The American Marketing Journal , the National Marketing Review , and the Intellectual Origins of the Journal of Marketing

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The marketing discipline comes of age, 1934-1936

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Abstract

Purpose – The marketing field established important institutions – college courses, teachable texts, professional associations, and regular conferences – during the first three decades of the twentieth century, but did not fully mature as a scholarly discipline until the first specialized journals were launched in the mid-1930s. The aim of this paper is to better understand the marketing discipline during this crucial formative period, especially the structure, presentation, and content of marketing knowledge.

Design/methodology/approach – The primary sources are *The American Marketing Journal* and the *National Marketing Review*, the two predecessor journals that combined to form *Journal of Marketing* in 1936. They are examined for publishing data and content areas, article format and authorship, and the topics and methods constituting marketing knowledge.

Findings – The scholarship published in the first marketing journals was written by single authors who only infrequently cited other works. A wide range of topics were explored with much attention given to issues of marketing and society. Marketing writers considered their field a science and showed confidence in it despite dire environmental conditions.

Originality/value – The primary sources examined have been all but forgotten and deserve to be revisited. The research investigates not only the texts themselves, but the people who wrote them, their professional biographies and associational activities, and the larger academic and social environments of their time.

Keywords Marketing, Marketing theory, History

Paper type Research paper

Introduction

This paper proposes that marketing did not attain maturity as a scholarly discipline in the USA until the mid-1930s. Marketing instruction had been established at American universities before 1910 and teachable textbooks were available before 1920 (Bartels, 1962), but two other institutional hallmarks of disciplines – regular conferences sponsored by academic associations and scholarly journals dedicated to the field (Richardson, 2008) – took longer to realize. Of special historical interest are *The American Marketing Journal* (*TAMJ*) and the *National Marketing Review* (*NMR*). Published between 1934 and 1936, these were the first journals devoted entirely to marketing. In 1936, they merged to form the *Journal of Marketing* (*JM*), while their sponsoring organizations, the American Marketing Society and the National Association of Marketing Teachers, also united to form *JM*'s publisher, the American Marketing Association (AMA) (Agnew, 1941; Converse, 1952). *TAMJ* and *NMR* have

The author thanks the many people who have suggested improvements to this paper. Appreciation is especially due to *JHRM* Editor, Brian Jones, who by bringing the primary sources to the author's attention, piqued his interest in the history of marketing thought.

Journal of Historical Research in Marketing
Vol. 2 No. 4, 2010
pp. 370-396
© Emerald Group Publishing Limited
1755-750X
DOI 10.1108/17557501011092457

not been analyzed in their own right even though the marketing thought and ideological assumptions they embodied – as well as the professional, associational decisions made by the marketing scholars who nourished them – influenced subsequent marketing research, teaching, and practice. Thus, a further purpose of the research is to once again bring to life these virtually forgotten publications.

The paper begins with a brief account of the early marketing field – its teaching, emerging literature, and professional associations – up until the 1930s. The second section then describes the primary data sources, *TAMJ* and *NMR*, and how they were analyzed. Next, the third section presents and examines publishing data and content areas, article format and authorship, and the topics and methods constituting marketing knowledge. The discussion section interprets the evidence in terms of disciplinary gatekeepers, ideological assumptions, and the uses of history, and after a final summary, the conclusion poses some questions left unanswered by this study.

The emerging marketing discipline

The institution of the market and ideas about it undoubtedly have an ancient history, but marketing as an academic discipline – a field of teaching, writing, and research – was not established in North America until the 1902-1903 academic year when the first courses were offered at the Universities of Illinois, Michigan, and California (Bartels, 1962). At Ann Arbor, the University Bulletin listed a course in "Distributive and Regulative Industries in the United States" and at Berkeley, where a College of Commerce had been established in 1898, Litman (1950) taught a class in "Technique of Trade and Commerce" (Bartels, 1962; Jones, 2004; Litman, 1950). Other early teaching centers included Harvard University, the University of Wisconsin, the Ohio State University, Northwestern University, and, in New York City, Columbia University and New York University (NYU) (Maynard, 1941, 1942). The term "marketing" began to appear in both course and book titles a few years later[1] and, according to Bartel's (1962) bibliography, a handful of general marketing texts were in print by 1920. Interestingly, many of the first marketing teachers were influenced, either directly through study in Europe or via mentors who had, by the philosophy of the German Historical School of Economics which stressed pragmatism, positivism, and statistical methodologies (Jones and Monieson, 1990).

Teaching was an essential catalyst for early thought development. The introduction of new marketing classes to university curriculums stimulated the codification of marketing concepts, perhaps first in lecture notes, then in pamphlets and books, and eventually in journal articles. Early instructors complained about the dearth of relevant literature and, by necessity, had to develop their own course materials, sometimes from scratch (Hagerty, 1936; Litman, 1950; Weld, 1941). Hagerty (1936), who first taught "Distribution of Products" in spring 1905 at Ohio State University, obtained much information by personally interviewing businessmen in different fields and by instructing his students on how to do the same. Litman (1950, p. 220), on the other hand, found his informants, "wholesalers, retailers, warehousemen, managers of industrial concerns, transportation and advertising agents, exporters, and importers," reluctant to talk about their operations. Fearful of giving away market knowledge, they even "[. . .] questioned the wisdom of introducing in the universities courses dealing with the problems of merchandising and marketing" (p. 220). Converse (1933) believed that the first teachable book on general marketing was Ralph Starr Butler's *Marketing Methods and Policies* (1917).

Northwestern University and NYU were also important in the formative histories of the allied fields of, respectively, advertising and retailing (Coolsen, 1947; Schultze, 1982). Advertising got an intellectual jump on marketing thanks to the publication of Walter Dill Scott's *The Theory of Advertising* (1903) and *The Psychology of Advertising* (1908). In addition, the authors of correspondence school textbooks classified and clarified practical advertising knowledge and introduced new adaptations of accepted principles during the early twentieth century (Coolsen, 1947). Thought development in the areas of retail selling and sales management also took place outside of universities. Two such books were even written in Polish, ostensibly for an immigrant audience (Witkowski, 2009).

