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INTRODUCTION

THE EIGHTH EDITION of *100 Books on Advertising* lists sixty-five new books, and books revised since the Seventh Edition was published in November, 1960.

This annotated bibliography offers a selected list of books in the principal fields of advertising. Books are not included because they are the "best" books in these fields, inasmuch as "best" may depend on a person's particular need for a book. The obvious limitations imposed by a bibliography of exactly 100 books necessitates curtailing most of the individual categories. The compilation is designed for the student or the professional advertising practitioner, but a few of the titles included are of an advanced or specialized nature.

Classification of books in this bulletin has been arbitrary in many cases. It is difficult to determine, for example, whether a motivation research book should be listed under research or under psychology; and several books could have been listed under either art or under the production heading.

For a more complete listing of older books related to advertising, typography, marketing and selling, reference is invited to *Books for the Advertising and Marketing Man*, revised in 1956 by the Bureau of Research and Education of the Advertising Federation of America, New York. A 1958 supplement to this bibliography is also available.

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For a journalism bibliography, see *200 Books on American Journalism* by Dr. Frank Luther Mott, Dean Emeritus of the School of Journalism, University of Missouri. For books on typography and production, other than the limited number listed herein, Dr. Paul Fisher's *An Annotated Check List of Some Typographic Sources* (Linotype School, University of Missouri) is suggested.

The collection of more than 2250 volumes on advertising available in the 15,000 volume Frank Lee Martin Memorial Library at the School of Journalism has grown by more than 250 volumes since the Seventh Edition was published in 1960. This library is the largest journalism library in the world. New advertising publications are added as they appear, including many works in foreign languages.

While some listings of out-of-print books are included in this bibliography, effort has been made throughout for the inclusion of new and recently revised titles. Many of the older books stand as excellent sources despite their age and are therefore included. These older volumes, and one privately printed title included in this edition, are not available on the market but may be found in libraries in schools, advertising agencies, and in public libraries.

The listing of advertising organizations in this edition includes those whose addresses are most frequently requested.

The listing of advertising journals is for the convenience of users of this bulletin. Subscription rates and information must be obtained from the individual publishers.

School of Journalism
University of Missouri
January 16, 1965

Robert W. Haverfield
Associate Professor of Journalism

100 BOOKS ON ADVERTISING

ADVERTISING AGENCIES

— 1 —

BARTON, ROGER, *Advertising Agency Operations and Management*. 1955. McGraw-Hill Book Co., New York.

A practical guide to organization and operation of an advertising agency. Clear treatment of the functions of departments dealing with research, art, copy, media selection and production. Thorough coverage of legal aspects and personnel.

— 2 —

FREY, ALBERT W. and KENNETH R. DAVIS. *The Advertising Industry: Agency Services, Working Relationships, Compensation Methods*. 1958. Association of National Advertisers, Inc., New York.

A comprehensive study of advertising agency compensation methods, and of agency services available to the national advertiser.

— 3 —

GROESBECK, KENNETH. *The Advertising Agency Business*. 1964. Advertising Publications, Inc., Chicago.

The basis for this book is the author's column "Agencies, Ask Us" which has appeared as a regular feature of *Advertising Age* for many years. Just about every facet of the advertising agency is covered. Three main sections cover internal agency problems, external agency problems, and agency performance. Subject material from many columns has been updated and presented in comprehensive form.

— 4 —

MAYER, MARTIN. *Madison Avenue, U.S.A.* 1958. Harper & Row, New York; 1959, Pocket Books, Inc., New York.

An unbiased view of the advertising agency business, concentrated on the world's largest agencies. Names and quotes of agency officials and clients and illustrative situations help authenticate a

look inside New York agency offices. Special discussions on the role of research in advertising, and the agencies' appearance behind the scenes of national politics. Recommended by many agencies for reading by new employees.

— 5 —

REEVES, ROSSER. *Reality in Advertising*. 1961. Alfred A. Knopf. New York.

The author uses his years of experience in the agency business to formulate certain guideposts to help increase the probability of success in a given advertising situation. He takes issue with present practices in some agencies. Heavy stress placed on repetitive advertisements.

ADVERTISING COPY

— 6 —

BEDELL, CLYDE. *How to Write Advertising that Sells*. Second Edition. 1952. McGraw-Hill Book Co., New York.

A master of selling copy shows how to write sound, professional copy. The author presents more than thirty selling stratagems which have been used by top salesmen and copywriters. Underlines a systematic approach to the copywriting job. Places emphasis on the necessity of constant checking — persistent analysis of copy before it runs, and results produced after publication.

— 7 —

BURTON, PHILIP WARD, and BOWMAN KREER. *Advertising Copywriting*. Second Edition, 1962. Prentice-Hall, Inc., Englewood Cliffs, N. J.

Good presentation. The authors cover retail, fashion, direct mail, mail order, television and radio. Chapters on research and law. Thoroughly revised since 1949 edition.

— 8 —

CAPLES,, JOHN. *Tested Advertising Methods*. Revised 1961. Harper & Row, New York.

Revised and enlarged. Designed to help remove the guesswork from advertising. Discussion of mail order advertising, headlines, pulling power of copy, space buying, keying of advertisements, copy testing.

— 9 —

DUNN, S. WATSON. *Advertising Copy and Communications*. 1956. McGraw-Hill Book Co., New York.

Pointers for building a firm foundation for writing successful copy. Deals with the elements of advertisement visualization, headlines and body text. Covers both the theory and practices of writing copy that communicates and sells. The author underlines the premise that a successful copywriter has to know not only what to do, but why it should be done.

— 10 —

SCHWAB, VICTOR O. *How to Write a Good Advertisement*. 1962. Harper & Row, New York.

Plainly written how-to-do-it book dealing with the writing of copy. The author draws on forty-four years of experience and detailed record keeping to present his recommendations. Examples illustrate split-run examples.

— 11 —

WALES, HUGH G., DWIGHT GENTRY, and MAX WALES. *Advertising Copy, Layout and Typography*. 1958. The Ronald Press Co., New York.

Integration of copy, layout and typography into an overall picture of creative advertising. Well illustrated with reprints of advertisements from various media. Each subject is treated separately, yet shown in proper relationship to other components of advertising.

— 12 —

WEIR, WALTER, *Truth in Advertising and Other Heresies*. 1963. McGraw-Hill Book Co., New York.

