

Market Research, 1934 - 1938

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Introduction

Witkowski (2010) describes the marketing discipline's coming of age during the early to mid-1930s by examining the structure, presentation, and content of marketing knowledge at that time as represented in *The American Marketing Journal (TAMJ)* and the *National Marketing Review (NMR)*. Those two journals were published from January, 1934 through April, 1936 and from mid-1935 through early 1936, respectively. They were among the first scholarly periodicals in marketing and merged to form the *Journal of Marketing* in 1936. Witkowski notes that most scholarly writing about marketing up to that point in time appeared as books [which have been cataloged and chronicled to excess by Bartels (1961) and his disciples]. However, *TAMJ* and the *NMR* played seminal roles in the maturing of the discipline and had been all but forgotten in the history of marketing thought leading to Witkowski's analysis.

Research Purpose

While more specialized in focus than *TAMJ* and the *NMR*, the journal *Market Research*, published from April 1934 through July 1938, deserves similar credit as a founding periodical in the marketing discipline. As an aside, it is worth noting that of the combined 137 articles published in the *National Marketing Review* and *American Marketing Journal* from 1934 through 1936, twenty (14.6 percent) focused on market research (Witkowski, 2010, p.380).

The primary focus of *Market Research* is obvious from its title, but the content of this seminal journal included articles about general marketing, education and training in marketing, the history of market research, and short biographies of early pioneers in the market research field. Like *TAMJ* and the *NMR*, it was targeted at both professionals and academics, thereby distinguishing it from other trade magazines at that time such as *Printers' Ink*, *Tide*, and *Sales Management*, that focused mostly on advertising and sales industry news. In fairness, *Market Research* appears to have had limited circulation and readership since WorldCat lists only eight libraries in the United States that have complete holdings for the Journal. This almost certainly limited its impact beyond the market research profession. Nevertheless, we believe it is an important potential source of market research knowledge for historians of marketing thought studying the early literature.

The purpose of this study is to extend Witkowski's (2010) work by adding to our understanding of the periodical literature that nurtured the marketing discipline during the 1930s. We examine the content of *Market Research* as well as the authors who contributed to the journal, the institutions that sponsored it, and the circumstances that led to the publication of *Market Research* from 1934 through 1938.

Source Material

The source material for this study is the journal, *Market Research*, which Market Research Corporation of America (MRCA) founder Percival White edited and published from 1934 through 1938 under the auspices of MRCA. A total of 52 issues including 288 articles were published during the journal's run. All 52 issues, held in the New York Public Library, were examined and information from tables of contents data were entered in the Appendix herein. A close reading of the content of all 52 issues was conducted in order to identify the nature and scope of content of the journal¹, article format, and authorship as well as the organizational affiliations of authors where indicated. We were already intimately familiar with the life and work of the editor, Percival White, through our own earlier research. That contributed to a fairly deep understanding of the social, professional, and intellectual environment in which *Market Research* was launched in 1934.

Preliminary Findings

Market Research was part house organ, part hybrid academic-trade journal. Its target audience was primarily market research professionals but included academics, many of whom moon-lighted as consultants giving them a foot in both industry and the academy. The magazine was edited by Percival White and in addition to the obvious focus on market research, topical coverage included general marketing, education and training in marketing, the history of market research, and short biographies of early pioneers in the market research field. Within the general category of market research, the journal's content focused primarily on the results of various research studies and on research methods. The featured content included articles by well-known academics and industry professionals including Paul Lazarsfeld, Paul Cherington, Daniel Starch, Rensis Likert, George Gallop, Henry Weaver, Edward Bernays, Ernest Elmo Calkins, R.O Eastman, Nathanael H. Engle, Archibald Crossley, and Frank Coutant. No fewer than three past presidents of the NATMA and AMS and five future presidents of the AMA contributed articles to *Market Research*. As editor of *Market Research*, Percival White wrote editorials but only a couple of articles during the entire publication run that identified him as the author. MRCA co-founder, Pauline Arnold, contributed 11 feature articles from 1934 through 1938. *Market Research* also included a series of one-page biographical sketches, uncredited but probably written by White, of those people working at the cutting edge of market research including Cherington, Weld, Parlin, Coutant, and Starch – all of whom were then or soon became significant figures in the history of marketing and marketing thought. Occasional book reviews appeared, as did case studies of companies (likely MRCA clients) and their market research activities, association news, and even a help wanted section titled “The Research Man Market”. Summaries and partial reports of survey work undertaken by MRCA appeared frequently in the journal in a section titled “Current Surveys”. Advertisements for market research companies as well as publishers of academically authored books were also included in *Market Research*.

