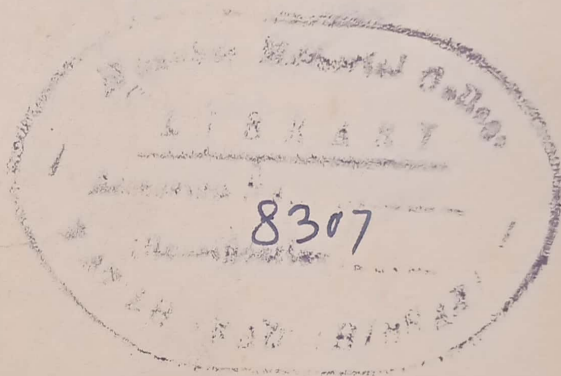


THE DARTNELL
ADVERTISING
MANAGER'S
HANDBOOK

by
Richard H. Stansfield



THE DARTNELL CORPORATION
CHICAGO and LONDON

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