A sequel to the author's *On the Writing of Advertising*. The Copywriter is shown what he should believe to make advertising more effective than it is at the present time. Emphasis is placed on advertising as a facet of literature and as an influential communication medium.

ADVERTISING MANAGEMENT

— 13 —

ADVERTISING MANAGEMENT COMMITTEE, A.N.A. *Practical Guides and Modern Practices for Better Advertising Man-*

A D V E R T I S I N G

agement. 1957-1959. Seven volumes. Association of National Advertisers, Inc., New York.

Authoritative and encyclopedic treatment of advertising management problems and situations. The seven volumes are: I. Principles of Advertising Management; II. Advertising Organization; III. Advertising Plans: Preparation and Presentation; IV. Advertising Budget & Cost Control; V. Advertising Agency Relations; VI. Advertising Personnel Management; VII. Evaluating Advertising Effectiveness. Loose Leaf.

— 14 —

BORDEN, NEIL H., and MARTIN MARSHALL. *Advertising Management Text and Cases*. Revised. 1959. Richard D. Irwin, Inc., Homewood, Ill.

A successor to three editions of **Problems in Advertising**, and one edition of **Advertising Text and Cases**. A wide selection of case histories is provided for the advertising man interested in the special problems arising under constantly varying circumstances. Comprehensive and authoritative. 1965 Revision scheduled.

— 15 —

BOYD, HARPER W., JR., VERNON FRYBURGER, and RALPH L. WESTFALL. *Cases in Advertising Management*. 1964 McGraw-Hill Book Co. New York.

Seventy concise and complete case histories presented with each example focused on a particular advertising problem. Principal sections of this book deal with determining and planning creative and media strategy, evaluation of results, organization and management of the advertising department and of the advertising agency. Products included in the cases range from cough drops to heavy farm machinery.

— 16 —

COLLEY, RUSSELL H. *Defining Advertising Goals for Measured Advertising Results*. 1961. Association of National Advertisers, Inc., New York.

Outgrowth of an A. N. A. study, this book is devoted to assisting the building of effectiveness of advertising and to measuring advertising results. Five sections deal with the objective, defining advertising goals, measuring results, advertising's purpose in your business, and case examples.

— 17 —

DUNN, S. WATSON. *Advertising, Its Role in Modern Marketing*. 1961. Holt, Rinehart and Winston, New York.

Designed to help the business executive increase the effectiveness of his company's advertising. Briefly covers basics and devotes most space to a thorough discussion of advertising's place in business and the economy with suggestions on how advertising best can be used.

— 18 —

OXENFELDT, ALFRED R. and CARROLL SWAN. 1964. Wadsworth Publishing Company, Inc., Belmont, California.

Written for the advanced advertising student or for the marketing and advertising executive. Outlines procedures for proper management of advertising at all management levels. Prepared in cooperation with the Association of National Advertisers.

— 19 —

WEDDING, NUGENT and RICHARD S. LESSLER. *Advertising Management*. 1962. Ronald Press, New York.

Case histories point up the principles of advertising management decision making. Illustrated with numerous charts and reproductions of advertisements with pertinent background material. Cases cover market demand stimulation, advertising and mass communication, creative strategy, media management, marketing, research and evaluation, sales promotion, and organization.

CAREERS and BIOGRAPHIES

— 20 —

BURNETT, LEO. *Communications of an Advertising Man*. 1961. Leo Burnett Co., Inc., Chicago, Illinois.

This privately printed volume is available only in libraries. The memoranda, speeches, articles and other writings of the founder of the Leo Burnett Company are brought together in this volume. These pieces range from advice to the advertising educator to Burnett's now famous memorandum "Scratching the Back of the Hand that Feeds You."

— 21 —

Ogilvy, DAVID. *Confessions of an Advertising Man*. 1963. Atheneum, New York.

A D V E R T I S I N G

A "first person" description of the success of David Ogilvy and of Ogilvy, Benson & Mather. The personal narrative winds from the author's early days as a European chef through his many advertising experiences. He tells how many of his campaigns were conceived and executed. Chapters devoted to the getting of clients, the keeping of clients, and how to be a good client.

— 22 —

LASKER, ALBERT D. *The Lasker Story, As He Told It*. 1963. Advertising Publications, Inc., Chicago, Illinois.

A carefully edited 6 hour talk given to the Lord & Thomas staff in 1925 by Albert Lasker. Divided into 26 brief chapters, this document covers the history and growth of Lord & Thomas and is chock full of Lasker's philosophy, achievements and advice. Very important reading for all interested in advertising and the advertising agency business.

— 23 —

RYAN, BERNARD, JR. *So You Want to Go Into Advertising*. 1961. Harper & Row, New York.

A picture of the many facets of the advertising business for the young person considering advertising as a career. Sections deal with media, broadcast, print, account work, and educational preparation.

— 24 —

SHAUGNESSY, DERNA V., EDITOR. *Who's Who in Advertising*. Second Edition. 1965. Who's Who in Advertising, Inc., New York.

More than 10,000 biographies of well-known advertising executives are recorded here along with each person's professional experience, memberships in various organizations, personal information, etc.

— 25 —

COGSWELL, HARRY. *Find a Career in Advertising*. 1960 G. P. Putnam's Sons, New York.

A quick look at the various careers in the field of advertising with primary emphasis on the advertising agency.

— 26 —

YOUNG, JAMES WEBB. *How to Become an Advertising Man*. 1963. Advertising Publications, Inc., Chicago.

More than a book for those just starting out in advertising. "Becoming an advertising man is a life-long process," the author points out. For the experienced practitioner, or for the student and new employee, this small book has a lot to say about the business of advertising.

Editor's Note: Pamphlets on careers in advertising are available from various advertising associations including the American Association of Advertising Agencies and the Direct Mail Advertising Association. Addresses of such associations are listed in this bulletin.

DIRECT MAIL and MAIL ORDER

— 27 —

BALLINGER, RAYMOND A. *Direct Mail Design*. 1963. Rienhold Publishing Corporation. New York.

Comprehensive presentation of direct mail design techniques and principles. More than 300 successful direct mail pieces are illustrated. Some pages printed on various papers illustrating the wide choice available in unusual paper stock. Attention given to essential technical information on production and postal regulations.