Naturally, the topics covered in most articles dealt either directly or indirectly with market research but included general marketing (product development being the most popular), case histories, biographies, education and training, the legitimacy or value of market research, and various other topics. Table 1 lists the total articles published by topic.

Table 1. Article Topics in *Market Research*

Research Results	Research Methods	Case Histories	Value of Research	General Marketing*	History	Education / Training	Biographies	Misc. **
74	68	11	9	25	5	5	8	83

* Most popular within general marketing was product development with nine articles.

** Topic analysis is in progress and, once completed, will result in these being re-categorized. The overall proportionate breakdown is nevertheless likely reflected in the presentation here.

¹ At the time of this submission, the categorization of topics is still in progress (see Table 1).

Sample References

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- White, P. (1931), *Marketing Research Technique*, Harper and Brothers, New York.
- White, P. (1957), *The Market Research Council, 1927-1957* (with A. B. Blankenship, D. E. West, and H. A. Richmond). New York: Market Research Council.
- Witkowski, T. (2010), “The Marketing Discipline Comes of Age, 1934 – 1936”, *Journal of Historical Research in Marketing*, Vol.2 No. 4, pp.370 – 96.

APPENDIX MARKET RESEARCH (magazine tables of contents by issue and related information)

Title	Author	Affiliation
<i>Market Research</i> Apr 1934	R.V. Pollock (editor)	
Mass Research	Percival White	MRCA
A New Business Indicator	Lloyd Wilkinson	MRCA
External Pressure	Paul Lazarsfeld	University of Vienna
Twenty-five Years of Progress	Robert Pollock	MRCA
Standards of Research	Pauline Arnold	MRCA
Out of the Pantry		MRCA
The Household Inventory	J.E. Graham	MRCA
The Fielder		MRCA
Test Shows Grade Influence	Pauline Arnold	MRCA
May 1934	R.V. Pollock (editor)	
The Psychological Approach to Market Research	Paul Lazarsfeld	University of Vienna
Standardization of Market Research	Lyman Chalkey	Benton & Bowles
What Method of Tabulation Should be Used	Charles O. Terwillinger	MacFadden Publications
Pioneer in Market Research – Paul Cherington		MRCA
June 1934	R.V. Pollock (editor)	
Commercial Research and Goodyear's Progress	Paul W. Litchfield	Goodyear Tire Corp.
Picturized Questionnaires	Archibald Crossley	Crossley Inc.
Market Research in England		MRCA
July 1934	R.V. Pollock (editor)	
Market Research at General Motors	Henry G. Weaver	General Motors Corp.
Can Stock Market Forecasters Forecast?	Alfred Cowles	Cowles Commission
Does Believing Mean Being Convinced? A Test of Advertising		MRCA
Decorative Elements in Home	Everett R. Smith	MacFadden Publications
Methods of Determining Radio Audience	Pauline Arnold	MRCA
Aug 1934	R.V. Pollock (editor)	
A Statistical Barometer of Business Probabilities		MRCA
Keying Sales by Market Research	Farnham Yardley	Jenkins Bros.
Coupon Returns Are Going Up	Carroll Rheinstrom	MacFadden Publications
Pioneer in Market Research – C.C. Parlin		MRCA