By the time of First World War, marketing courses were well established at American universities, but the growth of the discipline also depended upon the formation of professional associations. This took another two decades, culminating in the launch of the AMA on January 1, 1937. The AMA emerged from three groups. The first precursor organization was initially named the National Association of Teachers of Advertising (1915-1926), then called the National Association of Teachers of Marketing and Advertising (1926-1933), and again renamed as the National Association of Marketing Teachers (1933-1936). A second small professional clique, known as marketing "roundtables," gathered at the annual meetings of the American Economic Association in 1918, 1919, and for a number of years thereafter. Apparently, the economists lacked interest in granting official recognition to marketing, whereas the advertising men actively courted the marketing professors, even sending an invitation via telegraph directly to their roundtable meeting in 1923. So wooed, the roundtable attendees drifted toward the National Association of Teachers of Advertising, who obligingly added the word "Marketing" to their organization title in 1926 (Agnew, 1941; Converse, 1952)[2]. A third group, the American Marketing Society, was organized in New York in 1931 and kept separate until its members too decided to become part of the new AMA (Agnew, 1941). Converse (1952, p. 67) recounts the naming of the AMA:

> We were wondering whether to call the merged organization the National Marketing Society or the AMA. In either case we would take one word from each constituent organization. At the time the social science organizations meeting together in December had their programs placed alphabetically in the joint program. The word "American" was chosen because it would get our programs nearer the front of the combined booklet.

The first meeting of the National Association of Teachers of Advertising in 1915 was held in Chicago in conjunction with the annual convention of the Associated Advertising Clubs of the World. The new group counted 28 attendees who apparently held irreconcilable differences over whether advertising instruction should be housed in business schools or in journalism programs (Schlultze, 1982). This disagreement may explain why only three persons went to the St Louis meeting in 1917, but later gatherings had greater turnouts. Total association membership in 1915 started with 47 members representing 32 colleges and by 1929 had grown to 448 members from 157 colleges in four countries. However, membership declined over the next five years as high school and other teachers withdrew from the organization. The American Marketing Society had a slightly smaller membership of just over 300 at the time of the union (Agnew, 1941). Drawing from both lists, the AMA started with 584 members (Applebaum, 1947).

With few exceptions, most writing in general marketing up to the launch of *TAMJ* and *NMR* was in the form of books and pamphlets. Economics journals published a small number of articles (Shaw, 1912; Weld, 1917a, b), and the launch of the *Harvard*

Business Review in October 1922 and the *Journal of Retailing* in April 1925 provided additional outlets, but texts and manuals for practitioners accounted for the bulk of marketing writing (Bartels, 1962). Using data from the *United States Catalog* and the *Cumulative Book Index*, Hollander (1986) compiled the number of marketing titles in different marketing subject areas for ten periods. In 1912, there were just three titles in marketing, compared to 71 in advertising, 48 in salesmanship, and four in retailing. In 1933-1937, the numbers were 43 in marketing, 157 in advertising, 96 in salesmanship, and 74 in retailing, all down a bit from the previous period, 1928-1932.

Good overviews of the content of this formative literature can be found in Shaw and Jones (2005) and Wilkie and Moore (2003), but two generalizations are worth noting at this point. First, early marketing scholars had different views on the nature of their subject and by 1920s, three major schools of thought had developed. The first to emerge was the functions school, which focused on marketing activities such as sharing risk, transporting goods, financing operations, selling goods, and assembling, sorting, and reshipping (Shaw, 1912). The commodity school, which sought to classify different goods and services, and the institutional school, which examined the work of middlemen such as wholesalers and retailers, emerged a few years later (Shaw and Jones, 2005). This process was typical: "As disciplines attracted more scholars who produce more knowledge, they become more dense; and as they become more dense, they fragment into subfields, which themselves further fragment into specializations" (Shumway and Messer-Davidow, 1991, p. 214). Second, issues of marketing and society were central to the work of early scholars in the field. Marketing was examined broadly as a social system and assessed in terms of its economic efficiency and value to consumers (Wilkie and Moore, 2003, 2006). The managerial perspective was certainly not ignored by writers, but neither was it as dominant intellectually as it would later become in the 1950s and 1960s (Shaw and Jones, 2005).

Primary data source analysis

Unlike much history writing, which tends to be vague about its procedures, historical research in marketing should be just as transparent about its methodology as is any other subfield in the discipline (Witkowski and Jones, 2006). The research process utilized for this project was iterative (Smith and Lux, 1993). The author's preliminary historical understanding of the intellectual climate at the founding of *JM* – generated from reading the secondary literature and learning from colleagues at conferences and through editorial work – was "tested" against primary sources (i.e. materials created during the period under investigation[3]) starting with the two forerunner journals, *TAMJ* and *NMR*. Inevitably, the process of organizing facts and findings into a coherent narrative led to many new questions that required clarification by consulting additional primary and secondary sources. This further research produced more informed descriptive writing and sometimes, in the light of new evidence, led to revisions in narrative and interpretation (Witkowski and Jones, 2006). Ultimately, the selection, arrangement, and interpretation of this historical material rested upon the subjective judgment of the author. "Judgment is the end of the process of historical investigation" (Nevett, 1991, p. 17) and is "an integral and legitimate feature of such work" (Nevett and Hollander, 1994, p. 6).

Photocopies were made of all ten issues of *TAMJ* and all four issues of *NMR* held in the University of Southern California library. The volumes were examined for physical evidence including their original paper stock, printing and graphics, and signs of use, such as reader notations. Photographs were taken of selected journal covers. Analysis of *TAMJ* and *NMR* content began by examining the publishing data on the title pages and recording the names and affiliations of the editorial board members. Next, tables of contents data – page numbers, article length, article titles, and author names and affiliations – from all ten issues of *TAMJ* and all four issues of *NMR* were entered in Table AI. Table AI indicated whether the article contained citations to the literature and separate columns described the type of article (public policy, macromarketing, consumer economics, marketing history, marketing management, marketing research, and teaching) and type of author affiliation (academic, practitioner, or government) (see Appendix).

Through its journals, a discipline legitimizes certain types of knowledge and, equally important, directs the search for new knowledge. This system takes very specific rhetorical forms (Shumway and Messer-Davidow, 1991) and from these details, much can be learned about knowledge production. Thus, what might appear to be seemingly mundane publishing data helps to establish how marketing knowledge was structured and presented by an emerging marketing discipline consisting of professional networks working within specific social contexts. Because *TAMJ* and *NMR* existed for just a few years, this history is less concerned about intellectual continuity and change over time than it is with the approximate state of marketing knowledge in the mid-1930s, as evidenced by the breadth and relative frequencies of the topics covered in the journals.

Evidence from the journals

Publishing data

Sponsored by the American Marketing Society in New York, *TAMJ* was published quarterly in January, April, July, and October, starting with volume 1 and issue 1 in January 1934. Subscriptions cost $4.00 a year ($64.96 in 2010 dollars[4]) in the USA and Canada with single issues priced at $1.00. Foreign subscriptions ran $5.00 a year. The uncoated paper cover ($9\frac{1}{4} \times 6\frac{1}{2}$ inches) was very simple, containing just the journal name, sponsoring association, volume, number, and date accompanied by a cut (a small printed picture) of a factory, ship, and steam locomotive (Plate 1). The title page included the editorial board roster, brief instructions for submitting manuscripts, and a disclaimer about the expressed ideas being those of the authors, not the journal. It also had information about the American Marketing Society officers and directors and the Society objectives:

> [...] to stimulate scientific research and the advancement of knowledge on the problems of distribution and to provide a suitable medium for the exchange of ideas and experiences among its members and others interested in the scientific study and practice of marketing.

