



Advertising and The New York Public Library emerged together in the last half of the 19th century. A coincidence of factors including industrial innovation, immigration, urbanization and educational reform fostered new audiences eager to consume tangible goods and learning.

Advertising and The New York Public Library recognized and met this demand. *OPT IN* is designed to trace the development of advertising and the media. The following is a list of representative titles from the reference and circulating collections of The New York Public Library that document this dynamic evolution.

Key to Location of Materials

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|---|---|
| Humanities and Social Sciences (HSSL) | Schomburg Center for Research in Black Culture (SC) |
| The New York Public Library for the Performing Arts (LPA) | Science, Industry and Business Library (SIBL) |



Maybe Borrowed for Home Use – Check LEO Catalog for Branch Location

ADVERTISING: BACKGROUND AND HISTORY

Industry studies and directories, historical overviews, biography and trade and professional journals are significant components of the advertising resources at The New York Public Library

Archives of Advertisements

Collection of Advertising Pages from *American Magazine*, *Century Magazine*, *Collier's Magazine*, *Current Opinion*, *Everybody's Magazine*, *Ladies Home Journal*, *Life*, *Literary Digest*, *McClure's Magazine*, *Munsey's Magazine*, *Outlook*, *Review of Reviews*, *Scribner's Magazine*, *Vanity Fair*, *Vogue*, *Woman's Home Companion*, and *World's Work*. {New York, 1911-1921} Call # TW +.
Location: SIBL

New Yorker Magazine, Inc. *New Yorker Public Relations Department Materials, 1932-1988*.
{Includes tearsheets of advertisements. Humanities-Manuscripts & Archives. Restricted. Apply in Special Collections Office. {Finding aid on the Internet}. Call # MSS 92M47. Location: HSSL

Historical Overviews

Atwan, Robert. *Edsels, Luckies & Frigidaires: Advertising the American Way*. New York: Dell, 1979. Call # JLF 80-1699. Location: HSSL

And Now a Word from Our Sponsor {sound recording}; *40 Years of Notable Radio Advertising*. Columbia Special Products, 1967. Call # *LZR 18393. Location: LPA

Fox, Stephen. *The Mirror Makers: A History of American Advertising and Its Creators*. New York: Morrow, 1984. Call # JLE 84-2120. Location: HSSL

Great Songs of Madison Avenue. New York: Quadrangle, 1976. Call # JNF 77-22.
Location: LPA

TO ADVERTISING'S
NEW AGE
AN EXHIBIT OF THE HISTORY
& FUTURE OF ADVERTISING

ISN'T IT TIME YOU OPT IN?

OPT IN

Hill, Daniel Delis. *Advertising to the American Woman, 1900-1999*. Columbus: Ohio State University Press, c2002. Call # *R-SIBL HF5813.U6.H55. Location: SIBL

Kern-Foxworth, Marilyn. *Aunt Jemima, Uncle Ben, and Rastus: Blacks in Advertising, Yesterday, Today and Tomorrow*. Westport, Connecticut: Greenwood Press, 1994. Call # SC E 94-612. Location: SC


Kilbourne, Jean. *Can't Buy My Love: How Advertising Changes the Way We Think and Feel*. New York: Simon & Schuster, 1999. Call # 658.834 K. 

Livingston, Alan. *The Thames and Hudson Encyclopedia of Graphic Design and Designers*. London: Thames and Hudson, 1992. Call # MDW 92-19817. Location: HSSL

McLuhan, Marshall. *The Medium is the Message*. New York: Random House, 1967. Call # F-11-3409. Location: HSSL

Moss, Janice Ward. *The History and Advancement of African Americans in the Advertising Industry, 1895-1999*. Lewiston, New York: Edwin Mellen, 2003. Call # JBE 03-1292. Location: SIBL Call # SC E 03-1473. Location: SC

Signs of the Times. Cincinnati: Sign Publishing, 1907-. Call # TWA+. Location: SIBL Call# *ZAN-T4536. Location: SIBL

Twitchell, James B. *Adcult USA: the Triumph of Advertising in American Culture*. New York: Columbia University Press, 1996. Call # 306.4 T. 

