 pp.
Ex-German journalist's carefully documented account of Nazi propaganda-of-the-deed during the persecutions of November 1938.

PIERCE, W. O'D. *Air War: Its Psychological, Technical, and Social Implications.* New York: Modern Age, 1939. 224 pp.
By a young Irish scientist and psychologist. Includes passages from the author's *Air War: Its Technical and Social Aspects* (London: Watts, 1937). Devotes 55 pages to "Morale in the Air" and 60 to "Morale and the Home Front." Bibliography, pp. 217-19.

SPEIER, HANS; and KÄHLER, ALFRED, editors. *War in Our Time.* New York: Norton, 1939. 362 pp.
Symposium by Graduate Faculty of New School for Social Research, dealing with economic, political, and social bases of war. Hans Speier has a chapter on "Morale and Propaganda." Bibliographic footnotes.

STERNBERG, FRITZ. *Germany and a Lightning War.* London: Faber, 1938. 345 pp.
Socialist examines Germany's ability to wage a short, decisive war—which, he believes, is the only kind of war a Nazi government could survive. He concludes that Germany could not successfully wage such a war.

PART II. PROPAGANDA CLASSIFIED BY THE NAME OF THE PROMOTING GROUP

Political Parties

CALDWELL, ERSKINE. "A Nazi Agent at Work Takes Us Through a Sudeten Propaganda Office," *New Masses,* February 28, 1939, pp. 5-7.

CHAPMAN, ABRAHAM. *Nazi Penetration in America.* New York: American League for Peace and Democracy, January 1939. 31 pp.

DEUTSCHE HOCHSCHULE FÜR POLITIK. *Jahrbuch, 1938,* edited by Paul Meier-Benneckenstein. Berlin, 1939.
First issue of a new political annual reflecting Nazi views. Since 1934, the Hochschule has published some 50 monographs, an authoritative series expressing Nazi policies.

FARLEY, JAMES ALOYSIUS. *Behind the Ballots.* New York: Harcourt, Brace, 1938. 392 pp.
Disarmingly frank autobiography of F. D. Roosevelt's Postmaster General, full of details about Democratic Party personalities, organization, conflicts.

INGREY, NORMAN A. "Fascism in South America," *Contemporary Review,* 154: 218-28 (August 1938).

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

JOESTEN, JOACHIM. *Rats in the Larder; The Story of Nazi Influence in Denmark*. New York: Putnam, 1939. 260 pp.
By ex-German journalist.

KIRKPATRICK, CLIFFORD. *Nazi Germany: Its Women and Family Life*. Indianapolis: Bobbs-Merrill, 1938. 353 pp.
Includes material on propaganda for an increased birth-rate and for other Nazi policies. By U.S. sociologist. Bibliography, pp. 300-33.

S. "Embryo Fascism in Quebec," *Foreign Affairs*, 16: 454-66 (April 1938).

TOWNSEND, RALPH. "Soviet Propaganda in America," *Far Eastern Review*, 34: 295-6 (August 1938).

Functional Groups (Occupational, Religious, etc.)

ARNOLD, THURMAN WESLEY. "Advertising's Relation to Monopoly," *Advertising and Selling*, December 1938, pp. 25-7.

BATTEN, H. A. "O'Mahoney Disowns Thurman Arnold Advertising Attack as Committee Agenda: These Economic Facts Smash Arnold Theory: A Showing of How and Why the 'Little Fellow' Fares Best Under the Present System," *Printer's Ink*, November 24, 1938, pp. 11-16 ff.

BURTT, HAROLD ERNEST. *Psychology of Advertising*. Boston: Houghton, Mifflin, 1938. 473 pp.
Heavily documented college text, by Ohio State University psychologist. "Supplements two of the author's previous works, *Principles of Employment Psychology* and *Psychology and Industrial Efficiency* in rounding out the field of business psychology."—Pref. Bibliographic footnotes.

"Business and Government: American Business Can Avoid Committing Suicide Only By Practicing Some Sound Public Relations," *Fortune*, March 1939, pp. 57-58.
Editorial stating that: "The modern businessman does not half use his capital. It lies around in banks and government securities without benefiting the capitalistic system in the slightest. . . . The bearing of all this upon the problem of public relations ought to be clear. If it is true that profit without policy is a dangerous practice, then it is just as true that the practice of withholding capital from investment on the grounds that the contemplated return is not big enough is dangerous. . . . The limits of realism are certainly different today from what they were in 1928."

"Cigarette Advertising," *Consumers' Digest*, December 1938, pp. 23-30.

"General Motors," series of four articles in *Fortune*, December 1938 through March 1939.
Includes extensive treatment of public relations activities which are carried on through the Customer Research and other divisions as well as through the Public Relations office.

GOSLIN, RYLLIS ALEXANDER; and GOSLIN, OMAR PANCOAST. *Growing Up*. New York: International Ladies Garment Workers Union, 1938. 48 pp.
An account of this union's celebrated Educational department, now in its 21st year.

Jewish Social Studies. New York, quarterly, January 1939—.
Sponsored by Conference on Jewish Relations.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

JOHNSON, ALVIN. "The Rising Tide of Anti-Semitism," *Survey Graphic*, 28 no. 2: 113-19 (February 1939).
U.S. propaganda organizations.

KINSEY, DON JACKSON. "Training Employees in Public Relations," *Public Management*, 20: 171-74 (June 1938).