The page ended with data on society membership:

> The annual dues are $10, "except that for members employed by universities, by the government or other institutions not organized for profit, the dues are $5". The annual dues include a subscription to *TMAJ*.

The *NMR* was published quarterly (summer, fall, winter, spring) by the National Association of Marketing Teachers in Chicago, starting with volume 1 and issue 1 in summer 1935. The cover, about the same size as *TAMJ* and also made from uncoated paper stock, featured the journal name in a large, shadow font, a table of contents, and a cut of a university business school building (Plate 1). The first issue cover featured an

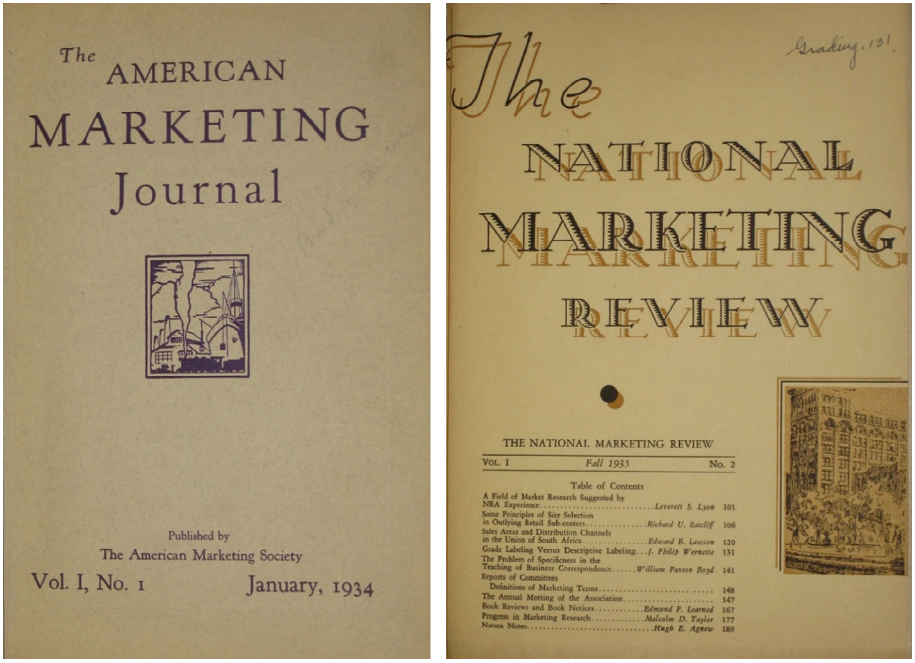

Plate 1.
Covers of *TAMJ* and the *NMR*

illustration of the Commerce Building at the University of Illinois. Subsequent issues showed the School of Commerce, NYU, the College of Commerce Administration at Ohio State University, and Commerce Hall, College of Economics and Business, University of Washington, Seattle. The title page listed the editorial board and officers of the National Association of Marketing Teachers. Almost half of each title page was devoted to a description of the image on the cover. According to the first issue, for example, courses in commerce were inaugurated at Illinois in 1902 with the first graduates in 1904 and first PhD in 1905. The number of undergraduates increased from 68 in 1902-1903 to over 2,000 during the 1920s, but declined to about 1,500 during the Great Depression. Similar historical information was provided about the other three business schools.

As shown in Table I, *TAMJ*'s editorial board consisted of an editor-in-chief, managing editor (until July 1935, when the position was abolished), and eight or nine associate editors. *NMR* did not have an editor-in-chief, but rather was guided by a Managing Editor and editors for the subfields of advertising, general marketing, retail distribution, sales management, wholesale distribution, and industrial marketing. Seven of the 12 *TAMJ* editors and seven out of nine *NMR* editors had academic affiliations. No one person sat on the editorial boards of both journals, although New York and Ohio State Universities had representatives on each. Many were active in the respective sponsoring organizations. Hugh E. Agnew, for example, was Secretary-Treasurer of the National Association of Marketing Teachers.

Both journals accepted advertising. *TAMJ* published full- and half-page ads from Harper and Brothers, McGraw-Hill Book Company, American Efficiency Bureau (publisher), American Map Company, The Dartnell Corporation (publisher),

TAMJ, published by the American Marketing Society, New York	
Editor-in-chief	Frank M. Surface, Standard Oil of New Jersey (January 1934-April 1935)
	Paul H. Nystrom, Columbia University (July 1935-April 1936)
Managing editor	Reavis Cox, Columbia University (January 1934-July 1935)
Associate editors	Wroe Alderson, Department of Commerce and Merchandising Facts, Inc.
	Louis Bader, New York University (October 1935-April 1936)
	R.A. Balzari, McGraw-Hill Publishing Company (January 1934-July 1935)
	Fred E. Clark, Northwestern University
	Reavis Cox, University of Pennsylvania (October 1935-April 1936)
	O.J. Marsh, Cleveland, Ohio (October 1935-April 1936)
	H.H. Maynard, Ohio State University
	E.D. McGarry, University of Buffalo
	Paul H. Nystrom, Columbia University (January 1934-April 1935)
	H.G. Weaver, General Motors Corporation
	L.D.H. Weld, McCann-Erickson, Inc.
Business manager	R.N. King, Batten, Barton, Durstine & Osborn
The NMR, published by the National Association of Marketing Teachers, Chicago	
Managing editor	Nathanael H. Engle, US Department of Commerce
Advertising	Neil H. Borden, Harvard University
General marketing	Hugh B. Killough, Brown University
Retail distribution	John W. Wingate, New York University
Sales management	Leverett S. Lyon, Brookings Institution
Wholesale distribution and industrial marketing	Theodore N. Beckman, Ohio State University
Book review section	Edmund P. Learned, Harvard University
Progress in marketing research	Malcolm D. Taylor, University of North Carolina
NATMA notes	Huge E. Agnew, New York University

Table I.
Editorial boards of *TAMJ* and the *NMR*

Walther Printing House, and The Ronald Press Company. Business Publications, Inc., The Ronald Press Company, The Dartnell Corporation, G.&C. Merriam Co., McGraw-Hill, and Thomas Y. Crowell Company advertised their business and marketing books in *NMR*. The ten issues of *TAMJ* had a total of ten advertising pages versus 17 for the four issues of *NMR*. These ads are themselves intriguing primary sources and, like their counterparts today, provide descriptions of content, testimonials, information on adoptions, and prices. The Ronald Press' *Principles of Marketing* (2nd ed.) by Harold H. Maynard, Walter C. Weidler and Theodore N. Beckman was 790 pages long and sold in 1935 for $4.50 or $71.48 in 2010 dollars.