Representative Historical Directories

Advertising Club of New York. *Classified Directory of Members... "The Red Book"...* New York: 1915-1921. Call # TWA. Location: SIBL

Artists and Photographers in Advertising. London: Business Publications Ltd., 1935-37. Call # TWA. Location: SIBL

American Association of Advertising Agencies. *Clients of Members of the American Association of Advertising Agencies*. New York: 1922,24. Call # TWA. Location: SIBL

Dartnell Advertisers Guide Chicago: Dartnell Corp., 1926-30. Call # TWA. Location: SIBL

National Loose-leaf Directory of Advertisers; Together with Their Advertising Managers and Advertising Agents. New York: James McKittrick Co., 1913. Call # TWA. Location: SIBL

Standard Advertising Register. New York: National Register Pub. Co., 1916-. Call # TWA. Location: Call # JLM 85-556. Location: SIBL and WWW.

Selected Trade and Professional Journals

Advertising Age. Chicago: Crain Communications, 1930-. Call # *ZAN-B204 {Microfilm}. Location: SIBL

Advertising Age International. New York: The Ad Age Group, 1997-. Call # JBN 97-34. Location: SIBL

Adweek. New York: VNU Business Publications, 1979-. Call # JLM 83-399. Location: Call #*ZAN B37 {Microfilm}. Location: SIBL

Printers Ink; the Magazine of Advertising, Management and Sales. New York: Printers Ink, 1888-1967. {Continued by: **Marketing/Communications**}. Call # TWA. Location: SIBL

Key Websites

Ad Age Advertising Century. www.adage.com/century/

The Advertising Century provides the "top 100" and "top 10" lists of campaigns, people, slogans, jingles and icons from the 20th century.

John W. Hartman Center for Sales, Advertising, and Marketing History. Rare Book, Manuscript, and Special Collections Library. Duke University. <http://scriptorium.lib.duke.edu/hartman/>

The John W. Hartman Center at Duke University, through its collections and programming, strives to promote understanding of the social, cultural, and historical impact of advertising, marketing, and sales. The website includes an image database of over 7,000 advertisements printed in U.S. and Canadian newspapers and magazines between 1911 and 1955 as well as images of over 9,000 early advertising items and publications. Health-related advertising is illustrated by an image database of more than 900 advertisements and outdoor advertising is represented by descriptions of over 50,000 ads.

New York Public Library. Digital Gallery. <http://digitalgallery.nypl.org>

A unique collection of over 400,000 images, Digital Gallery contains a number of advertising visuals. Cigarette card advertising and automobile catalog advertising are well represented.

Smithsonian Institution. Archives Center. Advertising, Marketing, and Commercial Imagery Collections.

<http://americanhistory.si.edu/archives/d-7.htm>

Through the use of a number of finding aids, the Smithsonian Institution enables the internet browser to identify individual components of the archive collections which include the Carvel Ice Cream Records, the Krispy Kreme Doughnut Corporation Records, and the Pepsi Generation oral history and document materials.

CHRONOLOGY

In keeping with the timeline concept developed for the exhibit the following selections are representative of persons, organizations, issues and methods key to that period.

1860-1920

Art in Advertising; an Illustrated Monthly for Business Men. New York: Art in Advertising, 1890-1899.

Call # TWA. Location: SIBL

Ayer, Dr. J.C. & Co. *Forty Years of Advertising; a Collection of Somewhat Intimate Talks.* Boston, New York: N.W. Ayer & Son, 1909. Call # TWA. Location: SIBL

The Centennial of the J. Walter Thompson Company; Commemorating 100 Years of American Advertising.

Chicago: Advertising Age, 1964. Call # JLG 80-170. Location: SIBL

Century Magazine {Advertisements}. New York: Century Magazine, 1881-1893. Call # TWA.