LEACH, KENT WATSON. *Sociology of the D. A. R.'s* (M.A. thesis, sociology, Oberlin, 1938).

MACDONALD, DWIGHT. "The Monopoly Committee: A Study in Frustration," *American Scholar*, 8: 295-308 (Summer 1939).
Editor of *Partisan Review* places Temporary National Economic Committee in historical perspective, analyzing motives of the Federal Trade Commission, the New Dealers, and the monopolists.

MCKEAN, DAYTON DAVID. *Pressures on the Legislature of New Jersey* (Studies in History, Economics, and Public Law, no. 440). New York: Columbia University, 1938. 251 pp.
Study of pressure groups by a public administrator who was a member of the New Jersey Assembly in 1934-35. He detected 164 active groups, of which he selected 7 for detailed analysis. Conclusion: "techniques have changed somewhat with improvements in facilities for communication. There are still traces of corrupt practices, but the lobby of the last generation is gone, and with it most of the social lobby. Today, groups are coming more and more to understand and to use as a basis for all their other work, the techniques of propaganda perfected at the time of the World War."

NATIONAL BETTER BUSINESS BUREAU. *Protecting Public Confidence in Periodical Advertising, 10th Year, 1938*. New York, 1938. 16 pp.

"The Public Is Not Damned," *Fortune*, March 1939.
Story on industry's current public relations efforts. "The year 1938 may go down in the annals of industry as the season in which the concept of public relations suddenly struck home to the hearts of a whole generation of businessmen . . . there was scarcely a convention that did not feature an address on public relations, scarcely a trade magazine that did not devote some space to the subject, scarcely a board of directors that did not deliberate. . . ."

QUINLAN, M. J. "Anti-Jacobin Propaganda in England, 1792-1794," *Journalism Quarterly*, 16: 9-15 (March 1939).

RICE, MILLARD M. "The 'People's' Propaganda," *Public Utilities Fortnightly*, 21: 579-587 (May 12, 1938).

RICHARDS, KYRL WILSON. *Neighborhood Businessmen's Associations in Chicago* (M.A. thesis, sociology, Chicago, 1938).

RORTY, JAMES. *American Medicine Mobilizes*. New York: Norton, 1939. 358 pp.
Pressures for and against group medicine, described by a U.S. journalist.

SWAYZEE, CLEON OLIPHANT; and HICKS, CLIFFORD MILTON. *An Introduction to Business*. New York: Farrar and Rinehart, 1938. 691 pp.
A text for business schools. One section contains lists of motion picture films available for educational purposes. Bibliography at ends of chapters.

THOMSON, W. A. "Advertising Itself Is in Serious Need of a Public Relations Program: Must Sell Itself to Consumers," *Western Advertising*, January 1939, pp. 45-47.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

U.S. AGRICULTURAL ADJUSTMENT ADMINISTRATION. *Report of the Administrator for the Eighteen-Month Period Ending July 1, 1938*. Washington, D.C.: Government Printing Office, 1939.
Contains a chapter on "Public Policies in Information Developed by the AAA."

WARE, HENRY. "Soviet Advertising," *American Quarterly on the Soviet Union*, January 1939, pp. 66-72.

WEISS, EDWARD BENJAMIN, and others. *The Handbook of Advertising*. New York: McGraw-Hill, 1938. 530 pp.
Symposium by leading authorities in the various branches.

WEISSMAN, RUDOLPH L. *The New Wall Street*, New York: Harpers, 1939. 308 pp.
Principal changes in the security markets since the New Deal are analyzed by a financial writer and lawyer. Includes extensive analysis of SEC rules and statements, and a chapter on "The Wall Street Mind," in which the author explores prevailing opinions. Finds that Wall Street has wasted time in opposition to the new regulations instead of adopting the more profitable public relations approach of emphasizing with enthusiasm "the new protection to the consuming public." Bibliography, pp. 300-02.

PART III. PROPAGANDA CLASSIFIED BY THE RESPONSE TO BE ELICITED

BAKER, MINER H. *The Proposed City Light Merger: A Study in Public Opinion* (M.A. thesis, sociology, Washington, 1938).

CULLEN, B. M. "How We [Catholic Charities] Tell Our Story," *Catholic Charities Review*, 22: 211-13 (September 1938).

DEXTER, LEWIS A.
States: "I [have given] to Harvard about 300 items collected from various denominational agencies in the fall of 1937 of fugitive material on [U.S. churches'] social action programs, in connection with the preparation of my article" ("Administration of the Social Gospel," PUBLIC OPINION QUARTERLY, 2: 294-99, April 1938).

MANN, GEORGE C. *Bibliography on Consumer Education*. New York: Harpers, 1939. 286 pp.
Classified and annotated list of 1,981 books, articles, pamphlets published up to November 15, 1938. Mr. Mann is Chief of Division of Adult and Continuation Education, California State Department of Education.

MATHEWS, MARY ALICE, compiler. *Intellectual and Cultural Relations between the United States and Latin-America: A Bibliography*. Washington, D.C.: Carnegie Endowment for International Peace Library, 1939. Pamphlet.

MATHEWS, MARY ALICE, compiler. *Peace Education: A Bibliography*. Washington, D.C.: Carnegie Endowment for International Peace Library, 1939. Pamphlet.

MOLYNEAUX, JOHN LAMBERT. *The Repeal Movement: A Case Study of a Political Movement* (M.A. thesis, sociology, Virginia, 1938).