— 28 —

BUCKLEY, EARLE A. *How to Increase Sales With Letters*. 1961. McGraw-Hill Book Co., New York.

An experienced direct mail consultant discusses direct mail in detail with the heaviest emphasis on letter writing. Filled with tips on how to write more effective letters whether writing for an appointment or writing a straight sales letter.

— 29 —

MAYER, EDWARD N., JR. *How To Make More Money With Your Direct Mail*. Third Edition. 1957. Printers' Ink Books, New London, Conn.

Basic principles of direct mail advertising presented for the beginner or the experienced practitioner. Discusses fundamentals of direct mail and direct mail copy. Coverage of mailing lists, testing, production, inquiries, result measurement, letters, gadgets, etc.

A D V E R T I S I N G

— 30 —

STONE, ROBERT. *Successful Direct Mail Advertising and Selling*. 1955. Prentice-Hall, Englewood Cliffs, N. J.

Comprehensive coverage of the principles and problems of direct mail and mail order advertising. Chapters on testing, production, uses of direct mail in conjunction with salesmen, mail copy, and mailing lists.

— 31 —

YECK, JOHN D., AND JOHN T. MAGUIRE. *Planning and Creating Better Direct Mail*. 1961. McGraw-Hill Book Co., New York.

A practical and well written book covering all phases of direct mail from the inception of the idea through the delivery to the prospect's mailbox. Sections cover mailing lists, copy, research, creativity, art and layout, production, and ways to use direct mail more effectively.

— 32 —

HOWARD, JAMES E. *How to Use Mail Order For Profit*. 1963. Grossett & Dunlap Publishers, New York.

This inexpensive paperback book thoroughly explores mail order selling and advertising. Included is a chapter on raising funds by mail. Suggestions for establishing your own mail order business.

ECONOMICS, ETHICS and HISTORY

— 33 —

BORDEN, NEIL H. *Economic Effects of Advertising*. 1942. Richard D. Irwin, Inc., Homewood, Ill.

Factual analyses of the roles advertising and aggressive selling take in our economy. Analyses of case studies show the effect of advertising on demand, cost, price, range of products, and services, and on investment and volume of income. An ethical discussion of advertising is included. Helpful in spite of its age. A condensed version (1945) appears under the title of *Advertising in Our Economy*.

— 34 —

FORTUNE EDITORS. *The Amazing Advertising Business*. 1957. Simon & Schuster, New York.

A general picture of the advertising business as written by the editors of *Fortune*. One chapter is Bernard DeVoto's criticism of advertising practices with subsequent chapters answering these charges. History of advertising is included with descriptions of modern techniques and practices.

— 35 —

PEASE, OTIS. *The Responsibilities of American Advertising*. 1958. Yale University Press, New Haven, Conn.

A studied look at American advertising. Emphasizes national advertising and the workings of corporate advertising departments, and the handling of these accounts by agencies. Sections deal with the growth of national advertising, regulation, challenge and criticism, and public pressures.

— 36 —

SANDAGE, CHARLES H., and VERNON FRYBURGER, Editors. *The Role of Advertising, A Book of Reading*. 1960. Richard D. Irwin, Inc., Homewood, Ill.

A portrayal of advertising as an institution in America by nearly fifty writers. Five major sections of the book emphasize the role of advertising in the economy, as communication, in society, in business, and the social responsibilities of advertising. Articles are from the trade press, popular periodicals, books and speeches. Several were written for this book.

— 37 —

WATKINS, JULIAN, *The 100 Greatest Advertisements*, 1959. Second Revised Edition. Dover Publications, Inc. New York.

Thirteen chapters are new since the 1950 edition. The author explains why each selection is excellent and gives detailed information about each advertisement. Trends are apparent from study of this collection dating from before the turn of the century to the present.

— 38 —

WOOD, JAMES PLAYSTED. *The Story of Advertising*. 1958. The Ronald Press Co., New York.

A well written narrative of the development of advertising from the days of patent medicines and P. T. Barnum through modern adver-

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tising and motivation research. Portrayals of early users of advertising including John Wanamaker, Cyrus H. K. Curtis, Thomas Lipton, and others.

GENERAL PRINCIPLES OF ADVERTISING

— 39 —

BURTON, PHILLIP WARD. *Principles of Advertising*. 1955. Prentice-Hall Inc., Englewood Cliffs, N. J.

Well rounded presentation of basics for the beginner or the experienced professionals. Describes the profession and the job requirements. Sections deal with retail, agency, regulation, appropriation, various media as well as the creative aspects. Chapters on social and economic effects and responsibilities of advertising.

— 40 —

CRAWFORD, JOHN W. *Advertising: Communications for Management*. Second Edition. 1964. Allyn & Bacon, Boston.

An analysis of the essentials necessary for the making of sound advertising decisions at the management level. Discussions of advertising responsibilities, personnel and objectives. Integrates advertising with the marketing plan public relations and publicity efforts and sales promotion. New edition has chapters on budgets and measurements of advertising effectiveness. Elaborately illustrated.

— 41 —

DIRKSEN, CHARLES J. and ARTHUR KROEGER. *Advertising Principles and Problems*. 1964. Richard D. Irwin, Inc., Homewood, Ill.

A principles book written from management's point of view. Case studies are utilized at the conclusion of each chapter to emphasize the material covered. The authors present a comprehensive variety of advertising principles in easy to understand form.

— 42 —

FREY, ALBERT W. *Advertising*. Third Edition. 1961. The Ronald Press Co., New York.

Intended for two groups of students at the college level: those pre-

paring for advertising careers, and those preparing for executive positions who may be called upon to make decisions involving advertising. Emphasizes the interdependence of advertising and other business activities, and on the place of advertising in the general marketing picture. Includes packaging, market measurement, copy testing, media, radio and TV research. Teacher's manual available.

— 43 —

KIRKPATRICK, C. A. *Advertising Mass Communication in Marketing*. Second Edition. 1964. Houghton Mifflin Co., Boston.

Presents the basic principles of advertising in comprehensive detail. Creativity and imagination lead as the principal tools of advertising. Written as a college text. Detailed discussion of social and economic the author's points in every chapter. Attention devoted excellent effects. Enlarges on material covered in earlier edition.

— 44 —

KLEPPNER, OTTO. *Advertising Procedure*. Fourth Edition. 1950. Prentice-Hall, Englewood Cliffs, N. J.