Title	Author	Affiliation
<i>Market Research</i> Sept 1934	Percival White (editor) [now and through end of publication]	
More Tests of Current Copy	Byron Moore	
Market Research in Great Britain	Harold Whitehead	Harold Whitehead & Staff
Surveying the Motor Car Field		MRCA
Pioneer in Market Research - Richard B. Franken		MRCA
Oct 1934		
Survey Reflects Pessimism for 1935		
The Market Research Council	Paul T. Cherington	Consultant
Surveying the Motor Car Field		MRCA
Pioneer in Market Research - Henry Grady Weaver		MRCA
Nov 1934		
Unpopularity Contest Among Advertisements	Byron Moore	
What Sells Gasoline?		
Pessimism for February		MRCA
Time as an Element in Cost of Retailing	Werner K. Gabler	American Retail Federation
Pioneer in Market Research - L.J. McCarthy		MRCA
Dec 1934		
Impressions of Current Copy Upon Consumers	Byron Moore	
Objective Editing	Peter Waring	
Less Gloom Expected for March		MRCA
Motorists' Preferences		MRCA
Unpopularity Contest Among Magazines		MRCA
Jan 1935		
Copy Testing	Robert W. Hershey	Agency Executive
Some Modern Tabulation Methods	Archibald Crossley	Crossley Inc.
England's New Deal	Benn C. Budd	W.P. Griffith & Sons
Unpopularity Contest Among Automobiles		MRCA
Pioneer in Market Research – Archibald Crossley		MRCA

Title	Author	Affiliation
<p><i>Market Research</i> Feb 1935</p> <p>Public Attitude Toward Advertising</p> <p>The Fallacy of Large Numbers</p> <p>New Methods in Market Research</p> <p>The Antiseptic Fetish</p> <p>Ford Steals the Show</p> <p>Optimism Solidifies</p> <p>Pioneer in Market Research – Richard Webster</p>	<p>Paul Lazarsfeld</p> <p>Robert N. King</p> <p>Ferdinand C. Wheeler</p> <p>Pauline Arnold</p> <p>J.E. Graham</p> <p>Edward Bernays & Percival White</p>	<p>University of Vienna</p> <p>Batten, Barton, Durstine & Osborne</p> <p>Consultant</p> <p>MRCA</p> <p>MRCA</p> <p>National Statistical Survey of Business</p> <p>MRCA</p>
<p>March 1935</p> <p>An Active Research Staff of 750!</p> <p>The Advertiser – An Asset in Editing</p> <p>How Much Do Magazines Affect Lives of Readers?</p> <p>The American Department Store</p>	<p>C. L. Arnold</p> <p>Frank H. Comtois</p> <p>Peter Waring</p>	<p>Kroger Food Foundation</p> <p><i>Architectural Record</i></p>
<p>April 1935</p> <p>Why Are Luckies Slipping?</p> <p>Market Research – An Essential of Our Success</p> <p>Market Research Guide or Checker Upper?</p> <p>Domestic Marketing Research</p> <p>Market Analysis as a National Safeguard Against Depression</p> <p>What Became of the Upturn?</p> <p>Pioneer in Market Research – Daniel Starch</p>	<p>Byron Moore</p> <p>Ernest M. Oswalt</p> <p>C.C. Mercer</p> <p>Wilford L. White</p> <p>Reinhard Schmidt</p> <p>Edward Bernays & Percival White</p>	<p>Campana Corporation</p> <p>Meldrum & Fewsmith Co.</p> <p>University of Texas</p> <p>Waldon & Company</p> <p>National Statistical Survey of Business</p> <p>MRCA</p>
<p>May 1935 [special issue on radio research]</p> <p>The Inter-Relationship of Radio Audience Surveys</p> <p>Radio Audience and Size of Sample</p> <p>Variation in Radio Listening According to City Size</p> <p>Variety of Methods Needed to Suit Individual Requirements</p> <p>An Audit Bureau for Radio Broadcasting</p> <p>The Laugh Laboratory</p> <p>Advantages of Printed Roster Method</p> <p>The Market for Television</p> <p>Listeners Vote to Curtail Commercials</p> <p>The Clark-Hooper Coincidental Radio Survey</p>	<p>E.P.H. James</p> <p>Daniel Starch</p> <p>Pauline Arnold</p> <p>Archibald Crossley</p> <p>Herman S. Hettinger</p> <p>Eddie Cantor</p> <p>Paul W. Keston</p> <p>Noran E. Kersta</p> <p>Marion K. Nolan</p> <p>Gerald W. Tasker</p>	<p>NBC</p> <p>Daniel Starch and Staff</p> <p>MRCA</p> <p>Crossley Inc.</p> <p>National Association of Broadcasters</p> <p>CBS</p> <p>Television Research Institute</p> <p>MRCA</p> <p>Newell Emmett</p>