NATIONAL EDUCATION ASSOCIATION. *Safety and Safety Education*. Washington, January 1939. 64 pp.
Some 1,400 briefly annotated references,

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

in two groups: (1) books, pamphlets, bulletins; (2) magazine articles, 1936-39.

PRIMER CONGRESO CONTRA EL RACISMO Y EL ANTISEMITISMO. *Actas del congreso*. Buenos Aires: Comite contra el racismo y el antisemitismo de la Argentina, 1938. 270 pp.
Transactions of First Congress Against Racism and Anti-Semitism.

"Social Hygiene Bookshelf for 1938," *Journal of Social Hygiene*, 24: 454-59 (October 1938).
Selected books and pamphlets.

U.S. DEPARTMENT OF LABOR. BUREAU OF LABOR STATISTICS. *Consumers' Cooperation in the United States, 1936* (Bulletin no. 659). Washington. D.C.: Government Printing Office, 1939. 200 pp.
The most complete survey so far published on the extent of cooperation in the U.S.

PART IV. THE SYMBOLS AND PRACTICES OF WHICH PROPAGANDA MAKES USE

ANDERSON, PAULINE RELYEA. *The Background of Anti-English Feeling in Germany, 1890-1902* (Ph.D. thesis, American University). Washington, D.C.: American University, 1939. 382 pp.

BARNES, HARRY ELMER; and BECKER, HOWARD. *Social Thought from Lore to Science*. Boston: Heath, 1938. 2 vols. (1,178 pp.)
Traces history of social thought from preliterate peoples to the present day. Volume 2 surveys intensively the development of sociology as a specialized science during the nineteenth and twentieth centuries in each of the major language areas of the world. Using the point of view of the German *Wissensoziologische* school, the authors have attempted to place each major social theory in its cultural context. Bibliography, vol. 1, pp. iii-lix; vol. 2, pp. iii-li.

BEARD, CHARLES AUSTIN; and BEARD, MARY RITTER. *America in Midpassage*. New York: Macmillan, 1939. 949 pp.
Volume 3 of the Beards' *The Rise of American Civilization* (1927 ff.). Covers the years 1928-1938. Contains extensive treatment of new media of communication and new forms of expression.

BORKENAU, FRANZ. *World Communism: A History of the Communist International*. New York: Norton, 1939. 442 pp.
Dr. Borkenau was a member of the German Communist Party, 1921-29, and a research worker for the Comintern. After extensive analysis of effects of the Comintern on opinion, he concludes: "As long as the Comintern exists the average citizen and even the average politician in the West will judge Russia more after the revolution of 1917 than after the execution of Sinovjev and Bukharin. It would therefore be in the interest of Russia itself to dissolve the Comintern and to prove, by scrupulous abstention from interference abroad, that it can be treated on an equal footing with those democratic powers whose ideals it professes to share. Closer cooperation between the great democratic powers and Russia would become a practical proposition as a result, and the mere possibility of such closer cooperation would be a powerful contribution to the maintenance of peace and the prevention of aggression" (p. 428). Bibliographical notes, pp. 430-36.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

CAHEN, FRITZ MAX. *Men Against Hitler*, introduction by Wythe Williams. Indianapolis: Bobbs-Merrill, 1939. 258 pp.

An example of the rising self-consciousness of the middle-income skill groups. The author, who describes himself as a leader in the underground movement to overthrow Hitler, feels that a peaceful new social order for Europe may be built upon middle-income cooperation with, though not domination by, labor. Includes sketches of the earlier lives of Nazi leaders and others, and an account of anti-Nazi propaganda within Germany and outside.

CHASE, STUART; and TYLER, MARIAN. *The New Western Front*. New York: Harcourt, Brace, 1939. 196 pp.

Examines vested and emotional interests that favor U.S. intervention in Europe and Asia, and finds on the basis of economic analysis that confining U.S. interests to the Western Hemisphere would be more profitable. Bibliography, pp. 191-2.

ELLIOTT, WILLIAM YANDELL. "If America Goes Fascist," *American Mercury*, 44: 162-169 (June 1938).

Businessmen will have no more freedom, says Harvard political scientist.

EVANS, KENNETH. *The Changing Occupational Distribution and the Rise of Professional Services in the South* (Ph.D. thesis, sociology, North Carolina, 1938).

FLORINSKY, MICHAEL T. *Toward an Understanding of the U.S.S.R.: A Study in Government, Politics, and Economic Planning*. New York: Macmillan, 1939. 245 pp.

Columbia scholar's analysis of two decades in U.S.S.R., "based almost exclusively on official Russian sources." Bibliography, pp. 233-7.

FORD, GUY STANTON, editor. *Dictatorship in the Modern World*, second (revised) edition. Minneapolis: University of Minnesota, 1939. 362 pp.

Thoroughgoing revision of a standard work that first appeared in 1935. The six original essays have been rewritten, and nine new ones added, including articles on the economics of fascism (by Calvin B. Hoover); women under dictatorships (Mildred Adams); the problem of succession in a dictatorship (Sigmund Neumann); a chronology of dictatorship (Joseph R. Starr); the import and impact of organized propaganda (Peter Odegard).

FOSDICK, DOROTHY. *What is Liberty?: A Study in Political Theory*. New York: Harpers, 1939. 194 pp.

Instructor in sociology, Smith College, examines "all the diverse and often contradictory meanings currently associated with the word liberty." Bibliographic footnotes.

