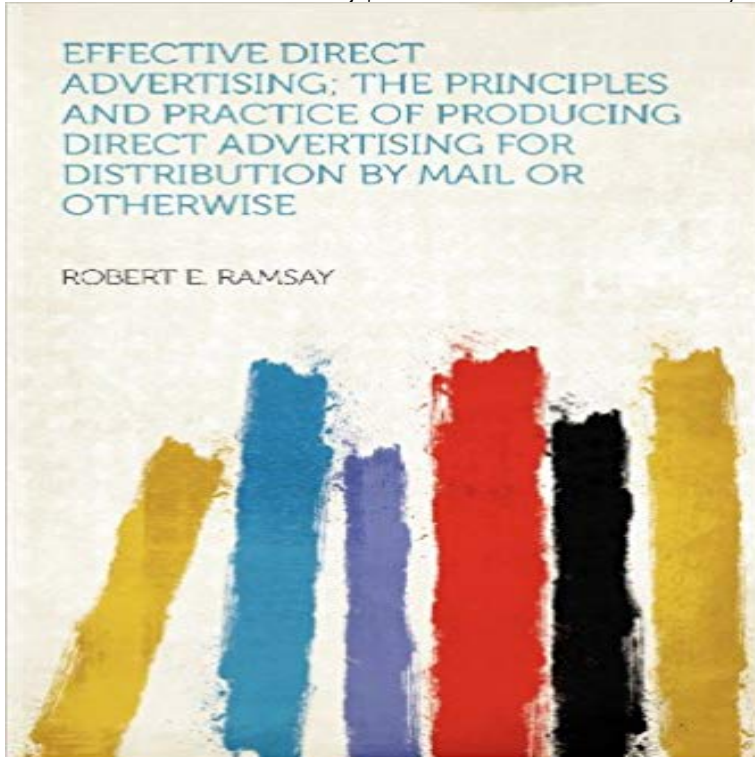


Effective Direct Advertising; the Principles and Practice of Producing Direct Advertising for Distribution by Mail or Otherwise



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