Article type	Title	Author	Affiliation
<i>Market Research</i>	June 1935		
	Science – The New Business Strategy	Maurice Holland	National Research Council
	Sohio's Flow of Money Test	Leslie G. Smith	Standard Oil Company
	Theatre Audience Survey	R.M. Huber	New York Theater Program Corp.
	Industrial Market Research	Roger L. Wensley	G.M. Basford Company
	Selling Vacuum Cleaners to a Saturated Market	Pauline Arnold	MRCA
	Market Research Takes Its Own Medicine		MRCA
	July 1935		
	Watch Voluntary Habits of the People!	W.B. Geissenger	California Fruit Growers Exchange
	Safe and Sane Contests	Elsie M. Rushmore	J. Walter Thompson
	People's Wants in the Conduct of Business	Paul T. Cherington	Cherington, Roper & Wood
	Marketing New Products	Pauline Arnold	MRCA
	Senator Copeland Recommends Research		MRCA
	Interviewing Important Business Executives	Marion K. Nolan	MRCA
	August 1935 [special issue on magazine research]		
	Early Developments in Magazine Research History	Stanley R. Latshaw	Butterick Company
	An Unbiased Authoritative Outside Source	Walter Hanlon	<i>True Story Magazine</i>
	The Mailed Questionnaire That Produces Response	L.W. Gillette	<i>National Geographic</i>
	What is Circulation?	Warren C. Agry	<i>People's Popular Monthly</i>
	How Much Does a Reader Read?	Ray Robinson	Crowell Publishing
	A Beer Survey	William E. Riegel	<i>The New Yorker</i>
	Even Magazine Coverage Has Ethics	Rene Pepin	<i>Household Magazine</i>
	September 1935		
	Leaders Averse to Present Legislation	Kenneth Laird	MRCA
	The High Cost of Bad Research	Paul Lazarsfeld	Western Company
	The Factor of Age in Consumption	Henry King	University of Vienna
	Canadian Grade Labelling and Market Research	Pauline Arnold	Cockfield, Brown & Company
	Marketing New Products	J.R. Turney	MRCA
	The Railroads Need Research		<i>Railway Age Magazine</i>

Title	Author	Affiliation
<p><i>Market Research</i> October 1935</p> <p>Market Research and the Counsel on Public Relations New Data on Income in Relation to Consumer Buying</p>	Edward Bernays Ben P. Haynes	Public Relations Counsel U.S. Bureau of Foreign & Domestic Commerce (USBFDC)
<p>A Way to Pre-test Magazine Advertisements Market Research in the Building Industry A Magazine Copy Testing Method Famous Fiction Writers Scout Research</p>	Marshal Allen E.L. Gilbert Wesley T. Jones Peter Waring	<i>Sunset Magazine</i> <i>American Builder & Building Age</i> <i>The Family Circle</i>
<p>November 1935</p> <p>Eddie Cantor and the Chase & Sanborn Radio Program The Function of Market Research in Product Development Market Research in the Cotton Textile Industry New Products The Modus Operandi of Art and Industry Developing New Chemical Fire Extinguishers Methods of Market Research Adapted to Differences in the Purchase Approach Designing and Testing Products in Relation to Consumer Demand</p>	S. Roslow, O.C. Frey, and Rensis Likert C.M. Chester Charles K. Everett William Spraragen John Vassos R.C. Iddings Raymond Franzen Pauline Arnold	New York University General Foods Corp. Cotton Textile Institute Spraragen Engineering Industrial Designer Fyre-Fyter Co. Consultant in Market Research MRCA
<p>December 1935</p> <p>Research in the Marketing of New Industrial Products Market Research in Department Stores How Good in Your Slogan? The Bee and His Package Research – As We Practice It A Comparison of Brand Prestige and Brand Familiarity</p>	O.C. Holleran David R. Craig Marion K. Nolan Ernest Elmo Calkins C.H. Sundberg M.A. Lohner	USBFDC American Retail Federation MRCA Calkins & Holden Branham Company
<p>January 1936</p> <p>Measuring the Public's Attitude Toward Business Market Research in Broadcast Advertising The Trend in Radio Prize Contests Who Are The Must Men for Advertising? Calculating the Drift Views of Leaders on Market Research</p>	C.M. Chester Edgar Kobac J.J. Martin Philip Salisbury Archibald Crossley Howard T. Hovde	General Foods American Federation Advertising <i>Sales Management</i> Crossley Inc. University of Pennsylvania