Location: SIBL

Current Advertising by Charles Austin Bates. New York: 1897-1902. Call # TWA. Location: SIBL

Dyer, Davis. *Rising Tide; Lessons from 165 Years of Brand Building at Procter & Gamble.*

Boston: Harvard Business School Press, 2004. Call # JBE 04-1707. Location: SIBL

Fame; a Journal for Advertisers. New York: Fame, 1892-1938. Call # TWA. Location: SIBL

Kellogg's Square Dealer. Battle Creek, Michigan: Kellogg Toasted Corn Flakes, 1911-1915. Call # VTA.

Location: HSSL

Moonbeams. Ivory's Jubilee Year, 1879-1954. Cincinnati: Procter & Gamble, c.1954. Call # TB p.v. 2045.

Location: SIBL

Silvers, David. *The Nabisco Brands Collection of Cream of Wheat Advertising Art.* San Diego: Collectors Showcase, 1986. Call # 3-MDW 87-3144. Location: HSSL

The Poster; an Illustrated Monthly Magazine Devoted to Poster Art and Poster Advertising. Chicago: Poster Advertising Association, 1912-1926. Call # TWA. Location: SIBL

1920-1930

A Guide to Advertising; First Sales-Aid to the Advertising Field. Chicago: Hill & Co., 1926. Call # TWA. Location: SIBL

Advertising Display; the Fashion Journal of Modern Advertising. London: Business Publications LTD., 1926-1940. Call # TWA. Location: SIBL

Armitage, Shelley. *John Held, Jr., Illustrator of the Jazz Age.* Syracuse, New York: Syracuse University Press, 1987. Call # MDG (Held) 88-86. Location: HSSL

Barton, Howard Allen. *How to Write Advertising, by Howard Allan Barton...* Philadelphia: J.B. Lippincott, 1925. Call # TW. Location: SIBL

Bernays, Edward L. *Propaganda.* New York: H. Liveright, 1928. Call # SB. Location: HSSL

Broadcast Advertising. Chicago: G.W. Stamm, 1929 - 1932. Call # TWA. Location: SIBL

Hubbard, Elbert. *Advertising and Advertisements, by Elbert Hubbard.* East Aurora, New York: Roycrofters, 1929. Call # TW +. Location: SIBL

Young, John Orr. *Adventures in Advertising.* New York: Harper, 1949. Call # TW. Location: SIBL

1930-1940

Advertising Displays. New York: Advertising Display, 1930-1932. Call # TWA. Location: SIBL

Advertising Outdoors. Chicago: Outdoor Advertising Association of America, 1930-1931. Call # TWA +. Location: SIBL

Batten, H.A. *The Written Word; a Study of the Art of Writing with Especial Reference to its Function in Advertising.* New York: Greenburg, 1932. Call # TW. Location: SIBL

Burma-Vita Company. *Jingle Book.* Minneapolis. {193?}. Call # TWA. Location: SIBL

Ehrlich, Frederic. *The New Typography & Modern Layouts.* New York: Frederick A. Stokes, 1934. Call # TW+. Location: SIBL

Kent, Rockwell. *The Illustrations of Rockwell Kent; 231 Examples from Books, Magazines and Advertising Art.* New York: Dover Publications, 1976. Call # MDG (Kent) 77-2591. Location: HSSL

Young, Frank Herman. *Modern Advertising Art.* New York: Covici, Friede, Inc., c1930. Call # 3-MDW. Location: HSSL

1940-1950

American Matchcover Collector. Colton, California: 1941-1943. Call # TWA. Location: SIBL

Baker, George. *Slightly Soiled; a Group of Tales Compiled and Told by George Baker.* New York: National Advertising Art Center, 1944. Call # NBW. Location: HSSL

Fox, Frank. *Madison Avenue Goes to War; the Strange Military Career of American Advertising, 1941-45.* Provo, Utah: Brigham Young University Press, 1975. Call # JLD 82-2090. Location: HSSL

Honey, Maureen. *Creating Rosie the Riveter: Class, Gender, and Propaganda During World War II*. Amherst: University of Massachusetts Press, 1984. Call # JLE 84-3584. Location: HSSL