Journal contents

The typical issue of *TAMJ* contained about ten articles plus regular sections entitled "American Marketing Society News" (January 1934-July 1935), "New Readings in Marketing" (book reviews), and "Contributors to this issue." One special addition was the lead to the January 1936 issue, where the first page contained three resolutions, adopted at the November 30, 1935, meeting of the American Marketing Society held at Atlantic City, New Jersey that encouraged public vocational training for retailing and other fields of distribution (Figure 1).

NMR also averaged ten articles an issue with regular sections on "Book Reviews and Book Notices" (edited by Edmund P. Learned of Harvard), "Progress in Marketing Research" (a list of recent research compiled by Malcolm D. Taylor of the University of North Carolina), and "NATMA notes" (an account of the professional activities of association members assembled by Hugh E. Agnew of NYU and, for the final issue, Albert Haring of Lehigh). In its fall 1935, issue *NMR* published a special 19-page article, "Definitions of Marketing Terms," consolidated from the 1932, 1933, and 1935 reports of the Committee on Definitions. The 115 terms were first described and then followed by an explanatory comment. For example, "Marketing includes those business activities involved in the flow of goods and services from production to consumption" (p. 156). The comment discussed how activities involving changes in the form of merchandise be excluded from the definition except when the modifications were "designed to make an article more salable and only incidentally affect its use (such as packaging)" (p. 156). The authors said they purposely avoided legalistic (e.g. changes in ownership and

Resolution adopted favoring
public vocational training
for the distributive trade

"The American Marketing Society at its annual meeting held at Atlantic City, N.J., on November 30 considered and approved the following resolution:

WHEREAS, the distribution of goods and services is a basically important phase of our economic life and the problems of distribution are as difficult of solution as any in the field of business, and

WHEREAS, there is need for improvement in efficiency in distribution, and

WHEREAS, many of the owners, managers and workers engaged in the field of distribution have limited opportunities provided for vocational training;

Be it, Therefore, Resolved, that the American Marketing Society approves and urges the extension of opportunities for vocational training of retailing and other fields of distribution:

Be it Further Resolved, that the President of the American Marketing Society be empowered to appoint a Committee on Vocational Training in distribution to cooperate with others interested in promoting this objective;

Be it Finally Resolved that copies of the resolution be prepared and made available to the Committee for transmittal to those Departments of the Federal Government and others who may be interested in furthering this end."

Figure 1.
Resolution adopted November 30, 1935, and published in *TAMJ* January 1936

possession) and economic (e.g. creation of place, time, and possession utilities) approaches to the definition and instead emphasized the factual and descriptive.

The regular sections are themselves rich, fascinating documents. For instance, the American Marketing Society News in *TAMJ* for January 1934 previewed the national convention to be held later that year in Philadelphia on December 28. Plans were afoot to hold a joint dinner with the National Association of Teachers of Marketing and Advertising, which indicates substantial commonality and collegiality among these two groups. In the April 1934 issue, the News section reported the election of Paul H. Nystrom as the Society President and reproduced a letter outlining his program for 1934. Nystrom used the words science and scientific five times – "science in marketing," "scientific organizations," "scientific analysis," "scientific approach," and "scientific spirit" – and was especially concerned with criticisms of marketing and what was to be done about them:

> Our marketing systems are under a cloud of criticism. Economists, labor leaders, publicists and representatives of consumer organizations are, rightly or not, constantly lambasting the institutions and processes of marketing. We, who are interested in marketing, owe it not only to ourselves, but to our work and to our professions to dispel these criticisms, to cut out what is wasteful or wrong and to lay the foundations for a better attitude towards marketing. Our Society must encourage a scientific spirit. It should provide a forum for the presentation of the latest results of marketing studies and practices. It should be a court in which criticisms are sincerely tried on their merits (p. 107).

The *NMR* NATMA Notes of summer 1935 contained reports from both the Teaching Materials and Visual Education Committees presented at the Business Meeting held in Chicago, December 29, 1934. The latter Committee report embraced:

> [...] such necessary classroom auxiliaries as blackboards, maps, and charts, textbook illustrations, opaque projections, lantern slides and motion pictures," but was highly critical of educational films and deemed 80 percent unfit for college teaching: "In production no adequate educational plan was observed; they were not designed for any particular educational level; they are frequently second-rate; and many are either out-of-date, photographically poor, or the film is in bad condition (p. 96).

The Committee, which was chaired by Ralph Cassady, Jr of the University of Minnesota, then recommended polling the Association membership about which subjects in marketing and advertising could be taught more effectively by means of visual devices and which films and other materials had been tried and found usable.

The various American Marketing Society News and the NATMA Notes articles contain lists of new association members, committee memberships, and the names and activities of quite a few different individuals. The great majority of those mentioned were from the Northeast and Midwest USA. Because many of these names just had first and middle initials, it is impossible to say precisely how many were women, but female participation appears to have been small, probably well under 10 percent of the total marketing field of the time. Southern and Eastern European and Asian names were rare and, given the prevalent racism, it is doubtful that any African-Americans participated in building the marketing discipline in the 1930s.

Article format and authorship

The 100 articles in *TAMJ* and 38 (including three abstracts) in *NMR* have a number of features in common. First, they averaged less than seven pages in length (6.2 pages for

TAMJ articles versus 6.9 pages for those in *NMR*), tended not to include citations to the literature (only 23.0 percent of the *TAMJ* articles and 34.2 percent of those in *NMR* contained one or more footnotes), and except for a committee report on market research technique and another committee report on the definition of marketing terms, all of the rest were single authored. As shown in Table II, for both journals combined, 43.8 percent of the 137 articles were written by authors with a university affiliation, 41.6 percent by practitioners (business executives, consultants, industry association leaders, and trade magazine editors), and 14.6 percent by people in government and non-business organizations such as the Brookings Institution. The respective author affiliation percentages were 38.4, 48.5, and 13.1 for *TAMJ* and 57.9, 23.7, and 18.4 for *NMR*, implying that the latter journal was less practitioner and more academically oriented. One practitioner and two academic authors had foreign affiliations, one of whom being the famous Paul F. Lazarsfeld from the University of Vienna. Only two of the authors could be identified as females: Ruth O'Brien (who published in both journals) from the Bureau of Home Economics, US Department of Agriculture, and I.K. Rolph from the US Department of Commerce. Finally, *TAMJ* articles were not preceded by abstracts, whereas *NMR* pieces typically had introductory summaries, ranging from about 50 to a couple of 100 words, whose phrasing suggests they may have been written by one of the *NMR* editors.