GUÉRIN, DANIEL. *Fascism and Big Business*, translated and revised from the French edition (*Fascism et grand capital*. Paris: Gallimard, 1936. 269 pp.). New York: Pioneer Publishers, 1939. 339 pp.

Marxist interpretation. Bibliography, pp. 307-27.

HORNEY, KAREN. *New Ways in Psychoanalysis*. New York: Norton, 1939. 313 pp.

By a well-known psychoanalyst, author of *The Neurotic Personality of Our Times* (New York, 1937), who in this volume takes a step toward synthesizing the principal postulates of Freudianism with some basic postulates of a general social theory.

KOHN, HANS. *Revolutions and Dictatorships: Essays in Contemporary History*. Cambridge: Harvard University, 1939. 437 pp.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

By a Smith College professor of history. Annotated bibliography, pp. 423-30.

LASSWELL, HAROLD DWIGHT. "The Relation of Skill Politics to Class Politics and National Politics," *Chinese Social and Political Science Review*, 21: 298-313 (October-December 1937).

Defines conception of a "skill commonwealth." Refers to rôle of propaganda skill in recent world politics.

LEJEUNE, C. A. "By Their Movie Idols You Shall Know Them," *New York Times Magazine*, August 6, 1939, pp. 6-7.

Compares exhibitors' reports of popularity of movie stars in U.S. and England.

LENIN, VLADIMIR ILYITCH. *The Communist International* (Selected Works, volume 10). New York: International Publishers, 1938. 334 pp.

LOW, DAVID. *A Cartoon History of Our Times*, with an introduction and text by Quincy Howe. New York: Simon and Schuster, 1939. 171 pp.

Symbols selected by well-known cartoonist of London *Evening Standard* to represent certain world events: disarmament, collective security, Far East, Spain, the Axis, the British Empire, etc.

LUNN, ARNOLD HENRY MOORE. *The Science of World Revolution*. New York: Sheed and Ward, 1938. 355 pp.

Analysis of "the revolutionary pattern," with special reference to conditions in England and America today. Stresses the view that revolutions are caused by troublemaking intellectuals, not by major social insecurities. Bibliography at ends of chapters.

MACKENZIE, A. J. *Propaganda Boom*. London: Gifford, 1938. 368 pp.

British lawyer describes propaganda techniques now used in Russia, Germany, Italy, England, and U.S. and urges more propaganda activity in favor of democracy (e.g., England).

MAXEY, ALVA M. *Attitudes among the Negroes of Oberlin* (M.A. thesis, sociology, Oberlin, 1938).

MODERN HUMANITIES RESEARCH ASSOCIATION (London). *Works in Progress* 1938, 1939, James M. Osborn, editor (Bulletins nos. 16A and 17A).

First two issues of an annual, listing studies being made by research workers in the humanities throughout the world. Among the 5,577 studies here listed for 1939 are many that will interest students of public opinion. Examples: "Political Slang," and "A Vocabulary Study of the *Congressional Record* Since 1900."

MORTON, ARTHUR LESLIE. *A People's History of England*. New York: Random House, 1938. London: Gollancz, 1938. 544 pp.

A Marxist interpretation, running from the earliest times to the present. The post-war period, however, is given only half-a-dozen pages. Bibliography, pp. 529-33.

OGDEN, MARY ELAINE. *The Social Orientation of the Society Girl* (M.A. thesis, sociology, Chicago, 1938).

PARRINGTON, VERNON LOUIS. *Main Currents in American Thought: An Interpretation of American Literature From the Beginnings to 1920*, one-volume edition. New York: Harcourt, Brace, 1939. 3 vols. in one.

Reprint of a standard work in the social interpretation of U.S. literature.

SCHUMAN, FREDERICK LEWIS. *Europe on the Eve: The Crises of Diplom-*

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

acy, 1933-1939. New York: Knopf, 1939. 573 pp.
Williams College political scientist found that, to Western Europe, "the source of its danger lies in the inability of those in power to abandon or modify old symbols, values, and practices which are irrelevant to the exigencies of a new day." Specifically, symbols of property and sovereignty have not changed. Bibliography, pp. 523-57.

SINGER, GERARD H. "Influence of Sudden Oppression on a Racial Minority," *Journal of Social Psychology*, 10: 127-45 (February 1939).
Personal experience of the Jewish refugee.

SMITH, CHARLES W., JR. *Public Opinion in a Democracy: A Study in American Politics*. New York: Prentice-Hall, 1939. 598 pp.
University of Alabama political scientist analyzes prospects for recreating a public opinion capable of sustaining U.S. democracy. Bibliography, pp. 567-85.

SMITH, WILLIAM ROY. *Nationalism and Reform in India*. New Haven: Yale University, 1938. 485 pp.
Indian politics and social movements in the twentieth century, by a U.S. historian. Bibliography, pp. 450-6.

SOROKIN, PITIRIM ALEXANDROVITCH. *Social and Cultural Dynamics*. Volume 1, *Fluctuations of Forms of Art*. Volume 2, *Fluctuations of Systems of Truth, Ethics, and Law*. Volume 3, *Fluctuations of Social Relationships, War, and Revolution*. New York: American Book Company, 1937 ff. 2,108 pp. (Fourth volume forthcoming.)
Harvard sociologist's attempt to erect a philosophy of history. Consult review by Louis Wirth, *Annals*, 204: 203-4 (July 1939), for a brief evaluation.