Lasker, Albert Davis. *The Lasker Story: as He Told It*. New York: NTC Business Books, 1995. c1963. Call # 659.1092 L.  Location: SIBL

Levenson, Bob. *Bill Bernbach's Book; a History of Advertising That Changed History*. New York: Villard Books, 1987. Call # JLG 87-209. Location: HSSL

Sponsor. New York: Sponsor Publications, 1946-1968. Call # TWA +. Location: SIBL

War Advertising; a Progress Bulletin Issued by the War Advertising Board. New York: 1943. Call # TWA. Location: SIBL

Young, James. *The Diary of an Ad Man; the War Years, June 1, 1942 - December 31, 1943*. Lincolnwood, Illinois: NTC Business Books, 1990. Call # JBE 90-1128. Location: SIBL

1950-1960

Advertising Council. *Help Truth Fight Communism: Radio Free Europe, Radio Free Asia: a Campaign Prepared for the Crusade for Freedom by the Advertising Council, Inc.* New York: 1951. Call # F-10 2186. Location: HSSL

Advertising Research Foundation. *The Application of Subliminal Perception in Advertising*. New York: c1958. Call # *XME-12,360 {Microform}. Location: HSSL

Bernays, Edward L. *Biography of an Idea: Memoirs of Public Relations Counsel Edward L. Bernays*. New York: Simon and Schuster, 1965. Call # D-16-3545. Location: HSSL

Bernays, Edward L. *How Business Can Sell the American Way of Life to the American People*. 1950. Call # SB p.v. 1266. Location: HSSL

New York Public Library. *The Edward L. Bernays Collection on Public Relations*. New York: 1947. Call # SB p.v. 778. Location: HSSL

Ogilvy, David. *Confessions of an Advertising Man*. New York: Atheneum, 1984. c1963. Call # JLE 85-1951. Location: HSSL

Ogilvy, David. *The Unpublished David Ogilvy*. New York: Crown, 1986. Call # JFD 88-490. Location: HSSL

Packard, Vance Oakley. *The Hidden Persuaders*. New York: McKay, 1957. Call # D-10 4572. Location: HSSL

Patterson, William D., ed. *America: Miracle at Work: the Best Public Interest Advertising of 1952, Based on the First Annual Saturday Review Awards for Distinguished Advertising in the Public Interest*. New York: Prentice-Hall, 1953. Call # TW+. Location: SIBL

Schofield, Perry, ed. *100 Top Copywriters and their Favorite Ads*. New York: Printers Ink, 1954. Call # TW+. Location: SIBL

1960-1970

Blackwell, Roger D. *Brands That Rock: What Business Leaders Can Learn From The World Of Rock and Roll*. New York: John Wiley & Sons, 2004. Call # JME 04-50. Location: LPA

Boyreau, Jacques. *The Male Mystique: Men's Magazine Ads of the 1960's and '70's*. San Francisco: Chronicle Books, 2004. Call # JFE 04-9093. Location: HSSL

Holte, Clarence. **Clarence L. Holte Papers, 1947-2003.** A bibliophile as well as adverting executive, Holte supervised the consumer ethnic markets operation at the Madison Avenue agency of Batten, Barton, Durstine and Osbourne until his retirement in 1972. Call # SC MG 718. Location: SC

Lahusen, Christian. *The Rhetoric of Moral Protest: Public Campaigns, Celebrity Endorsement and Political Mobilization.* Berlin, New York: W. de Gruyter, 1996. Call # JFE 96-19527. Location: HSSL

Max, Peter. *Poster Book.* New York: Crown, 1970. Call # 3-MDWS+ (Max). Location: HSSL

1970-1980

Della Femina, Jerry. *From Those Wonderful Folks Who Gave You Pearl Harbor; Front Line Dispatch from the Advertising War.* New York: Simon and Schuster, 1970. Call # D-20 4673. Location: HSSL

Jones, Howard Aldred. *50 Years Behind the Scenes in Advertising.* Philadelphia: Dorrance, 1975. Call # JLD 76-764. Location: HSSL