Article topics and methods

As indicated in the Appendix, the articles in *TAMJ* and *NMR* covered a broad array of topics including marketing research techniques, retail trading area surveys, trends in advertising, retailing and wholesaling, conflict and costs in distribution channels, and the teaching of marketing, advertising, and retailing. Regulatory issues, such as resale price maintenance laws, received good coverage, but the hottest topic in 1934 was the National Recovery Administration and the effects of its programs on pricing, which authors from government (e.g. Von Szoliski and Dameron) explained and others (e.g. Haney and Weld) critically dissected. Additional articles served the consumer interest, several had a historical slant (e.g. E.T. Grether wrote about "The Changing Status of Independent Local Wholesaling in San Francisco, 1900-1930" in the April 1936 issue), and a couple considered marketing outside the USA (Great Britain and the Union of South Africa). *TAMJ* printed three and *NMR* four reply/commentary articles during their short publishing runs:

> In the Foreword to the first issue of *TAMJ* in January 1934, the editors hoped the journal would be of interest to the marketing executive and to the "market research man."
>
> In line with this primary purpose, therefore, we shall endeavor to present articles embodying sound practical research presented in clear and readable English. We shall avoid abstruse theoretical papers or those employing complicated mathematical presentations unless their

	Academic	Practitioner	Government or think tank	Total
TAMJ	38 (38.4)	48 (48.5)	13 (13.1)	99 (100)
NMR	22 (57.9)	9 (23.7)	7 (18.4)	38 (100)
Both journals	60 (43.1)	57 (41.6)	20 (14.6)	137 (100)

Notes: One article in *TAMJ* not counted above was written by a committee; thus, the total number of articles published in *TAMJ* is 100; values in parentheses are calculated in percentage

Table II. Professional affiliations of authors writing in *TAMJ* and the *NMR*

> conclusions are of such extreme importance, in our opinion, as to justify inclusion. On the other hand, we shall avoid also superficial discussions or those which appear to be based on insufficient facts (p. 4).

Using today's parlance, a majority of the articles could be described as "thought pieces" having very little or no numerical data, but a good third did present more detailed empirical findings typically in the form of sales or expenditures data broken down by retail trade area and/or by type of institution. Consumer surveys were reported, but experiments in the social-psychological tradition did not appear and, in general, statistical analysis of data was non-existent beyond cross-tabs.

NMR did not publish an editorial statement, but the above considerations generally apply to it as well. The following are a few examples of the kinds of empirical research seen in *NMR*. A summer 1935 article by William A. Ruff of the US Census Bureau, titled "The Marketing of Services," was based on the findings of the 1933 Census of American Business. Ruff presented the sales receipts of all service businesses (service establishments, places of amusement, and hotels were the three major categories), broken down by region, state, and city size. In the final *NMR* issue for spring 1936, Herman Hettinger of the Wharton School used data gathered by the National Association of Broadcasters and other sources to describe "Broadcast Advertising Trends in 1935." That year, the gross volume of radio broadcasting totaled $87,523,848, a 20 percent gain over 1934[5]. Hettinger broke his data down by class of radio advertising (national networks, regional networks, national non-network, and local broadcast) and by type of sponsoring business. Consumer surveys were also reported. For instance, *NMR* published a study in winter 1936 on "Home Newspaper Reading Habits" by Hugh E. Agnew of NYU.

Table III breaks these different topics down into four major categories: marketing and society, marketing management, marketing research, and teaching. Following Wilkie and Moore (2003), the marketing and society column represents the sum of articles deemed to be in the areas of marketing and public policy, macromarketing (i.e. interactions among markets, marketing, and society), consumer economics, and marketing history (see the Appendix). For both journals combined, 83 out of 137 articles (60.7 percent) dealt with marketing and society issues. This may be a conservative estimate of the preponderance of societal content because several of the marketing research articles dealt with macroeconomic rather than firm-level research issues.

Discussion and implications

Disciplinary gatekeepers

Academic knowledge or discourse is controlled primarily by its disciplinary gatekeepers (Foucault, 1972; Shumway and Messer-Davidow, 1991). With the exception of Wroe

	Marketing and society	Marketing management	Marketing research	Marketing teaching	Total
TAMJ	65 (65.7)	18 (18.2)	15 (15.2)	1 (1.0)	99 (100)
NMR	18 (47.4)	6 (15.8)	5 (13.2)	9 (23.7)	38 (100)
Both journals	83 (60.6)	24 (17.5)	20 (14.6)	10 (7.3)	137 (100)

Notes: The very first article in *TAMJ* was not counted above because it simply described the American Marketing Society; thus, the total number of articles published in *TAMJ* is 100; values in parentheses are calculated in percentage

Table III.
Article topics in *TAMJ* and the *NMR*

Alderson, who is still celebrated by marketing historians for his seminal contributions to marketing management (Shapiro and Svensson, 2007; Shaw *et al.*, 2007; Shaw and Tamilia, 2001; Wooliscroft *et al.*, 2006), the names of most of the *TAMJ* and *NMR* editorial board members are no longer familiar to non-historians in the marketing field. Nevertheless, these individuals were the principal marketing leaders in their time who directed the structure of the field's academic knowledge.

Between April 1956 and October 1961, the *JM* published 23 biographical sketches, part of a series called "Pioneers in marketing," later anthologized with updates and additions by Wright and Dimsdale (1974). Among the featured academics were six *TAMJ* or *NMR* board members: Hugh E. Agnew (1875-1955), Fred E. Clark (1890-1948), Leverett S. Lyon (1885-1959), Harold H. Maynard (1889-1957), Paul H. Nystrom (1878-1969), and Louis D.H. Weld (1882-1946). A subsequent series in the journal, "Leaders in marketing," which was published between January 1962 and January 1974 honored four more board members: Neil H. Borden (1895-1980), Theodore N. Beckman (1895-1973), Wroe Alderson (1898-1965), and Reavis Cox (1900-1971) (Smith, 1966; Wood, 1963; Wright, 1965, 1969). Thus, by *JM*'s measure, six out of 13 *TAMJ* and four out of nine *NMR* board members were still highly regarded by the field 20-30 years later.

Born in the last quarter of the nineteenth century, by 1936, this group ranged in age from 36 (Cox) to 61 (Agnew). Some were almost exclusively academics, whereas others had long careers in business, journalism, and government service. Hugh Agnew published a newspaper for ten years and ran a successful mail-order business. He joined the Journalism Department at the University of Washington in 1913 where he showed his pioneering proclivities by developing new marketing courses that helped launch the College of Commerce at the University. He went back to business in 1916, working first in sales management for A. Schilling and Company and then in editorial capacities for *Western Advertising*, *Automotive News*, and *Printer's Ink* before finally settling down at NYU in 1920 (Wright and Dimsdale, 1974). Wroe Alderson worked in the US Department of Commerce from 1925-1934 (Smith, 1966) and Reavis Cox had an editorial job with the *Journal of Commerce* between 1926 and 1931 (Wright, 1969). Louis Weld published extensively in both scholarly and trade journals, but after just seven years of teaching went to work in 1917 for Swift and Company and then in 1926, joined the McCann-Erickson Agency where he became Director of Research, a post he held for the remainder of his life (Wright and Dimsdale, 1974).

