

- Canfield, Bertrand R *Public Relations Principles, Cases, and Problems*, 3rd ed Homewood, Ill , Richard D Irwin, Inc , 1960
- Center, Allen H , editor *Public Relations Ideas in Action* New York, McGraw-Hill Book Co , 1957
- Curran, Charles *Handbook of TV and Radio Technique* New York, Pelligrini & Cudahy, 1953
- Flesch, Rudolph *The Art of Plain Talk* New York, Harper & Brothers, 1946
- Flesch, Rudolph, and Lass, A H *A New Guide to Better Writing* New York, Popular Library, 1963
- Klapper, Joseph T *The Effects of Mass Communication* New York City, The Free Press, 1960
- Lee, Irving J *How To Make the Safety Speech* Chicago, National Safety Council, 1939
- Lesly, Phillip, editor *Public Relations Handbook* Englewood Cliffs, N J , Prentice-Hall, Inc , 1962
- Linton, Calvin D *Effective Revenue Writing—2* (Training No 129, Rev 7-62) Washington, D C , U S Government Printing Office, 1962
- Lutz, Tom, and McElroy, Frank E *Two Looks at Safety Today and Tomorrow* (NSNEWS Reprint No 36) Chicago, National Safety Council, 1968
- McElroy, Frank E *Four Steps to Easier Writing* (NSNEWS Reprint No 4) Chicago, National Safety Council, 1966
- National Safety Council, 425 N Michigan Ave , Chicago, Ill 60611 *Photography for the Safety Professional*, Data Sheet 619
- Newcomb, R , and Sammons, M *Employee Communications in Action* New York, Harper & Brothers, Publishers, Inc , 1961
- Packard, Vance *The Hidden Persuaders* New York City, Pocket Books, Inc , 1958
- Schutte, William M , and Steinberg, Erwin R *Communication in Business and Industry* New York, Holt, Rinehart and Winston, Inc , 1960
- Stephenson, Howard *Handbook of Public Relations* New York, McGraw-Hill Book Co , 1960
- Style Manual* Washington, D C , U S Government Printing Office, 1967
- Turabian, Kate L *A Manual for Writers*, 3rd ed Chicago, The University of Chicago Press, 1967