WARNOTTE, DANIEL. "Bureaucratie et fonctionnairisme," *Revue de l'Institut de Sociologie*, 17: 219-60 (1937).
Consequences of increased importance of bureaucrats in the parliamentary countries. "Inevitably the clerks who handle the details are in a position to give their own interpretations to rules and laws, and to serve the interests of the political party in power or even their own interests rather than those of the people. The prestige of being a government employee and the attendant security and special privileges have attracted an overabundance of young workers. The feeling of self-importance which is derived from the individual's personal identification with the power of the state, and absorption in a narrowly circumscribed job where formal rules and precedents are all important, sets the functionary off from his former fellows. But, in spite of the shortcomings of the bureaucratic system, it has served to transmit civilization and to meet the needs that are demanded of the state, guaranteeing a minimum existence without too heavily constraining the governed."—Summary in *American Journal of Sociology*, 44: 1023 (May 1939).

WEBSTER, DONALD EVERETT. *The Turkey of Atatürk: Social Process in the Turkish Reformation*. Philadelphia: American Academy of Political and Social Science, 1939. 337 pp.
Thoroughgoing analysis of Turkey by U.S. sociologist. Chapter 9, "Leadership," emphasizes the rôle of the new middle-income skill groups, telling of the work of typical public administrators, teachers, and social workers. Chapters are also given to "Propaganda," "Press," "Education," "Rural Uplift," etc. Bibliography, pp. 323-6, cites titles in various languages. Appendix includes glossary, Constitution of Turkey, and Program of People's Party of Turkey.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

PART V. CHANNELS OF PROPAGANDA

Agents Who Specialize in Managing Propaganda

BROCKWAY, MARIAN L. *A Study of the Geographical, Occupational, and Political Characteristics of Congressmen, 1800-1919* (M.A. thesis, sociology, Kansas, 1938).

CLAIR, BLANCHE; and DIGNAM, DOROTHY, editors. *Advertising Careers for Women*. New York: Harpers, 1939. 268 pp.

Twenty-two lectures on advertising vocations presented by the Philadelphia Club of Advertising Women. Contains much practical advice by women specialists in agency work and in retail, cosmetics, food, home equipment, industrial, insurance, publication, and radio advertising.

CRAWFORD, HARRIET D. *Teachers' Information and Attitudes Concerning Current Social Problems* (M.A. thesis, sociology, Washington 1938).

GRITZBACH, ERICH. *Hermann Goering: The Man and His Work*. London: Hurst and Blackett, 1939. 256 pp.

German edition: *Hermann Goering, Werk und Mensch* (Munich: Eher, 1938. 345 pp.) has run through some 20 editions.

HEINBERG, JOHN G. "The Personnel Structure of French Cabinets," *American Political Science Review*, 33: 267-78 (April 1939).

Continues the author's "Personnel of French Cabinets," *American Political Science Review*, 25: 389-96 (May 1931). Finds that 41 men "may be said to constitute the personnel structure of cabinets under the Third Republic," from March 1879 to March 1938, having "held the premiership and the important ministries of foreign affairs and finance for two-thirds of the entire period; the ministries of war and marine for half the period; the interior portfolio for almost half; and other ministries for considerable tenures." Table shows their various tenures. Ten of the 41 are selected for rather detailed career analysis. This reveals that prerequisites have been (1) long service on legislative commissions that gave access to specialized knowledge; (2) continuous local political success. But "none of the ten, and very few of their biographers, describe their local relationships or their campaign strategy and technique. Living French politicians tell no tales, and deceased ones leave no written tales behind them." The author is a University of Missouri political scientist.

HITLER, ADOLPH. *Mein Kampf*, complete and unabridged, fully annoted, translated from the German. New York: Reynal and Hitchcock, 1939. 1,029 pp.

KELLY, FLORENCE FINCH. *Flowing Stream: The Story of Fifty-six Years in American Newspaper Life*. New York: Dutton, 1939. 570 pp.

Newspaperwoman's reminiscences.

KNIGHT, RUTH ADAMS. *Stand By For the Ladies!: The Distaff Side of Radio*, with introduction by Lenox R. Lohr. New York: Coward McCann, 1939. 179 pp.

Opportunities and requirements for women in the field of radio.

KORSCH, KARL. *Karl Marx* (Modern Sociologists series). New York: Wiley, 1938. 247 pp.

Bibliography, pp. 237-44.

MARLEN, GEORGE (pseud. of George Spiro). *Earl Browder*. New York: The Author, 1937. 493 pp.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

Attack upon Secretary of the Communist Party of the U.S.A. "Above all, the present work is intended to demarcate sharply the teachings of Marx and Lenin from the opportunism of the Stalin and Trotsky schools" (p. 9).

SANGER, MARGARET (HIGGINS). *An Autobiography*. New York: Norton, 1938. 504 pp.
Leader of U.S. birth control movement and other reforms.

SHEEAN, VINCENT. *Not Peace But a Sword*. New York: Doubleday, Doran, 1939. 367 pp.
Second volume of reminiscences by a U.S. journalist, whose first was entitled *Personal History* (1935).

SMITH, RIXEY; and BEASLEY, NORMAN. *Carter Glass: A Biography*, with an introduction by Senator Harry Flood Byrd and a preface by Douglas Southall Freeman. New York: Longmans, Green, 1939. 519 pp.
Rixey Smith has been secretary to Senator Glass for many years.