Title	Author	Affiliation
February 1936 <i>Market Research</i> How Market Research Helped Put Norge in the Forefront Market Research in Belgium The New Role of Market Research When You Decide to Manufacture a New Product The Evolution of Marketing Research Technique	Howard E. Blood Rene Greiner David E. Faville Byron Moore Albert Haring #	Borg-Warner Corp. Acieries Valere Mabilie Stanford University Lehigh University
March 1936 Highspotting Consumer Research How Norge Builds Proof Selling on Consumer Research The First Ten Years Are the Hardest The Evolution of Marketing Research Technique Current Surveys * – Refrigeration Market Data; Federal Statistical Agencies; Village Housing in Iowa; Building Supplies Industry; Statistics on Electric and Radio Industries; Industrial Advertising Budgets; Data on Premiums; Retail Distribution Structure of a Small City; American Management Bulletins	Marion K. Nolan Howard E. Blood Pauline Arnold Albert Haring	MRCA Borg-Warner Corp. MRCA Lehigh University
April 1936 Interview: The Value of Market Research in Shaping The Policies of a Radio Network How America Was Made to Speak Research in Travel Potentials of Magazine Markets Highspotting Consumers' Research Are Slogans Effective?	William S. Paley by Percival White George Gallup Warwick S. Carpenter Marion K. Nolan Samuel Glick	CBS American Institute Public Opinion MRCA
May 1936 Wherein the Ladies Help Create Silverware Designs How to Begin Your Studies in Marketing A Method of Measuring Radio Effectiveness The Place of Research in Sales Management Get the Facts Before You Do the Field Work The Construction of a Questionnaire Are Slogans Effective?	Sidney W. Edmund Frank Coutant S.E. Gill Donald R.G. Cowan Robert F. Chisholm Raymond Franzen Samuel Glick	President, American Marketing Association (AMA) University of Michigan Marketing Consultant

Title	Author	Affiliation
Market Research June 1936 Can We Find a Current Index of Income? Taking More of the Guess Out of Advertising Business Follows the Crowd Some Facts About Hot Weather and Cold Cash How to Know When Your Business Needs Market Research The Development of Market Research Sources	Everett R. Smith Elon G. Borton John Paver On NBC's Summertime Study Byron Moore Rachel Bretherton	MacFadden Publishing LaSalle Extension University Northwestern University USBFDC
July 1936 Fitting a Market to Crop Production A Realistic View of Advertising Coverage Now Cotton Roads Consider the Commercial Magazines and Income Psychology of Pulling Replies	W.B. Geissinger Robert W. Hersey Charles K. Everett S.E. Gill Ray Robinson Rene Pepin	California Fruit Growers Badger, Browning & Hersey Cotton Textile Institute Crowell Publishing <i>Household Magazine</i>
August 1936 Rule of Three in Publication Analysis Business' Broadened Responsibilities Public Attitude Toward Economic Problems Washington and Market Research Market Research as a Profession Survey of <i>San Francisco Examiner</i> Readers	Warwick S. Carpenter Clarence Francis Paul F. Lazarsfeld # Vincent D. Williams Frank Coutant David E. Faville	University of Vienna President, AMA Stanford University
September 1936 When You Appraise a Market Measure Its Requirements As Well as Its Buying Ability Essential Elements of Resultful Market Research A Study of Newspaper Advertising	Martin C. Kiley Gerald E. Stedman C.H. Sundberg	Cramer-Kasselt Company Branham Company
October 1936 Technical Responsibilities Involved in Consumer Research A Study of Banking Relations Increased Use of Broadcast Advertising The Importance of Research in Medicine Full Employment at High Real Wages	Raymond Franzen Clarence Francis NBC's Industrial Studies Shirley W. Wynne Warren M. Persons	Consultant in Market Research City of New York, Health Division Harvard University