Disciplinary ideological assumptions

As shown in Table III, marketing and society issues, such as government regulation and the assessment of marketing systems, received considerable space and debate in the two journals. This finding supports Wilkie and Moore's (2003) contention that societal issues were of great importance in the marketing literature up to 1950. Clearly, an environment characterized by a very poor economy, consumer hardship, and a widespread distrust of capitalism – not to mention looming government regulations at both the federal (NRA-abetted industry codes) and state (resale price maintenance laws) levels – begged attention to issues in marketing, society, and public policy. Ironically, some writers at the time thought an even greater focus on societal problems was necessary. In "Marketing Research in the Academic Field" (*TAMJ*, April 1934), E.D. McGarry declared that the profession had over-emphasized profit making (i.e. managerial concerns) while neglecting economic and social implications. Teachers had a responsibility to interpret marketing problems for the benefit of the public:

> This obligation is becoming increasingly important in these bewildering times. Not only is the public becoming more interested in those governmental policies which have to do with the distribution of goods, but more and more private marketing policies are becoming affected with a public interest (p. 80).

Perhaps too, the domain of the field was viewed differently because so many authors and editorial board members in both journals worked outside of academia in business, publishing, and government service.

TAMJ and *NMR* regularly published articles on advancing research techniques and improving the teaching of marketing. The tenor of this writing, its use of language, was forward looking. *NMR* titled its section on new studies from universities, government bureaus, and private organizations "*Progress* in Marketing Research" (for emphasis). And, as the above, 1934 quote from Paul H. Nystrom demonstrated, the term "science" was frequently conjoined with "marketing." Wilkie and Moore (2003, p. 121) believe that the idea of science in marketing emerged in the 1940s near the end of their "Era II" of marketing thought, but clearly the evidence shows the notion was in the air at least a good 15 years earlier, which should not be surprising given the legacy from contact with the German historical school of economics mentioned previously. In *Marketing and Distribution Research*, author Brown (1937, p. 295) wrote:

> Since marketing and distribution research is nothing more nor less than the use of scientific method in the field of marketing, it must be firmly rooted in the basic methods of science.

The uses of history

Theoretical advances in the marketing field since the 1930s drew from a specific, existing body of knowledge that had been accumulating ever since universities offered the first North American courses in distribution in 1902. Intellectual threads link past research to the present. For example, Copeland's (1923) idea of product classification theory (i.e. convenience, shopping, and specialty goods) has survived relatively intact for eight decades, and this despite strong indications that market conditions have changed (Mason, 2005). The more scholars are familiar with these continuities, the deeper will be their understanding of the current canon of marketing thought and the better placed they will be to make further theoretical contributions to the field.

A familiarity with past writing in marketing facilitates critical assessment of the level of originality in current theorizing. When historical amnesia is rife, overstated claims of progress too readily made will be accepted at face value (Hollander, 1986). Wilkie and Moore (2006) contend that the field, especially its doctoral education, has failed to properly transmit marketing knowledge and, consequently, some of it has been lost. If true, this accusation raises questions about the intrinsic value of the marketing literature for surely something worthwhile would not be so quickly ignored (Patterson *et al.*, 2008). Less cynical explanations for marketing memory loss include the academic premium put on recency in referencing and contextualization, the gender bias against early female scholars, and the intentional forgetting that accompanied the rise of the managerial school in the 1950s and 1960s (Tadajewski and Saren, 2008).

The state of marketing thought in the 1930s also forms a comparative benchmark for evaluating the ideological slant of our current marketing literature. For example, the relative amount of coverage given to managerial and consumer decision-making topics, compared to societal and public policy issues, potentially indicates what research interests and, not inconsequentially, which marketing stakeholders the field favors at different times (Witkowski, 2005). The importance of ideology has been dramatically illustrated by the ongoing controversy sparked by the revised, managerially slanted definition of marketing announced by the AMA in 2004. These 32 words, crafted by committee, resulted in special sessions at the 2005 Marketing and Public Policy Conference, the 2006 AMA Winter Educators' Conference, and the 2007 AMA Summer Educators' Conference. Commentary on this definition and the nature of marketing also has been offered in other forums including a special section of the *Journal of Public Policy & Marketing* (Gundlach, 2007).

Learning about the history of one's discipline brings its own satisfactions. History seeks to reveal truth, but also establishes professional identity by imparting the past into the meaning of the present. As Kuhn (1970, p. 139) has stated: "[. . .] the sciences, like other professional enterprises, do need their heroes and do preserve their names." The story of how real individuals formulated early marketing ideas and through social interactions created a new academic discipline should always be, one hopes, an inherently interesting subject to succeeding generations of scholars.

Conclusion

This intellectual history of marketing gives a glimpse of the field and its thinking in the mid-1930s. Marketing had two well-run and active professional associations and two lively, respectable journals dedicated to teaching, to research, and to marketing progress. The spirit of the writing was generally confident and future oriented, despite the business setbacks of the great depression, the hostile attacks on marketing practice from numerous critics, and the threat of government intervention. The articles published in *TAMJ* and *NMR* show a marketing field concerned with topics in marketing management, but also having a strong interest in macro issues, such as conflict in channels of distribution, and regulatory influences. Quantitative analyses were less frequent and far less sophisticated than they would later become, but writing styles were excellent and the ideas expressed still compelling.

Building the field of marketing required a sustained level of professional interaction. Maintaining contacts and networks required substantial personal effort. Marketing scholars had access to telephones and telegraph, but written communications required letters and manually typewritten manuscripts delivered by mail. Attending meetings often required long train rides. On the other hand, once together, these men – and apparently most were males – undoubtedly acted much like academics do now. They shared dinners and perhaps a drink (before and after prohibition if not during), cigar, or cigarette. Surely, they discussed research, teaching, students, and the administrative shortcomings of their universities.