Agencies Used in Disseminating Propaganda

ANDERSON, ODIN. *The Attitude of the Norwegian Church toward Social and Economic Problems* (M.A. thesis, sociology, Wisconsin, 1938).

ASCH, NATHAN. "W.P.A. Adult Education," *American Federationist*, 45: 386-390 (April 1938).

CARLILE, JOHN S. *Production and Direction of Radio Programs*. New York: Prentice-Hall, 1939. 397 pp.
By production manager of CBS. A thoroughgoing treatise and handbook. Bibliography, pp. 381-3.

CHRISTESON, FRANCES MARY. *A Guide to the Literature of the Motion Picture* (University of Southern California Cinematography series, no. 1). Los Angeles: University of Southern California, 1938. 76 pp.

CLOKIE, HUGH MCDOWALL; and ROBINSON, JOSEPH WILLIAM. *Royal Commissions of Inquiry: The Significance of Investigations in British Politics*. Stanford University: Stanford University, 1937. London: Oxford, 1937. 242 pp.
First comprehensive study of one of the most important British channels for multi-partisan discussion and publicity on major social controversies. Some analysis is given of cases in which the Royal Commission is alleged to have whitewashed or to have concealed the evidence before it.

COON, HORACE CAMPBELL. *Money to Burn: What the Great American Philanthropic Foundations Do With Their Money*. London and New York: Longmans, Green, 1938. 352 pp.
By a U.S. journalist.

ELIASBERG, WLADIMIR. "La Marché des annonces des journaux allemands depuis 1933," *Revue de l'Institut de Sociologie*, 17: 522-26 (1937).
"The Market for Advertisements in German Newspapers since 1933." There has been a great decrease in number of newspapers and in volume of advertising.

GOBBEL, LUTHER LAFAYETTE. *Church-State Relationships in Education in North Carolina since 1776* (Ph.D. thesis, Yale). Durham: Duke University, 1938. 251 pp.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

The author is President of Greensboro College, and has for several years been a leader in the M.E. Church South. Bibliography, pp. 229-41.

JONES, IRA O. *Editorial Influence on Social Problems* (M.A. thesis, sociology, Omaha, 1938).

JOURNALISM. For detailed bibliography on journalism, see the extensive lists in *Journalism Quarterly*.

MASON, JOHN BROWN. "Germany's Leadership in School Films," *California Journal of Secondary Education*, January 1939, pp. 46-49.

"Germans have, within a few years' time, established leadership in the field of educational films. Today, 30,000 of Germany's 60,000 schoolhouses have their own projection machinery for 16 mm. films. All of these machines are of recent date. . . . In contrast we find that, of 100,000 American schoolhouses equipped with electric current, only 10,000 had motion picture projectors in the summer of 1937. . . . German schools have now available 564 educational films. . . . 325 more films are in the process of production. . . . But while National Socialist ideology leaves its decisive imprint on films dealing with certain subjects—such as 'The Life of the Führer' and 'National Socialist Party Congresses' —most films are remarkably free from onesided propaganda . . . educational films are excepted from the regular government censorship." Author is a social scientist at Fresno State College, California, and a well-known specialist on public forums.

NORTON, JOHN KELLEY; and NORTON, MARGARET ALLTUCKER. *Wealth, Children and Education*, second edition. New York: Teachers College, 1938. 138 pp.

Teachers College professors analyze inequalities in educational opportunity in the U.S., citing studies of Moulton, Loeb, Nourse, Mort, Strayer and Haig, and others to show that inequality is unnecessary. Includes a plan of Federal assistance to the states, without centralized control.

PRESTON, HARLEY O. *Relationship of Eschatological Emphasis to Economic Status of Protestant Churches in Bloomington* (M.A. thesis, sociology, Indiana, 1938).

REDMOND, PAULINE; and REDMOND, WILFRID. *Business Paper Writing: A Career*. New York: Pitman, 1939. 194 pp.

A study of opportunities in this field of journalism.

ROGERS, LINDSAY. "President Roosevelt's Press Conferences," *Political Quarterly*, 9: 360-72 (July 1938).

SEYMOUR, KATHARINE; and MARTIN, JOHN TILDEN WAITE. *Practical Radio Writing: The Technique of Writing for Broadcasting Simply and Thoroughly Explained*. London and New York: Longmans, Green, 1938. 308 pp.

STUDEBAKER, JOHN WARD; and WILLIAMS, CHESTER S. *Forum Planning Handbook: How to Organize School Administered Forums, Prepared for Study and Discussion for Planning Groups of Educators and Civic Leaders*. Washington, D.C.: American Association for Adult Education and Office of Education of U.S. Department of the Interior, 1939. 71 pp.

Includes a survey of U.S. forum demonstrations and projects. Select bibliography, pp. 69-71.

THAYER, FRANK. *Newspaper Management*, revised edition. New York: Appleton-Century, 1938. 465 pp.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

TRACY, M. E. "Radio and the Monroe Doctrine: Domestic Networks Have Been Active in Counteracting European Radio Propaganda Among Our Good Neighbors," *Current History*, November 1938, pp. 28-31.

U.S. BUREAU OF FOREIGN AND DOMESTIC COMMERCE. *Review of Foreign Film Markets, 1938*. Washington, D.C., March 1939. 388 pp.
A world survey, published annually. Inside back cover lists a number of the Bureau's other publications on the world motion picture situation.