Basic advertising text that has been a longtime favorite in many classrooms. Devotes major sections to purposes of advertising, preparation, research, agency, business organization, media, and advertising's place in the social and economic picture. Some material is dated, but the book is valuable.

— 45 —

SANDAGE, CHARLES, and VERNON FRYBURGER. *Advertising Theory and Practice*. Sixth Edition. 1963. Richard D. Irwin, Inc., Homewood, Ill.

Written as a general principles textbook. Sections deal with basic values and functions of advertising, creative procedure, production, media, testing, and organization of the advertising function in business.

— 46 —

WIRSIG, WOODROW, Advisory Editor. *Principles of Advertising*. 1963. Pitman Publishing Co., New York.

Concise and complete presentation of advertising by a committee of 46 advertising professors from business and marketing departments

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and 18 from allied fields. Touches on almost every facet of advertising including social and economic aspects, research, media, copywriting, production, agencies, etc.

— 47 —

WRIGHT, JOHN S. and DANIEL S. WARNER. *Advertising*. 1962. McGraw-Hill Book Company, New York.

Comprehensive book on the principles of advertising. Sections deal with social and psychological facets, marketing, media, creative functions, and planning and management. A section on careers in advertising rounds out the final chapter.

ILLUSTRATION and ART

— 48 —

ART DIRECTORS OF NEW YORK. *43rd Annual of Advertising Art*. 1964. Reinhold Publishing Company, New York.

Annual record of the outstanding advertising and editorial art of the past year, as selected for the annual exhibition of the New York Art Directors Club. A useful reference work.

— 49 —

BAKER, STEPHEN. *Advertising Layout and Art Direction*. 1959. McGraw-Hill Book Co., New York.

Emphasizes that the art director must be both a skilled craftsman and a good business executive. A thorough and practical guide on how to prepare advertising art and layouts. Profusely illustrated. Discusses basics of lettering, typography and production, television design, buying of art, photography, and development of the product image.

— 50 —

GOTTSCHALL, EDWARD, and ARTHUR HAWKINS, Editors. *Trends in Visual Advertising*. Four Volumes. 1959-1964. Art Direction Book Co.

The two editors and many authorities have assembled hundreds of illustrations and examples for presentation with accompanying explanations and comments in four thoroughly illustrated volumes. The four volumes are: I. General 1961; II. General 1962; III. Photography 1963; IV. Typographic Directions 1964. A very valuable

series for the practitioner or student interested in the evolution of the visual side of advertising.

— 51 —

PINNEY, ROY. *Advertising Photography, a Visual Communication Book*. 1962. Hastings House, Publishers, New York.

For the photographer "who wants to sell his pictures," and for "the client who buys them." Containing a short history of advertising photography, it covers subjects such as the successful advertising photograph, photo agency and stock photographs, the photographer and many others. Both color and black and white photographs are illustrated. Especially beneficial is the chapter devoted to "creative photography," and the reviews of the "Ten Top Campaigns."

INDUSTRIAL ADVERTISING

— 52 —

BLACK, GEORGE. *Listen, Mr. President*. First Edition. 1960. Chilton Company, Philadelphia.

A corporate advertising and publicity executive presents "A series of monologues on advertising, publicity and the promotion of industrial products . . . based on articles I have written, speeches I have given, bull sessions I have shared, and a host of miscellaneous ideas I have begged, borrowed, and just plain stolen from the many smart people I happen to know."

— 53 —

MESSNER, FREDRICK R. *Industrial Advertising*. 1963. McGraw-Hill Book Co., New York.

An industrial advertising expert gives step-by-step instruction on how to get the most from industrial advertising expenditures. Principal sections of the book cover creating, planning and selecting media; communicating with the prospect; evaluating advertising effectiveness; and merchandising to management and to fields forces. A 52 week improvement plan for industrial advertising is featured.

— 54 —

SMITH, ROLAND B. *Advertising to Business*. 1957. Richard D. Irwin, Inc., Homewood, Ill.

Describes the necessary procedures of advertising to business via the business press and industrial advertising. Discussion of the

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business press, marketing concepts, copy, illustrations, and layout. Explains industrial publicity planning.

LAYOUT, TYPOGRAPHY, and PRODUCTION

— 55 —

ARNOLD, EDMUND C. *Ink on Paper, A Handbook of the Graphic Arts*. First Edition. 1963. Harper & Row, Publishers, New York.

Takes printing and reproduction from the inception of the written language and the alphabet through modern printing methods. Chapters include coverage of types, printing terms, copy fitting, letter-press, lithography, intaglio, papers, inks, and binding. Well illustrated and very readable.

— 56 —

BIRREN, FABER. *Color: A Survey in Words and Pictures*. 1963. University Books, Inc., New Hyde Park, New York.

A general but thorough study of color "from ancient mysticism to modern science." While this work does not deal directly with advertising as such, much of the information is of great importance to the student or practitioner interested in color and the effects of color. Beautifully illustrated.

— 57 —

BIRREN, FABER. *Selling Color to People*. 1956 University Books, New York.

Deals with color research and the measurements of human demands in merchandising, styling, consumer goods, advertising, packaging, display, interiors, and color television. Chapters deal with strategy, best merchandising colors, vision and legibility.

— 58 —

BURNS, AARON. *Typography*. 1961. Reinhold Publishing Corp., New York.

Written for the student or professional who wants to learn more about modern typography. The author advocates the use of whatever elements are necessary to improve typographic appearance and function including "wrong" font letters, Offsize punctuation marks, etc., when these techniques add to the appearance and effectiveness of the finished job. Illustrated with numerous examples along with comment by the author.

— 59 —

DAIR, CARL. *Design With Type*. 1952. Pellegrini & Cudahy, New York.

Presents type as design material. More than 90 working layouts are shown utilizing type elements and no artwork. Shows many uses of type, rules, borders and space for greater effectiveness in printing. All who use type will find a great many valuable principles in the 140 pages. No longer available as a new book.

— 60 —

HYMES, DAVID. *Production in Advertising and the Graphic Arts*. 1958. Henry Holt & Co., New York.

Completely reworked and rewritten version of the author's 1950 edition. Basic information for those wanting to learn production. Chapters deal with the various phases of the graphic arts including papers, ink, lithography, gravure, and binding. Comprehensive in scope.