Some questions about *TAMJ* and *NMR* have not been answered by this study. Data on the circulations of the two journals have not been found. Gauging their influence upon readers is even more problematic. Hundreds of men and women belonged to the AMA and its predecessor groups, but most did not publish in these journals. Also undetermined is exactly how the review processes worked. How many people reviewed each submission and how difficult was it to be published? Finally, why did the *TAMJ* and *NMR* merge? Agnew (1941) believed the decision was made because their content, contributors, and readership overlapped. Perhaps too, the cost of running two so similar publications could not be offset through subscriptions and advertising in the difficult days of the great depression. It is instructive to wonder whether the two journals and their sponsoring organizations might not have united had some strong personalities or random incidents kept them apart. We do not know just how self-evident the decisions were to the actors making them. There may have been unrecorded opposition. Despite these unknowns, it is hoped that the story written so far will stimulate greater appreciation for the history of marketing thought and for the bright, hard-working people who made marketing a true scholarly discipline.

Notes

1. In his research on early publications of the American Economic Association, Bussière (2000) found the term "marketing" was being used in a manner consistent with current practice as early as 1897. Converse (1959) identified marketing thought, albeit without the term "marketing," in a handful of books written by economists and businessmen in the period from 1885 to 1900.
2. The final marketing roundtable at an AEA general meeting took place on December 28, 1933 (Bussière, 2000). Last ditch attempts in 1938 and 1939 to bridge the ever-widening gap between the two disciplines proved unsuccessful (Mason, 1998). How paradoxical that 13 of the 19 members of the original (Vol. 1 and No. 1) *JM* Joint Editorial Staff were members of the AEA (Bussière, 2000).
3. The distinction between primary and secondary data sources (i.e. those created while events took place versus those created later about those times) can become blurred. Agnew (1941) is, strictly speaking, a secondary source, but because it was written so close to the time under investigation and because the author himself was an active participant, it is tantamount to a primary source. Converse (1952, 1959) also gives retrospective accounts, but this author too was teaching, writing, and interacting with peers during the 1930s.
4. Consumer Price Index data from Bureau of Labor Statistics (2010).
5. In contrast, magazine advertising expenditures rose from \$117.7 million in 1934 to \$122.9 million in 1935, only a 4.4 percent increase (Peterson, 1964).

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Further reading

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(The Appendix follows overleaf.)

About the author

Terrence H. Witkowski was educated at Northwestern University (BA History), UCLA (MS Management), and UC Berkeley (PhD Business Administration). He is a Professor of Marketing at California State University, Long Beach. He has published over 90 journal articles, papers and abstracts in conference proceedings, book reviews, and other works including articles written with co-authors in German and Polish. Over half of his research has been in the areas of marketing and consumer history and the history of marketing thought. The remainder has been on international topics, especially marketing in developing countries and cross-cultural consumer behavior. His professional service includes Editorial Review Board member, History Section Editor, and since January 1, 2010, Editor-in-Chief for the *Journal of Macromarketing*. He is also on editorial review boards of the *Journal of Historical Research in Marketing*, *Marketing Theory* and *Management & Organizational History*. He was President of the CHARM (Conference on Historical Analysis and Research in Marketing) Association 2005-2009. Terrence H. Witkowski can be contacted at: witko@csulb.edu

Appendix

Table AI.

Page number	Article length	Article title	Article topic	Author name		Author affiliation
		The American Marketing Journal – Vol. 1 No. 1, January 1934				
3		Foreword		The Editors		
5	1	The American Marketing Society		L.D.H. Weld	P	McCann-Erickson, Inc.
6	9	Present Conditions under the NRA.	PP	Edward P. Warner	P	*Aviation* Magazine
15	4	New Marketing Conditions under the Retail Code	PP	Paul H. Nystrom	A	Columbia University
19	5	Developments under the NRA and AAA that may Affect the Marketing of Food Products	PP	V.H. Pelz	P	*Food Field Report*
24	6	The Present Status of Farm Purchasing	Macro, CE	Bernhard Ostrolenk	P	*Business Week*
30	4	The Effects of the Recovery Program on Distribution Costs	PP	Wroe Alderson	G	US Department of Commerce
34	7	The Dangers of Price Fixing	PP	Lewis H. Haney	A	New York University
41	4	A Progress Report on Recovery	Macro, CE	Victor S. Von Szoliski	G	National Recovery Administration
45		American Marketing Society News				
47		New Readings in Marketing				
48		Contributors to this Issue				
		The American Marketing Journal – Vol. 1 No. 2, April, 1934				
51	6	A Problem of Inventory Control	MM	John W. Wingate	A	New York University
57	7	The Measurement of Consumer Demand and Economic Planning	CE	A.F. Hinrichs	A	Brown University
64	10	Marketing Research Technique	MM, MR	New York Committee		
74	3	Price and Margin Control under NIRA Codes	PP	V.H. Pelz	P	*Food Field Report*
77	4	Marketing Research in the Academic Field	MR	E.D. McGarry	A	University of Buffalo
81	4	Marketing Developments During 1933	Macro, PP	L.D.H. Weld	P	McCann-Erickson
85	6	Trade Practices in Fair Competition	PP	Wilson Compton	P	National Lumber Manufacturers Association
91	7	Wholesaling under the National Recovery Administration	PP	Kenneth Dameron	A	Ohio State University and NRA
98	2	Experiences with Sales Personnel During the Depression	MM	John A. Stevenson	P	Penn Mutual Life Insurance Co.

(*continued*)

Page number	Article length	Article title	Article topic	Author name		Author affiliation
100	5	Probable Effects of the National Industrial Recovery Act on Advertising	PP	John Benson	P	American Association of Advertising Agencies
105	1	New Marketing Research of the Bureau of Foreign and Domestic Commerce	Macro	Willard L. Thorp	G	Bureau of Foreign and Domestic Commerce
106		Contributors to this Issue				
107		American Marketing Society News				
109		New Readings in Marketing				
		The American Marketing Journal – Vol. 1 No. 3, July, 1934				
114		Contributors to this Issue				
115	4	Consumer Questionnaire Technique	MR	Henry G. Weaver	P	General Motors Corporation
119	6	Research as an Aid to Pricing and Production	MR	Frank R. Coutant	P	Pedlar & Ryan, Inc.
125	6	The Practice of Marketing Research and Market Forecasting in the Textile Industries	MR	Louis Bader	A	New York University
131	7	Price Trends under the NRA with Special Reference to Consumer Goods	PP&M	Paul H. Nystrom	A	Columbia University
138	4	Price Control and Business Adjustment	PP	Wroe Alderson	P	Merchandising Facts, Inc.
142	4	Marketing Expenses and Selling Prices under NRA Codes	PP	Alfred T. Falk	P	Advertising Federation of America
146	4	Selling Below Cost as a Problem in Marketing Research	MR	Reavis Cox	A	Columbia University
150	5	The Economics of Packaging Merchandise	Macro, MM	Gerhard Törnqvist	A	Stockholm School of Business
155	8	The Early Development of Financial Merchandising[a]	History	L. Douglas Meredith	A	University of Vermont
163	2	The Effects of the NRA on Marketing[a]	PP	Paul T. Cherington	P	Independent Marketing Consultant
165		New Readings in Marketing				
167		American Marketing Society News				
		The American Marketing Journal – Vol. 1 No. 4, October, 1934				
171	7	Metropolitan Markets in the United States	Macro	Chester E. Haring	P	Batten, Barton, Durstine and Osborne

(*continued*)

Table AI.