Title	Author	Affiliation
<i>Market Research</i> November 1936 Research for New Products Coordinated Sales Control A New Idea in Copy Testing Foods and Drugs Show Phenomenal Growth In Use of Broadcast Advertising Case History: New Uses and Profits from Lemons	H.R. Gogay Martin C. Kiley Harry H. Gould Ellen Davis	USBFDC MRCA
December 1936 What's Wrong With Research? A Study of Banking Relations (continued) Market Research – The Handmaiden To Increased Sales Abroad Coordinated Sales Control Daytime Radio Proving A Versatile Medium for Selling Soaps Case History: Untiring Research	R.O. Eastman Clarence Francis G. Warren Heath Martin C. Kiley Ellen Davis	Eastman Research Bureau MRCA
January 1937 The Business Outlook for 1937 Purchases of Gasoline and Oil Operating Plan of a Presidential Poll Spectacular Rise Features Tobacco's Use of Radio A Buying Habits Survey Case History: Investigating Photographers	A.W. Zelomek David R. Craig and Paul Lazarsfeld Archibald Crossley Ellen Davis Ralph Taylor	Fairchild Analytical Bureau Crossley Inc. MRCA
February 1937 The Public Rings the Bell Advertising Gasoline and Oil Measuring a Potential Market Marketing Research Division of the Bureau of Foreign and Domestic Commerce How Housewives Like Chain Stores Case History: Market Research at General Electric	George Gallup David R. Craig and Paul Lazarsfeld H.R. Gogay N.H. Engle L.M. McDermott	American Institute Public Opinion USBFDC USBFDC DePaul University MRCA

Title	Author	Affiliation
<i>Market Research</i> March 1937		
Chain Store Taxation	MRCA's Legal Department	MRCA
Development of New Products and New Uses	E.R. Weidlein	Mellon Institute
Evaluating Radio Station Coverage	Edgar H. Felix	
Some Suggested Uses for Census of Business Data	Virgil D. Reed	U.S. Bureau of Census
Use of Leading Questions in Consumer Interviews	Raymond Franzen	MRCA (as of Nov. 1936)
Case History: Hand-To-Mouth Buying Redesigns Toledo Scales		MRCA
April 1937		
Market Studies Uncover New Steel Uses and More Steel Profit	John Allen Murphy	Market Research Consultant
Fair Trade Acts – On Resale Price Maintenance		MRCA
Development of New Products and New Uses	E.R. Weidlein	Mellon Institute
Measuring Radio Circulation and Results	John J. Karol	CBS
Some Suggested Uses for Census of Business Data	Virgil D. Reed	U.S. Bureau of Census
Case History: Taylor Takes Its Temperature		MRCA
May 1937		
Measuring Radio Advertising – Methods	W.B. Ricketts	Booz, Fry, Allen, Hamilton
The Influence of Color in Merchandising	H.R. Gogay	USBFDC
The Robinson Patman Act – Its Effect Upon Business		MRCA
Case History: Dennisons' MR Unit		MRCA
June 1937		
Measuring Radio Advertising: Audit of One Day's Broadcasting	W.B. Ricketts	Booz, Fry, Allen, Hamilton
Attitude Measurement in Advertising	Robert N. McMurry	Psychology Corporation
What is the Goal of Research?	David E. Faville	Stanford University
Reviewing Wyman's "Magazine Circulations"	Arthur Hirose	McCall Corporation
July 1937		
A Practical Basis for Measuring Ad Effectiveness	S.H. Giellerup	Marschall & Pratt Advertising
Advertising and the New Deal Plurality	Stuart Peabody	Borden Company
Measuring Radio Advertising: An Audit of One Day's Broadcasting	W.B. Ricketts	Booz, Fry, Allen, Hamilton
Tuning in With the Customer	Henry G. Weaver	General Motors Corporation
Case History: Housewives Are Funny That Way		MRCA