— 61 —

JOACHIM, LEO H. *Ninth Graphic Arts Productions Yearbook*, 1950. Colton Press, Inc., New York.

Encyclopedic masterpiece of graphic arts technical information for advertisers, advertising production men, and buyers of printing. Features include a design and color section, latest advertising production developments, thousands of combinations of text and display faces (made possible by the Type Visualizer), illustrations by all processes of reproduction, outstanding examples of contemporary advertising art showing trends in modern design, fingertip estimating costs of engravings and electros, and a large collection of different type faces. More than 900 pages. No longer available through retail channels, but valuable enough to list for reference and library use.

— 62 —

KETCHAM, HOWARD. *Color Planning for Business and Industry*. 1958. Harper & Row, New York.

Comprehensive coverage of the field of color usage for industry. Discussion of selling power of color and uses of color through the ages. Sections deal with color applications for packaging, displays, TV, direct mail, interior decoration, print, and use in offices and factories.

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— 63 —

ROSEN, BEN. *Type and Typography, The Designer's Type Book*. 1963. Reinhold Publishing Corporation, New York.

Billed as a practical workbook for the graphic designer. This volume lives up to its name and is far more than a type catalog. Nearly 300 type faces are shown with all characters included. Attention is given to photo-composition. Ten typographical experts and designers make use of pages in this book to comment on typographical design, use and trends.

— 64 —

SPENCER, HERBERT, Editor. *The Penrose Annual*. 1964. 57th Volume. Percy Lund, Humphries & Co., London.

Reports new developments, experiments and trends in the graphic arts. Utilizes more than 100,000 words and 300 illustrations to mirror the printing and production of 1964. This volume is the 57th in 69 years.

— 65 —

STANLEY, THOMAS BLAINE. *The Technique of Advertising Production*. Second Edition. 1954. Prentice-Hall, Englewood Cliffs, N. J.

Line cuts, halftone and color plates illustrate the principles and techniques of advertising production. The author discusses the art and production departments. Complete treatment of visualization, layout, typography, illustration, photo-mechanical and electronic production is offered.

LEGAL ASPECTS

— 66 —

SIMON, MORTON J. *The Law of Advertising and Marketing*. 1956. W.W. Norton & Co., New York.

Authoritative discussion of the laws affecting advertising and marketing written by the long-time legal counsel for the Advertising Federation of America. Thirty-three chapters cover the agency, the advertiser, duties to the advertisers, liability, employee relations, production of ideas, copyrights, special problems, defamation, cooperative advertising, securities advertising, governmental controls and numerous other problem areas.

— 67 —

BARKSDALE, HIRAM C. *The Use of Survey Research Findings as Legal Evidence.* 1957. Printers' Ink Books, New London, Conn.

Both a handbook for market research, and a reference book for practicing attorneys interested in trademark and tradename infringements, anti-trust litigation, unfair competition, false and misleading advertising, and other fields where consumer or public attitudes become an issue. Purpose of the book is to break down the barriers which differences in language, terminology and concepts have erected between market research technicians and lawyers. Shows the use of survey research techniques as an aid to judicial and administrative tribunals in establishing the facts in legal controversies and to provide guideposts in directing the preparation and presentation of survey evidence.

MARKETS and MEDIA

— 68 —

ASSOCIATION OF NATIONAL ADVERTISERS. *Essentials of Outdoor Advertising.* Second Edition 1958. Association of National Advertisers, New York.

A close look at outdoor advertising. Well illustrated with charts and drawings. Includes discussion of design, layout, production and placement. Covers various affiliated trade associations specializing in outdoor advertising.

— 69 —

N. W. Ayer & Son's Directory. Annual. N. W. Ayer & Son, Inc., Philadelphia.

A complete guide to publications printed in the United States, Canada, Newfoundland, Bermuda, Cuba, etc.; descriptions of the states, cities, and towns in which they are published. Classified list. Numerous maps. The recognized authority for listing publications in the U. S.

— 70 —

BARTON, ROGER. *Media in Advertising.* 1964. McGraw-Hill Company, New York.

Designed and written for a threefold purpose: to help buyers of advertising spend their money effectively; to provide advertising

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students with the use of advertising media; and to help sellers of advertising time and space to understand the advertiser's problems. Attention is given to media research and analysis, automated media buying, international advertising and media terminology.

— 71 —

Broadcasting Yearbook. Annual. Broadcasting Publications, Washington, D. C.

Yearbook of factual information about the broadcasting industry. Extensive data on networks, spot broadcasting, AM, FM and TV station directories, personnel, FCC rules, NAB codes, equipment directory, etc.

— 72 —

BROWN, LYNDON O., RICHARD S. LESSLER AND WILLIAM M. WEILBACHER. *Advertising Media, Creative Planning in Media Selection*. 1957. The Ronald Press Co., New York.

The authors examine the selection of media and media planning. A careful analysis of the cost-per-thousand concept provides a clearly developed presentation of qualitative and quantitative audience measurements. The appendix includes sample estimating procedures.

— 73 —

Media Records Blue Book. Quarterly. Media Records, Inc. New York.

Individual lineage records of 414 daily and Sunday newspapers in 146 cities, in the major classifications: Retail, General, Automotive, Financial, Classified, Legal. Breakdown into 172 classifications for each newspaper. Individual lineage records of approximately 5000 automotive and general advertisers.

— 74 —

PUBLISHER INFORMATION BUREAU, *P.I.B.* Annual. Leading National Advertisers, Inc., South Norwalk, Conn.

Monthly analysis of advertising revenue and space in magazines, newspaper supplements, etc. Summarizes national advertising trends with breakdowns by media and by industries with attention given to numerous individual products.

— 75 —

Standard Rate & Date Service. Standard Rate & Date Service, Inc., Skokie, Ill.

Media information necessary for developing advertising schedules for newspaper, radio, television, consumer magazines, farm publications, transportation advertising, business papers, Canadian media, and A. B. C. weekly newspaper circulation analysis. Information includes rates, mechanical information and measurements, market data, key personnel, mailing addresses.

— 76 —

Survey of Buying Power. May 10, Annual. Sales Management, The Magazine of Marketing, New York.

Exclusive **Sales Management** estimates of population, retail sales, effective buying income, enumeration of retail outlets for sections and cities and counties. Extensively used by advertisers and agencies. Permission required for including data in published media promotion.

