

9/7/20

Commerce and Business Administration

Business Administration

Fred M. Jones Papers, 1930-1974

Inventory of Publications

August 21, 1967

Books:

Retail Management. Richard D. Irwin, Inc., 1967

Introduction to Marketing Management. Appleton-Century-Crofts, 1964.

Retail Merchandising. Richard D. Irwin, Inc., 1957.

Principles of Retailing. Pitman Publishing Corporation, 1949.

Introduction to Marketing. (With P. D. Converse). Prentice-Hall, Inc., 1948.

Economic Development of the United States. (With C. M. Thompson). The Macmillan Company, 1939.

Middlemen in the Domestic Trade of the United States, 1800-1860. University of Illinois, 1937.

Cases and Problems in Salesmanship. (With F. A. Russell). College Publishers, 1931.

Manuals for Textbooks:

Teacher's Manual for Retail Management. Richard D. Irwin, Inc., 1967.

Instructors Manual for Introduction to Marketing Management. Appleton-Century-Crofts, 1964.

Teacher's Manual for Retail Merchandising. Richard D. Irwin, Inc., 1958.

Teacher's Manual for Principles of Retailing. Pitman Publishing Corp., 1950.

Key to Textbook of Salesmanship. (By F. A. Russell). McGraw-Hill, Inc., 1933.

Contributed Sections:

Training for Retailing. In Education for Business. Eastern Business Teachers Association and the National Business Teachers Association, 1957

The Development of Marketing Channels to 1920. In Marketing Channels for Manufactured Products, edited by R. M. Clewett. Richard D. Irwin, Inc., 1954.

Channels of Distribution. In Marketing Handbook, edited by P. H. Nystron. Ronald Press Company, 1948.

Monographs:

Grocery Wholesaling in Illinois from 1900 to 1929. Bulletin No. 36. Bureau of Business Research, University of Illinois, 1931.

A Survey of Retail Trading Area. Bulletin No. 44, Bureau of Business Research, University of Illinois, 1932.

Price Lining of Men's Wear in a Retail Market. Special Bulletin No. 1, Bureau of Economic and Business Research, University of Illinois, 1942.

Retail Sales Questions, Objections and Answers. Special Bulletin No. 3, Bureau of Economic and Business Research, University of Illinois, 1943.

Articles

Three articles contributed to The World Book Encyclopedia. Field Enterprises Educational Corporation, 1960

Department Store

Chain Store

Window Display

The Shifting Pattern of Retail Trade. Illinois Business Review, April 1951.

The Decline of Chicago As A Grain Futures Market. Journal of Marketing, July, 1947.

A New Interpretation of Marketing Functions. Journal of Marketing, January, 1943.

Ten articles contributed to the Dictionary of American History.

Scribners, 1940

Auctions

Peddlers

Commodity Exchanges

Profit Sharing

Five and Ten Cent Stores

Public Markets

General Store

Traveling Salesman

Hardware Store

Tinware Peddlers

The Collection of Business Records at the University of Illinois. Bulletin of the Business Historical Society, January, 1940.

Price Fixing in Illinois. Opinion and Comments, March, 1939.

Retail Stores in the United States, 1800-1860. Journal of Marketing, October, 1936.

Reviews:

Principles of Marketing by Richard Buskirk. Journal of Marketing, October, 1966.

Mathematics of Retail Merchandising, by Bernard P. Corbman. Journal of Marketing, October, 1952.

A Reconstruction of Economics, by Kenneth E. Boulding. Annals of the American Academy of Political and Social Science, March, 1951.

Commodity Exchanges and Future Trading, by J. B. Baer and O. G. Saxon.
Journal of Marketing, July, 1949.

Forty reviews contributed to the Journal of Marketing while serving during the years 1945-47 on the editorial board of that journal.

Miami: Economic Pattern of a Resort Area, by Reinhold Wolff. Journal of Business, January, 1945

Your Business and Postwar Adjustments, by L. S. Lyon, J. M. Barker and G. Baumgart.
Journal of Marketing, October, 1944.

The Economic Development of the American Nation, by R. C. McGrane. Annals of the American Academy of Political and Social Science, September, 1942.

Der Aufstieg der Vereinigten Staaten von America zur Weltmacht, by Max Silberschmidt.
Annals of the Academy of Political and Social Science, November, 1941.

Marketing, by R. S. Alexander, F. M. Surface, R. F. Elder, and W. Alderson. Journal of Marketing, April, 1941.

A History of the Business Man, by Miriam Beard. Journal of Marketing, July, 1940.

Salesmanship for Today for Sales Managers of Tomorrow, by D. R. Osborne.

Journal of Marketing, October, 1939.

How to Succeed in Retail Selling, by R. M. Hardy. Journal of Marketing, April, 1938.