

# **Bruce Barton**

Joseph R. Meacham

#### **Bruce Barton:**

The Man Everybody Knew Richard M. Fried, 2005-09-15 Bruce Barton is the most famous twentieth century American without a biography Richard Fried's compelling new study captures the full dimensions of Barton's varied and fascinating life More than a popularizer of the entrepreneurial Jesus he was a prolific writer of novels magazine articles interviews with mighty pithy editorials of uplift He edited a weekly magazine that anticipated the format of Life Most famously he co founded the advertising agency that became Batten Barton Durstine and Osborn and grew to symbolize Madison Avenue The Book Nobody Knows, by Bruce Barton,... Bruce Barton, Man Nobody Knows Bruce Barton. Congressman Bruce Barton, Before the Oneida County Republican Club, Annual Lincoln Day Dinner, Utica, New York, Saturday Evening, February 11, 1939 Bruce Barton, 1939 Sexual Blackmail Angus McLaren, 2002-11-04 Sexual blackmail first reached public notice in the late eighteenth century when laws against sodomy were exploited by the unscrupulous to extort money from those they could entrap Angus McLaren chronicles this parasitic crime tracing its expansion in England and the United States through the Victorian era and into the first half of the twentieth century The labeling of certain sexual acts as disreputable if not actually criminal abortion infidelity prostitution and homosexuality armed would be blackmailers and led to a crescendo of court cases and public scandals in the 1920s and 1930s As the importance of sexual respectability was inflated so too was the spectacle of its loss Charting the rise and fall of sexual taboos and the shifting tides of shame McLaren enables us to survey evolving sexual practices and discussions He has mined the archives to tell his story through a host of fascinating characters and cases from male bounders to designing women from badger games to gold diggers from victimless crimes to homosexual outing He shows how these stories shocked educated entertained and destroyed the lives of their victims He also demonstrates how muckraking journalists con men and vengeful women determined the boundaries of sexual respectability and damned those considered deviant Ultimately the sexual revolution of the 1960s blurred the long rigid lines of respectability leading to a rapid decline of blackmail fears This fascinating view of the impact of regulating sexuality from the late Victorian Age to our own time demonstrates the centrality of blackmail to sexual practices deviance and the law What Would Jesus Read? Erin A. Smith, 2015-04-13 Since the late nineteenth century religiously themed books in America have been commercially popular yet scorned by critics Working at the intersection of literary history lived religion and consumer culture Erin A Smith considers the largely unexplored world of popular religious books examining the apparent tension between economic and religious imperatives for authors publishers and readers Smith argues that this literature served as a form of extra ecclesiastical ministry and credits the popularity and longevity of religious books to their day to day usefulness rather than their theological correctness or aesthetic quality Drawing on publishers records letters by readers to authors promotional materials and interviews with contemporary religious reading groups Smith offers a comprehensive study that finds surprising overlap across the religious spectrum

Protestant Catholic and Jewish liberal and conservative Smith tells the story of how authors publishers and readers reconciled these books dual function as best selling consumer goods and spiritually edifying literature What Would Jesus Read will be of interest to literary and cultural historians students in the field of print culture and scholars of religious Bruce Barton Joseph R. Meacham, 1964 The Calvinist Roots of the Modern Era Aliki Barnstone, Michael studies Tomasek Manson, Carol J. Singley, 1997 This collection of essays traces Calvinism's presence in twentieth century literature and demonstrates its impact as psychological construct cultural institution and socio political model Charles H. Lippy, Jeffrey B. Leak, 2005 White male spirituality and the Christian man The dutiful patriarch The gentleman entrepreneur The courageous adventurer The efficient businessman The positive thinker The faithful leader Male spirituality in white Protestant America "Better Living" William L. Bird,1999 Better Living Advertising Media and the New Vocabulary of Business Leadership 1935 1955 is a history of how big business learned to be both entertaining and persuasive when talking to the public Examining the years from the Depression to postwar prosperity Better Living follows the dissemination of a politically competitive claim of more new and better in industry and in life Beginning with the changes in business government relations during the New Deal this study looks at the ways in which politically active corporations and their leaders learned how to speak at a time when speaking was not enough Using archival sources such as the NBC Ford Motor Company DuPont and Franklin Delano Roosevelt collections William L Bird Jr establishes the importance of industrial films and their role in public relations and employee relations as well as the use of dramatic radio productions in corporate public relations The author examines the interplay between general mass radio and print advertising radio program sponsorship and scriptwriting sponsored motion pictures and television entertainment as well as exhibitions and industrial fairs and the role these media played in shaping ideas about American business and political and cultural institutions in this country for the decades to come Book Jacket

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