U.S. NATIONAL RESOURCES COMMITTEE. *Research: A National Resource* (Report of the Science Committee). Washington, D.C.: Government Printing Office, 1938. 255 pp.
The Federal government spent $120,000,000 on research in 1937, of which $50,000,000 went to social sciences and social statistics. Report deals with some 125 Federal agencies engaged in research, and has brief sections on university, state government, and private activities.

UNIVERSITY OF THE STATE OF NEW YORK. REGENTS' INQUIRY ON CHARACTER AND COST OF EDUCATION IN THE STATE OF NEW YORK. *Education for American Life: A New Problem for the State of New York*. New York: McGraw-Hill, 1938. 167 pp.
General report of the 10-volume study recently completed by this influential group of educators.

VREELAND, FRANK. *Foremost Films of 1938: A Yearbook of the American Screen*. New York: Pitman, 1939. 347 pp.
First of a proposed series of yearbooks, including reviews of films, production trends, problems, throughout the world. The editor is an experienced New York screen critic and advisor to Hollywood companies.

WATSON, GOODWIN. *How Good Are Our Colleges?* (Public Affairs Pamphlet, no. 26). New York: Public Affairs Committee, 1939. 31 pp.
Based on Bulletin 29 of the Carnegie Foundation for the Advancement of Teaching (*The Student and His Knowledge*, by William S. Learned and Ben D. Wood). Bibliography, p. 31.

WEHBERG, HILLA, compiler. *Culture Groups in American Life: A Film Survey*. New York: Metropolitan Motion Picture Council, 1939. 11 pp., mimeo.
Annotated list of about 70 films dealing with contributions of various culture groups in U.S.

WEHBERG, HILLA, compiler. *Pan-American Films: A Survey*. New York: Metropolitan Motion Picture Council, 1939. 16 pp., mimeo.
Annotated list of all films available in U.S. on South America and its people; arranged by countries.

WILLIAMS, BLAINE T. *An Analysis of the Personnel of an Iowa School Board: A Study in Social Control* (M.A. thesis, sociology, Iowa, 1938).

WOOD, JUNIUS B. "Channeling the News for Nazis: How the Government, Through the Press, Influences Thought in a Common Direction," *New York Times Magazine*, January 15, 1939, p. 4 ff.
Also discusses informal means of circulating news inside the Reich.

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

PART VI. MEASURING THE EFFECTS OF PROPAGANDA

BUROS, OSCAR KRISEN, editor. *The 1938 Mental Measurements Yearbook of the School of Education, Rutgers University*. New Brunswick: Rutgers University, 1938. 415 pp.

BUROS, OSCAR KRISEN, editor. *Research and Statistical Methodology: Books and Reviews 1933-38*. New Brunswick: Rutgers University, 1938. 100 pp.

CHAMBERS, MERRITT MADISON; and BELL, HOWARD M. *How to Make a Community Youth Survey* (American Council on Education Studies, Series 4, American Youth Commission, no. 2). Washington, D.C.: American Council on Education, 1939. 45 pp.

How to select and coach interviewers; sample a public; conduct interviews; code and edit results; present, illustrate, publish, and follow up the data. Includes sample schedule used in the American Youth Commission's Maryland Survey, which investigated attitudes among other factors.

DE BOER, JOHN JAMES. *The Emotional Responses of Children to Radio Drama* (Ph.D. thesis, Chicago, 1938).

FOSTER, CHARLES RICHARD, JR. *Editorial Treatment of Education in the American Press* (Harvard Bulletins in Education, no. 21). Cambridge: Harvard University, 1938. 303 pp.

Examines all editorial comment on education appearing in 25 selected U.S. newspapers, January 1, 1930, to January 1, 1935. Makes suggestions for public relations of the educational system. Bibliographic footnotes.

GEISERT, HAROLD L. *Circulation of Newspapers as an Index of Cultural Change* (Ph.D. thesis, sociology, North Carolina, 1938).

HARTWELL, DICKSON. "John Q. Public Answers Nineteen Questions on Coal," *Coal Age*, July 1939, 2 pp.

Survey of opinion on the coal industry and its problems, conducted and reported by a public relations firm.

HARTWELL, JOBSON AND KIBBEE (public relations counsel, New York City). *A Survey of Stockholder Opinion on Some Functions and Responsibilities of the Auditor*. New York, 1939. 10 pp.

Following the McKesson and Robbins affair, in which auditors were accused of negligence, stockholders in three New York suburbs were sampled and interviewed. "The complete file on this inquiry is available for inspection by any student of survey technique" (p. 9).

HULETT, J. E., JR. "Interviewing in Social Research: Basic Problems of the First Field Trip," *Social Forces*, 16: 358-66 (March 1938).

Suggestions for the beginning student.

LASSWELL, HAROLD DWIGHT. "Intensive and Extensive Methods of Observing the Personality-Culture Manifold," *Yenching Journal of Social Studies*, 1: 72-86 (June 1938).

MENEFEE, SELDEN COWLES. "An Experimental Study of Strike Propa-

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

ganda," *Social Forces*, 16: 574-82 (May 1938).
News treatment of Pacific Northwest lumber strike of 1935 analyzed. Effect of propaganda appeals was tested on groups of students.

NELSON, ERLAND. *Radicalism-Conservatism in Student Attitudes* (Psychological Monographs, vol. 50, no. 4). Columbus: Psychological Review Company, 1938. 32 pp.