Table AI.

Page number	Article length	Article title	Article topic	Author name		Author affiliation
178	6	Cost of Retail Business and the Retail Structure	Macro	I. K. Rolph	G	Department of Commerce
184	3	Service as a Means of Building Volume	MM	Sidney Carter	P	Rice-Stix (company)
187	4	Some Aspects of Prices and Selling Effort from the Standpoint of the Marketing Profession[a]	MM	W. L. Churchill	P	John R. Hall Corporation
191	6	Profits from Statistical Control of Mark-Downs in a Style Business[a]	MM	S. L. Kedzierski	G	Bureau of Foreign and Domestic Commerce
197	9	The NRA and Distribution – A Friendly Criticism	PP	Ralph S. Alexander	A	Columbia University
206	7	NRA Brings Sales Stability – Not Pandemonium	PP	Wm. H. Ingersoll	P	Ingersoll, Collier, Zoll and Norvell
213	3	Improving American Lumber Exports	Macro	Stephen Graae	P	Danish Engineer
216	8	Sales Management and Prosperity	MM	Louis Bader	A	New York University
224		American Marketing Society News				
226		Contributors to This Issue				
		The American Marketing Journal – Vol. 2 No. 1, January, 1935				
3	9	An Experience in Code Administration[a]	PP	H.H. Maynard	A	Ohio State University
12	4	Some Impending Changes in Consumers' Demands	CE	William H. Lough	P	Trade-Ways, Inc.
16	10	The New Consumption Era	Macro	Herbert W. Hess	A	University of Pennsylvania
26	5	A Revaluation of Business Motives and their Relations to Selling and Advertising	Macro	Paul T. Cherington	P	Independent Consulting Economist
31	4	Scientific Pricing	MM	W. L. Churchill	P	John R. Hall Corporation
35	5	New Methods and Results in Market Research	MR, MM	Ferdinand C. Wheeler	P	Independent Distribution Counsellor
40	3	Probable Changes in Marketing	Macro	Harry Tipper	P	Amer. Manufacturers Export Assoc.
43	7	New Markets and Marketing Opportunities	Macro	L. J. McCarthy	P	International Magazine Company
50	3	New Policies and Methods in Sales Management	MM	Rayond Bill	P	*Sales Management*
53	6	Trends in Distribution of Drug Products	Macro	Wroe Alderson	P	Merchandising Facts, Inc.
59	8	Trends in Wholesaling	Macro	R.S. Alexander	A	Columbia University

(*continued*)

Page number	Article length	Article title	Article topic	Author name		Author affiliation
67	4	The Voluntary and Cooperative Chains Present a New Marketing Force	Macro, PP	Donald W. White	P	*The Voluntary and Cooperative Group Magazine*
71		American Marketing Society News				
72		Contributors to this Issue				
		The American Marketing Journal – Vol. 2 No. 2, April, 1935				
75	5	Developments in Copy Testing Technique	MR	Frank R. Coutant	P	Pedlar & Ryan, Inc.
80	5	Present Status and Future Outlook of Consumer Research in Commercial Firms	MR, MM	R. B. Alspaugh	P	Armour & Company
85	3	The Future of Wholesaling	Macro	Flint Garrison	P	Wholesale Dry Goods Institute
88	4	What is New in Retailing?	Macro	J. Russell Doubman	A	University of Pennsylvania
92	8	The Challenge of High Costs of Marketing	Macro	M.C. Rorty	P	American Management Association
100	4	The Challenge of High Costs of Marketing – A Reply to Mr M.C. Rorty[a]	Macro	L.D.H. Weld	P	McCann-Erickson
104	6	Sound Buying Methods for Consumers	CE	Ruth O'Brien	G	Bureau of Home Economics, USDA
110	7	The Outlook for Grading and for Private Brands in Department Stores	PP, Macro	Paul Hollister	P	R.H. Macy & Co.
117	8	How Much Time Does the Survey Interview Really Consume?	MR	Walter K. Porzer	P	Walter K. Porzer Associates, Inc.
119	4	Marketing Attitudes	Teaching	C.W. Reeder	A	Ohio State University
123	7	Difficulties Involved in Coördinating Production and Consumption[a]	Macro	Louis Bader	A	New York University
130		American Marketing Society News				
132		Contributors to this Issue				
		The American Marketing Journal – Vol. 2 No. 3, July, 1935				
135	6	State Barriers to Interstate Commerce a Growing Evil	PP	H.K. Work	A	Cornell University
141	3	The Consumer's Interest in Sales Pressure	CE	Corwin D. Edwards	A	New York University/NRA
144	6	Resale Price Maintenance and the Consumer[a]	PP, CE	E. T. Grether	A	University of California
150	7	Prefabricated Housing and its Marketing Problems	Macro	John Ely Burchard	P	Bemis Industries, Inc.

(*continued*)

Table AI.

Table AI.

Page number	Article length	Article title	Article topic	Author name		Author affiliation
157	6	The Qualitative Character of Pedestrian Traffic[a]	MM	W. H. Meserole	G	Bureau of Foreign and Domestic Commerce
163	4	Trail Blazing in the Voluntary Chain Field	MM	Norman E. Duehring	P	Marketing consultant
167	8	Trade-Practice Rules in the Wholesaling Codes	PP	R. S. Alexander	A	Columbia University
179	5	Imperfect Competition and its Implications[a]	Macro	Louis Bader	A	New York University
184	5	Quantity Discounts	Macro, PP	C.L. Connor	P	Wheatena Corporation
189	4	Quantity Discounts – A Defence	Macro, PP	Godfrey M. Lebhar	P	*Chain Store Age*
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236	17	Trade-Practice Rules in the Wholesaling Codes (Second part)[a]	PP	R.S. Alexander	A	Columbia University
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265	12	An Analysis of the St. Louis Trade Territory[a]	MR	L. Y. Horton	A	Washington University
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38	3	The Census of Business as an Aid to Market Measurement	MM	Vergil D. Reed	G	US Bureau of Census
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70	8	Milestones in the Standardizing of Consumers Goods[a]	History	George B. Hotchkiss	A	New York University
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Notes: [a]Indicates the article has at least one citation to the literature; PP, public policy, Macro, macromarketing; CE, consumer economics; History, marketing history; Teaching, marketing teaching; MM, marketing management; MR, marketing research; A, academic, P, practitioner, or G, government