NEWSPAPER ADVERTISING and PROMOTION

— 77 —

McCLURE, LESLIE W., and PAUL C. FULTON. *Advertising in the Printed Media.* 1964. The MacMillan Company, New York.

Coverage of print media with heavy emphasis on newspaper advertising with chapters on classified, retail, and national advertising, the newspaper space salesman, color, rate structures, merchandising and creative practices. A special chapter deals with business publications and farm journals.

— 78 —

MACDONALD, MORTON, Editor. *Principles and Practices of Classified Advertising.* 1952. Association of Newspaper Classified Advertising Manager, Inc., Hartford, Conn.

A score of newspaper classified advertising managers have written the individual chapters dealing with rates, personnel, telephone solicitation, copy writing, typography, promotion, etc.

— 79 —

RUCKER, FRANK W., and BERT STOLPE. *Tested Newspaper Promotion.* 1960. Iowa State University Press Ames, Iowa.

A D V E R T I S I N G

Newspaper promotion department organization, personnel and costs explained. Listing of more than 450 awards for excellence in all phases of newspaper operation. The experience of the two authors is augmented with promotional ideas from more than 100 daily and weekly newspapers. Tips on circulation promotion ideas, community goodwill, classified, display advertising lineage.

PSYCHOLOGY in ADVERTISING

— 80 —

BRINK, EDWARD L., and WILLIAM T. KELLEY. *The Management of Promotion*. 1963. Prentice-Hall, Inc., Englewood Cliffs, New Jersey.

Bases the search for the reasons behind successful promotional strategies upon current concepts of psychology and human motivation. The authors draw on the lore of psychology, sociology, learning theory and communications theory, and relate these fields to the evaluation of markets, sales territories, forecasts, promotion control and coordination, and the overall planning of the campaign.

— 81 —

DEXTER, LEWIS ANTHONY and DAVID MANNING WHITE. Editors. *People, Society, and Mass Communications*. 1964. The Free Press of Glencoe.

Anthology bringing together nearly thirty articles and papers dealing with the various facets of mass communications. Included are sections on sociological perspectives on mass communications, the communicator and his audience, strategy of persuasion, communications research, etc. An extensive bibliography is included.

— 82 —

STEPHENSON, WILLIAM. *The Study of Behavior*. 1953. University of Chicago Press, Chicago.

A new approach to the study of behavior which emphasizes qualitative rather than quantitative research. Part I explains the basic formulations of the "Q" technique, a methodology significant for advertising researchers interested in "depth probing" for images of the why of attitudes and opinions. Part II deals with practical applications of the "Q" method. Chapters on the prior analysis of questionnaires and social psychology particularly relate to advertising research.

PUBLIC RELATIONS and PUBLICITY

— 83 —

CANFIELD, BERTRAND R. *Public Relations Principles, Cases and Problems*. Fourth Edition. 1964. Richard D. Irwin, Inc., Homewood, Illinois.

Thoroughly covers corporate and association public relations, tools of the trade, basic principles, and accepted practices. International public relations and non-profit organization public relations included in this edition. Case problems deal with Standard Oil, Ford, General Motors, and others. Thoroughly rewritten and revised since earlier edition.

— 84 —

CUTLIPP, SCOTT M., and ALLEN H. CENTER, *Effective Public Relations*. Third Edition. 1964. Prentice-Hall, Inc., Englewood Cliffs, New Jersey.

Completely updated edition of this widely used public relations textbook. The history of public relations is brought up to date and information international public relations added. Each "public" is discussed in a separate chapter, and attention is given to schools, businesses, banks government, armed forces, etc.

— 85 —

LESLEY, PHILIP, Editor. *Public Relations Handbook*. Second Edition. 1962. Prentice-Hall, Inc., Englewood Cliffs, N. J.

Revised and enlarged. Authoritative handbook dealing with fundamental principles and practical ideas. Thorough in category and bibliography. A compendium of essential instructive information. Forty-five chapters, each by a specialist or team of specialists in a particular field.

— 86 —

SCHOENFELD, CLARENCE A. *Publicity Media and Methods*. 1963. The MacMillan Company, New York.

A guide to planning and producing public relations communications, written, spoken, and visual. A text for the neophyte and an easy-to-use reference book for the professional. Areas covered include business and industry, trade associations, government, religious organization, schools, armed forces, and allied fields.

 A D V E R T I S I N G

RESEARCH — Consumer, Market, Product

— 87 —

ADVERTISING RESEARCH FOUNDATION. *Source of Published Advertising Research*. 1960. Advertising Research Foundation, New York.

A thorough listing of reference materials available for the advertising researcher. Sections deal with annotated bibliographies, unannotated bibliographies, abstracting periodicals, directories of individuals, directories of organizations, special libraries, and professional bibliographers.

— 88 —

LUCAS, DARRELL BLAINE, and STEUART HENDERSON BRITT. *Measuring Advertising Effectiveness*. 1963. McGraw-Hill Book Co., New York.

Brings together the measurement of advertising messages and the measurement of advertising media. Analysis is made of principal methods of measuring advertising effectiveness with their advantages and weaknesses. The section of the book dealing with advertising media measurement includes a discussion of the implications of the latest mathematical procedures.

— 89 —

MARTINEAU, PIERRE. *Motivation in Advertising*. 1957. McGraw-Hill Book Company, Inc., New York.

A discussion of motivation research in language understandable to the layman. Advertisements of well known companies are used as examples along with detail studies by some professional behavioral scientists. An important book for the student or the practitioner interested in motivation research.

RETAIL ADVERTISING

— 90 —

EDWARDS, CHARLES M., AND RUSSELL A. BROWN. *Retail Advertising and Sales Promotion*. Third Edition. 1959. Prentice-Hall, Inc., Englewood Cliffs, N. J.

A greatly expanded revision of the second edition by Edwards and Howard. Sets forth basic principles of executing retail advertising. Explains and appraises the best practices in the field of retail ad-

vertising and sales promotion. Twenty-three chapters outline departmental organization and procedure, budgets, plans, copy and headlines, media, layout, typography and production, display, research and market measurements.

— 91 —

ROSENBLUM, M. L. *How to Design Effective Store Advertising*. 1961. National Retail Merchants Association, New York.