Title	Author	Affiliation
<i>Market Research</i> August 1937		
Consumer Cooperatives	Paul T. Cherington	Cherington, Roper & Wood
Should Research, Like Charity, Begin at Home?	Philip Salisbury	<i>Sales Management</i>
Can Research Uncover the Wastes in Marketing	A.W. Seiler	Cramer – Kasselt Company
Some Specific Objectives of Census Bureau Policies	Virgil D. Reed	U.S. Bureau of Census
How Our British Colleagues Do It – Research as a Vocation	Repford Ltd., London	
Case History: Milling Machines and Grinders Profit From Research Forecasts		MRCA
September 1937		
Measure Your Selling Methods	William H. Lough	
Fact Finding and What To Do About It	W.A. McDermid	Gerhard Mennen Chemical Company
How to Conduct a Successful Interview	L. Edward Scriven	McKinsey & Company
Consumer Cooperatives	Paul T. Cherington	Cherington, Roper & Wood
October 1937		
Volume 7 For Researchers	Bernard Lichtenberg	Alexander Hamilton Institute
On Doing Something About It	Hector Lazo	
The What and the Why	R.O. Eastman	Eastman Research Bureau
A ‘Push Button’ Method of Analyzing Markets	Rene Pepin	<i>Household Magazine</i>
Profit Measurement Applied to Distribution Channels	Robert F. Chisholm	
November 1937		
How Sunkist Checked Value of Dental Health Theme	W.B. Geissinger	California Fruit Growers
The Telephone as a Check For Reliability of Interviewers	Raymond Franzen	MRCA
When Color Complicates a Line	Benn C. Budd	W.P. Griffith & Sons
Investigations by Mail	Richmond Watson	MRCA
Does Your Business Use These Tools?		MRCA
December 1937		
\$67,000 For Radio Research	Cureton Harris	MRCA
Safe for Ladies	Marjorie R. Fleiss	
New Markets Out Of Old Through Market Research	Charles K. Everett	Cotton Textile Institute
Scientific Order Manufacturing	Judd Payne	
Electric Shaving – A Preliminary Investigation		MRCA
Case Histories: Fighting Fire with Research; The People’s Light Company		MRCA

Title	Author	Affiliation
<i>Market Research</i> January 1938 Long Range Planning or Government Control? Research An Important Aid to Progress Research That Doubled Sales in Three Years Problems in Marketing Automobiles New Markets Out Of Old Through Market Research	Richmond Watson Richard R. Deupree George L. Willman J.W. Scoville Charles K. Everett	MRCA Proctor & Gamble Dartnell Sales Corporation Cotton Textile Institute
February 1938 Careers in Modern Marketing Government and the Sampling Referendum Public Opinion and Public Relations A Case for Charts	Frank Coutant# George Gallup Edward Bernays Regina Jackson	President, AMA American Institute Public Opinion Counsel on Public Relations
March 1938 Buying and Selling Radio Talent Pre-Testing New Radio Programs How Markets Travel What the People Want	John Karol Arthur Hirose George Gallup	MRCA McCall Corporation American Institute Public Opinion
April 1938 Facts on Private Housing Expanding Market for Modern Building Materials The Consumer Movement Business Thinking A \$20,000,000 Market Careers in Modern Marketing – Some Fields of Specialization Secrets of Wine Lists	Pauline Arnold Frank Coutant	MRCA MRCA MRCA President, AMA
May 1938 Marketing Your Gadget How Much Does Your Advertising Really Produce? Facts on Private Housing Is the Consumer Always Right? I Dislike Your Advertising – So What? A Solution to the First Choice Magazine Problem Interviewing the Field	David E. Faville Robert N. McMurry Henry G. Weaver A.E. Hopkins Everett R. Smith Frank Coutant	Stanford University Psychology Corporation MRCA General Motors Corporation MacFadden Publishing President, AMA

Title	Author	Affiliation
<i>Market Research</i> June 1938		
Factual Labels	Charles L. Simon	
Facts on Private Housing		MRCA
Home Building Upturn		MRCA
Three Weaknesses of Market Research	Elmo Roper	Elmo Roper Inc.
Supervising the Field Investigation	Frank Coutant	President, AMA
Clarified Market Data		MRCA
July 1938		
Polls of Public Opinion	S.M. Bessie	
The Consumer Movement and Market Research – Two Viewpoints		MRCA
Making the Consumer Movement Move Goods	Pauline Arnold	MRCA
Market Research and Household Consumers	D.E. Montgomery	
The Postscript Always Rings Twice	Harold H. Black	
Analyzing Sales and Sales Trends	Frank R. Coutant	President, AMA

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* Current Surveys was a regular monthly feature – the list here is provided as an example for that month only.