ROSKELLEY, R. WELLING. *Attitudes and Overt Behavior: Their Relations to Each Other and to Selection Factors* (Ph.D. thesis, sociology, Wisconsin, 1938).

SARGENT, S. S. "Emotional Stereotypes in the Chicago *Tribune*," *Sociometry*, 2: 69-75 (1939).
Psychologist in Central Y.M.C.A. College, Chicago, tested reactions of six groups of adults to some 40 terms selected from news columns of Chicago *Tribune* and *New York Times*. *Tribune* terms were found to be more emotional and stereotyped than *Times* terms for the same bits of news.

SIMPSON, RAY HAMILL. *A Study of Those Who Influence and of Those Who Are Influenced in Discussion* (Teachers College Contributions to Education, no. 748). New York: Columbia University, 1938. 89 pp.
Measured relationship between certain individual traits and the individual's ability to influence (1) immediate group decisions and (2) persistent individual attitudes. College women were organized into discussion groups, asked to reach decisions "agreeable to the group" on various controversial issues. Those most influential in discussion tend to (1) have high school marks; (2) have a "strong" religious background; (3) make high scores on Scholastic Aptitude Test of Verbal Ability; (4) be least influenced by discussion; (5) be widely dispersed (not necessarily dominant) on paper-and-pencil tests of dominance-submissiveness. Bibliography, pp. 88-9.

WILSON, E. B. "How to Study the Social Aspects of the Depression," *American Statistical Association Journal*, 33: 505-12 (September 1938).

PART VII. PROPAGANDA AND CENSORSHIP

AMERICAN CIVIL LIBERTIES UNION. *Addresses on the Bill of Rights*. New York, 1939. 35 pp.
Delivered at a dinner of the Civil Liberties Committee of Massachusetts, February 1939, in commemoration of the 150th anniversary of the Bill of Rights.

AMERICAN CIVIL LIBERTIES UNION. *The Bill of Rights 150 Years After: The Story of Civil Liberty, 1938-1939*. New York, June 1939. 79 pp.
Annual report of Civil Liberties Union. Review of the year's events and lists of national, state, and local leaders and agencies in the civil liberties movement. Bibliography of the Union's publications, June 1938-June 1939, pp. 69-72.

BLIVEN, BRUCE. "Propaganda and Democracy," *Proceedings* of National Educational Association, 1938, pp. 408-13.

"British Self-Advancement," *Spectator*, 160: 5 (January 7, 1938).
Urges more active British propaganda abroad.

CALLENDER, HAROLD. "Big Berthas of the White War," *New York*

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015

Times Magazine, August 6, 1939, pp. 1-2 ff.
New York Times correspondent says that British propaganda is "moderate," "generous," "sportsmanlike," "mild," "gentlemanly," while totalitarian propaganda is the reverse. "The British are striving, against inherent inhibitions, to boast and brag. Foreign propaganda imposes that uncongenial duty upon them." Cites examples of totalitarian censorship and propaganda, but not of British.

CIVIL LIBERTIES COMMITTEE OF MASSACHUSETTS. *Censorship in Boston*. Boston, 1939. 16 pp.

GALLUP, GEORGE HORACE. *Public Opinion in a Democracy* (Stafford Little Lecture at Princeton University). Princeton, May 1939. 15 pp.

GLOAG, JOHN. *Word Warfare: Some Aspects of German Propaganda and English Liberty*. London: Nicholson and Watson, 1939. 154 pp.
English writer's impressions of propaganda effects achieved by German and British governments at home and abroad, based partly on his travels on the Continent. Bibliographic essay, pp. 141-50.

LOEWENSTEIN, KARL. "Legislative Control of Political Extremism in European Democracies," *Columbia Law Review*, 38: 591-622, 725-74 (1938).
Measures adopted to restrain incitements to the abandonment of democratic practices.

MAVERICK, MAURY. *Blood and Ink: The Life and Documents of American Democracy*. New York: Modern Age, 1939. 282 pp.
Texas politician's interpretation of U.S. constitutional history, with emphasis upon civil liberties issues and upon conservation, labor relations, and monopolism.

"Public Order and the Right of Assembly in England and the United States: A Comparative Study," *Yale Law Journal*, 47: 404-32 (January 1938).
Comprehensive summary of the law.

SOKOLSKY, GEORGE EPHRAIM. *The American Way of Life*. New York: Farrar and Rinehart, 1939. 180 pp.
U.S. advertising and the free private enterprise system are extolled in this collection of articles from *Liberty*.

TEXAS CIVIL LIBERTIES UNION. *San Antonio: The Cradle of Texas Liberty*. Austin, 1938. 16 pp.

U.S. SENATE. COMMITTEE ON EDUCATION AND LABOR. *Violations of Free Speech and Rights of Labor*, hearings, 75th Congress, 3rd session. Washington, D.C.: Government Printing Office.
The "LaFollette Committee." Hearings before this Committee now run to some 11,000 pages, in 25 or more parts. A *Report* of the Committee, dated 1939, is also available from the Government Printing Office (222 pp.).

WILLERT, ARTHUR. "Publicity and Propaganda in International Affairs," with discussion, *International Affairs*, 17: 809-26 (November 1938).

ZEIGLER, RUTH. *The Chicago Civil Liberties Committee, 1929-38* (M.A. thesis, sociology, Chicago, 1938).

Downloaded from http://poq.oxfordjournals.org/ at University of Iowa Libraries/Serials Acquisitions on June 12, 2015