A blueprint for the preparation of advertising for the retail store. Careful attention given to production, planning, artwork, typography, writing & layout. Hundreds of illustrations portray roughs, comprehensives and the published advertisements. Excellent for the store advertising executive or for the student.

STANDARD DIRECTORY OF ADVERTISING and AGENCY LIST

— 92 —

Standard Directory of Advertising: The Agency List. National Register Publishing Co., Inc., New York.

Known as the **Standard Advertising Register** for many years, this publication has been combined with the **McKittrick Directory of Advertisers** under this new name in 1964.

Annual, with monthly supplements, records more than 16,000 advertisers arranged according to business and grouped into 47 product classifications. Lists 65,000 executives of these companies. Most listings include name of agency, account executives, appropriation and media information. **Agency List** names 3800 national advertising agencies, with branches, personnel & recognition; with more than 1900 of these agencies listing accounts. Agencies are listed alphabetically and geographically.

TELEVISION and RADIO ADVERTISING

— 93 —

AGNEW, CLARK, AND NEIL O'BRIEN. *Television Advertising*. 1958. McGraw-Hill Book Co., New York.

A nontechnical, yet comprehensive, description of television advertising. Preparation of commercials from the conception of an idea through filming or live presentation. Television is compared with other media. Chapters devoted to the sponsor, the agency, research, jingles, production basis, and television's future. Glossary included.

A D V E R T I S I N G

— 94 —

CHESTER, GIRAUD, GARNETT R. GARRISON, and EDGAR E. WILLIS. *Television and Radio*. Third Edition. 1963. Appleton-Century-Crofts, New York.

Revised and expanded to include information on rapid growth of the broadcasting industry. Presents material essential to the beginner in television and radio. Deals with these media in society, their growth, programming, regulation, advertisers, agencies. Chapters devoted to stations, technical aspects, production, self-regulation of the industry, networks, educational broadcasting.

— 95 —

McMAHAN, HARRY WAYNE. *The Television Commercial*. 1957. Hastings House Publishers, New York.

A simple and straight forward discussion of the television commercial. The author, a television commercial consultant, takes the reader from basics through the final steps in writing, producing and airing commercial announcements of all types. Chapters deal with film, cartoons, budgets, puppets, etc. Dated but valuable.

— 96 —

SEEHAFER, E. F., AND J. W. LAEMMER. *Successful Television and Radio Advertising*. Second Edition. 1959. McGraw-Hill Book Co., New York.

More than a revision of the 1951 edition. The authors have developed a complete new book to keep pace with industry growth. All aspects of broadcast advertising are covered in a comprehensive and authoritative manner. Specialists from all areas of the industry assisted in preparation of the material. The view points of the advertiser, the station and the network are included along with those of the agency.

— 97 —

STEINER, GARY A. *The People Look at Television*. 1963. Alfred A. Knopf. New York.

A thorough and voluminous study of the television viewing habits and attitudes of the American people. Discusses relationship between television viewing habits and education, parenthood, income, religion, etc. Of great interest to the advertising practitioner, the student and the behaviorial scientist.

SPECIAL FIELDS

— 98 —

ASSOCIATION OF NATIONAL ADVERTISERS. *Advertising at the Point of Purchase*. 1957. McGraw-Hill Book Co., New York.

A survey of the point of purchase practices of 150 U.S. companies. Outlines planning and implementation of successful campaigns. Covers applications, methods, materials, costs, legal considerations, timing, and appropriations.

— 99 —

DUNN, S. WATSON. *International Handbook of Advertising*. 1964 McGraw-Hill Book Company, New York.

A compendium dealing with the many facets of international advertising. Nearly a hundred experts have contributed sections and chapters to this discussion of the ins and outs of selling and advertising in the many sections of the world. The first section deals with the principles and procedures of international advertising. The second section takes individual countries, one by one and deals with localized problems. The final section outlines the organization of the international advertising.

— 100 —

GILBERT, EUGENE. *Advertising and Marketing to Young People*. 1957. Printers' Ink Books, New London, Conn.

A thorough analysis of the American youth market with information and tips on how to best reach this important group. Treatment of the psychological viewpoint, influence of youth on adult purchases, girls' influence on home purchases, advertising to the pre-teen group, and advertising to the college market. Other sections describe premiums, contests, packaging, sampling, bride market, and retailing to the youth.

ADVERTISING ORGANIZATIONS

- ADVERTISING AGENCY SERVICE INTERCHANGE. 751 South Park View, Los Angeles 57, California. 90057
- ADVERTISING ASSOCIATION OF THE WEST (AAW). 337 World Trade Center, Ferry Bldg., San Francisco, Calif. 94111
- ADVERTISING COUNCIL. 25 W. 45th St., New York. 10036
- ADVERTISING FEDERATION OF AMERICA (AFA). 655 Madison Ave. New York. 10021
- AMERICAN BUSINESS PRESS, INC (ABP). 205 E. 42 St., New York. 10017
- ASSOCIATION OF INDUSTRIAL ADVERTISERS (AIA), formerly N. I. A. A.). 271 Madison Avenue, New York. 10016
- ADVERTISING RESEARCH FOUNDATION (ARF). 3 E. 54th St., New York. 10022
- ALPHA DELTA SIGMA, Professional Advertising Fraternity, Dept. of Journalism, Carbondale, Illinois.
- AMERICAN ACADEMY OF ADVERTISING, (AFA), 655 Madison Avenue, New York. 10021
- AMERICAN ASSOCIATION OF ADVERTISING AGENCIES (AAAA). 200 Park Ave., New York.
- ASSOCIATION OF NATIONAL ADVERTISERS (ANA). 155 E. 44th St., New York. 10017
- ASSOCIATION OF NEWSPAPER CLASSIFIED ADVERTISING MANAGERS (ANCAM). Max O. Taylor, Secretary, c/o The Oregonian, Portland, Oregon.
- AUDIT BUREAU OF CIRCULATIONS (ABC). 123 Wacker Dr., Chicago 6, Ill.
- BROADCASTER PROMOTION ASSOCIATION (BPA) P.O. Box 9736, Cleveland, Ohio.
- BUREAU OF ADVERTISING, American Newspaper Publishers Association. 485 Lexington Ave., New York. 10017
- DIRECT MAIL ADVERTISING ASSOCIATION (DMAA). 230 Park Ave., New York. 10017