Stewart, David W. *Effective Television Advertising: a Study of 100 Commercials.* Lexington, Massachusetts: Lexington Books, 1986. Call # JLE 86-3496. Location: HSSL

1980-1990

Crimp, Douglas. *Aids Demo Graphics.* Seattle, Washington: Bay Press, 1990. Call # JLD 90-1808. Location: HSSL

Johnston, Russ. *Marion Harper: an Unauthorized Biography.* Chicago: Crain Books, 1982. Call # JFE 86-918. Location: HSSL

Key, Wilson Bryan. *The Age of Manipulation: the Con in Confidence, the Sin in Sincere.* New York: H. Holt, 1989. Call # JFE 89-3004. Location: HSSL

McMullan, James. *The Theatre Posters of James McMullan.* New York: Penguin Studio, 1998. Call # MWET+98-10916. Location: LPA


Pate, Russell R. *Adman: Morris Hite's Methods for Winning the Ad Game.* Dallas, Texas: E-Heart Press, 1988. Call # JLE 89-2481. Location: HSSL

Rutherford, Paul. *The New Icons: the Art of Television Advertising.* Toronto; Buffalo: University of Toronto Press, c1994. Call # MWGS 94-13394. Location: LPA

Saunders, Dave. *Best Ads: Sex in Advertising.* London: B. T. Batsford, 1996. Call # JBE 97-211. Location: SIBL


1990-2000


Fendley, Alison. *Saatchi & Saatchi: the Inside Story.* New York: Arcade, 1996. Call # 659.106F.  Location: SIBL

Fleming, Robert. *The Success of Caroline Jones Advertising, Inc.: an Advertising Success Story.* New York: Walker and Co., c1996. Call # SC E 99-85. Location: SC Call # 338.7616F. 

Goldman, Kevin. *Conflicting Accounts: the Creation and Crash of the Saatchi & Saatchi Advertising Group.* New York: Simon & Schuster, 1997. Call # 338.7616G. 

Klein, Calvin. *Calvin Klein: Collection.* New York: C. Klein, 1996. Call # 3-MME+98-7133. Location: HSSL


Law, Andy. *Creative Company: How St. Luke's Became "the Ad Agency to End All Ad Agencies".* New York: Wiley, c1999. Call # 338.7616L.  Location: SIBL


Ogilvy, David. *An Autobiography*. New York: Wiley, c1997. Call # JBE 97-781. Location: SIBL
Call # B Ogilvy.  Location: SIBL

Wall, Stacy. *Knee High and Livin' Large: the World According to M By L'il Penny Hardaway with Stacy Wall*.
New York: Crown, 1997. Call # Sc C98-6. Location: SC

2000-

Adams, Robert. www.Advertising.com. New York: Watson-Guptill, c2003. Call # JBE03-1308. Location: SIBL

Google Advertising A-Z: Essential AdWords & Image Ad Tips for Getting the Most Clicks at the Lowest Cost.
New York: Bottle Tree Books, 2005. Call # EBK 658.872 G. (Adobe E-Book) 

Lawrence, Mary Wells. *A Big Life in Advertising*. New York: Alfred A. Knopf, 2002. Call # JBE 03578.
Location: SIBL Call # B Lawrence. 

Schumann, David W., Esther Thorson. *Advertising and the World Wide Web*. Mahwah, New Jersey: Lawrence
Erlbaum Associates, 1999. Call # *R-SIBL HF6146.158.A38. Location: SIBL

Sender, Katherine. *Business, Not Politics: the Making of the Gay Market*. New York: Columbia University Press,
c2004. Call # JBE 05-365. Location: SIBL

Stafford, Marla R., Ronald J. Faber. *Advertising, Promotion, and New Media*. Armonk, New York: M.E. Sharpe,
c2005. Call # JBE 05-400. Location: SIBL

Ziegler, Kathleen, Nick Greco. *Digitalink: Digital Design and Advertising*. Southampton, Pennsylvania:
Dimensional Illustrators, c1996. Call # 741.6 D. 