- GAMMA ALPHA CHI, Professional Advertising Sorority. Box 520 Fort Myers, Florida.
- MAGAZINE ADVERTISING BUREAU, Magazine Publishers Association (MAB and MPA). 44 Madison Ave., New York.
- NATIONAL ASSOCIATION OF BROADCASTERS (NAB). 1771 N. St., N. W., Washington 6, D. C. 20036
- NATIONAL NEWSPAPERS PROMOTION ASSOCIATION (NNPA). 75 Fountain St., Providence, R.I.
- NATIONAL OUTDOOR ADVERTISING BUREAU, (NOAB) 711 Third Avenue, New York. 10017
- NEWSPAPER ADVERTISING EXECUTIVES ASSOCIATION (NAEA). P.O. Box 147, Danville, Ill.
- OUTDOOR ADVERTISING ASSOCIATION OF AMERICA, (OAAA). 24 West Erie, Chicago, Ill. 60610
- PUBLIC RELATIONS SOCIETY OF AMERICA, Inc. (PRSA). 845 Third Ave., New York. 10022
- RADIO ADVERTISING BUREAU, INC. (RAB). 116 E. 55th New York.
- TELEVISION BUREAU OF ADVERTISING (TVB). One Rockefeller Plaza, New York. 10020

PUBLISHERS

- Advertising Publications, Inc., 740 Rush Street, Chicago, Illinois.
- Advertising Research Foundation, 3 East 54th Street, New York, New York.
- Allyn & Bacon, Inc., Rockleigh, New Jersey.
- Association of Newspaper Classified Advertising Managers, c/o The Oregonian, Portland, Oregon.
- Appleton-Century-Crofts, Inc., 34 W. 33rd Street, New York, New York.
- Art Directions Book Co., 19 W. 44th Street, New York, New York. 10036

A D V E R T I S I N G

- Association of National Advertisers, 155 E. 44th Street, New York, New York.
- Atheneum Publishers, 162 E. 38th Street, New York, New York.
- Ayer, N. W. & Sons, West Washington Square, Philadelphia, Pennsylvania.
- Broadcasting Publications, Inc., 1735 DeSales Street NW, Washington, D.C. 20036
- Chicago Press, University of Chicago, 5750 Ellis Ave., Chicago, Illinois.
- Chilton Co., Book Division, East Washington Square, Philadelphia, Pennsylvania.
- Colton, J. F., and Company, Box 1121, Longridge P.O., Flagstaff, Arizona.
- Dover Publications, Inc., 180 Varick Street, New York, New York.
- Farrar, Straus and Co., 19 Union Square West, New York, New York.
- Glencoe, Free Press of — See Macmillan Co.
- Grosset & Dunlap, Inc., 1107 Broadway, New York, New York.
- Harper & Row, Publishers, Inc., 49 E. 33rd Street, New York, New York.
- Hastings House, Publishers, Inc., 151 E. 50th Street, New York, New York.
- Holt, Henry — See Holt, Rinehart & Winston, Inc.
- Holt, Rinehart & Winston, Inc., 383 Madison Avenue, New York, New York.
- Houghton Mifflin Co., 2 Park Street, Boston, Massachusetts.
- Iowa State University Press, Press Building, Ames, Iowa.
- Irwin, Richard D., 1818 Ridge Road, Homewood, Illinois.
- Knopf, Alfred A., Inc., 501 Madison Ave., New York, New York.
- Leading National Advertisers, Inc., P.O. Box 525, South Norwalk, Conn.
- Macmillan Co., 60 5th Avenue, New York, New York.

- McGraw-Hill Book Co., Inc., 330 West 42nd Street, New York, New York.
- Media Records, Inc., 630 Fifth Avenue, New York, New York.
- National Register Publishing Co., Inc., 147 W. 42nd St., New York, New York.
- National Retail Merchants Association, Sales Promotion Division, 100 West 31st St., New York, New York.
- Norton, W.W. & Co., Inc., 55 5th Avenue, New York, New York.
- Percy Lund, Humphries & Co., 12 Bedford Square, WC1, London.
- Publisher's Information Bureau, Leading National Advertisers, Inc., P.O. Box 525, South Norwalk, Conn.
- Pitman Publishing Corp., 20 E. 46th Street, New York, New York.
- Pocket Books, Inc., 630 Fifth Avenue, New York, New York.
- Prentice-Hall, Inc., Englewood Cliffs, New Jersey.
- Printer's Ink Publishing Co., 635 Madison Avenue, New York, New York.
- Putnam Sons, G.P., 200 Madison Avenue, New York, New York.
- Reinhold Publishing Corp., 430 Park Avenue, New York, New York.
- Ronald Press Co., 15 E. 26th Street, New York, New York.
- Sales Management, Inc., 386 Fourth Avenue, New York, New York.
- Simon & Schuster, Inc., 1 West 39th Street, New York New York.
- Standard Rates & Data Service, Inc., 5201 Old Orchard Rd., Skokie, Ill.
- University Books, Inc., 1601 Jericho Turnpike, New Hyde Park, New York.
- Who's Who in Advertising, Inc., 111 Fourth Avenue, New York, New York.
- Wadsworth Publishing Co., Inc., Belmont, California.
- Yale University Press, 149 York Street, New Haven, Conn.

A D V E R T I S I N G P U B L I C A T I O N S

- Advertising Age*, 740 Rush Street, Chicago, Ill. 60611
Advertising Sales & Promotion, 740 Rush St., Chicago, Illinois. 60611
Art Direction, 19 W. 44th Street, New York.
Broadcasting, 1735 De Sales St., N. W., Washington, D.C.
Editor & Publisher, 850 Third Avenue, New York. 10022
Media Agencies Cüents, 319 S. Robertson Blvd., Beverly Hills, Calif. 90211
Media/Scope, 5201 Old Orchard Rd., Skokie, Illinois 60078
OAAA News, 24 West Erie Street, Chicago. 60610
Printer's Ink, 100 Garfield Ave., New London, Conn.
Public Relations Journal, 845 Third Ave., New York. 10022
Reporter of Direct Mail Advertising, 224 Seventh St., Garden City, Long Island, New York. 11534
Sales Management, 630 Third Avenue, New York.
Sponsor, 55 Fifth Ave., New York.
Television, 444 Madison Ave., New York. 10022
Western Advertising, 1540 N. Hudson Ave., Los Angeles, Calif. 90028

